



Habitare09 fair, Ahead! design area  
Helsinki Exhibition and Convention Centre, from 9 to 13 Sep 2009  
Hall 4, stand 4D22  
Kannustalo Lato in hall 4, stand 4D19

## **Woodnotes' summer of butterflies**

The Finnish company Woodnotes will be presenting a superb collection of new products at Habitare, each of which displays a strong sense of material in a fresh way. All the new products will be exhibited at the Woodnotes stand. In addition, Woodnotes will be featuring prominently in the Kannustalo Lato house.

The new carpets will be for sale in Artek shops already during the fair.

The artistic director of Woodnotes, **Ritva Puotila**, can be met at the Woodnotes stand, 4D22, on Wednesday 9 Sep at 10 to 11 am and Thursday 10 Sep at 11 am to 12 pm.

### **Butterfly – Tropic – Panorama**

Designed by Ritva Puotila, the fresh and colourful paper-yarn carpets Butterfly, Tropic and Panorama add a little sparkle to interiors. The wide colour spectrum typical of art textiles is now available in carpets. Representing an entirely new side of Woodnotes are carpets with horizontal stripes, combining classic muted and bright colours. Habitare will see the launch of the new carpets. There are 3 to 4 colour variations for each carpet.

Puotila's starting point for the design of the carpets was the use of natural colours and abstract compositions. To Puotila, the key thing in composition is that the carpet supports the decor and thus provides the freedom to explore various furnishing solutions. The asymmetry of the striping in the Butterfly, Tropic and Panorama carpets offers new opportunities for playing with the rest of the decor. The "colour mass" of one colour in the middle of the Panorama carpets works as a calming element. For example, the Butterfly carpet can be extended up to four metres, allowing its colourful group of stripes to structure the space in a new way. With Tropic, the rhythm of the striping is repeated along the length of the carpet.

"Above all, this summer the flowers in the yard have attracted scores of butterflies."

Nature is an inexhaustible source of inspiration to Puotila. The natural colours in Butterfly, Tropic and Panorama have been the result of careful deliberation. The muted colours function as a foundation for the basic brights, whose tones have been inspired by butterflies and flowers. "Colours must be edible," says Puotila with reference to the closeness of the colours to the natural world.

The exciting contrasts break up the colour tones and really bring them out. These classic colour combinations are challenging for the designer. It matters to Puotila that each colour, whether muted or bright, lives long and in a variety of environments. The colour combinations of Butterfly, Tropic and Panorama also hark back to old poster art, in which the use of colour had a similar spirit.

There are elements in the Butterfly, Tropic and Panorama carpets familiar from the carpets in the basic Woodnotes collections, allowing them to be easily matched with their harmonious tones. "I'd like to see these carpets used on terraces, nurseries – gradually making their way towards the living room," says Puotila.

Prices for carpets start from 198 €/m<sup>2</sup>.



1st photo: from front to back Butterfly, Panorama, Tropic

Butterfly

Tropic

## My and Roo

The lounge chairs designed by **Ulla Koskinen** are making their debut in Finland. The chairs are designed for casual, relaxed seating. Due to their choice of materials and shape, they are both sturdy and soft at the same time. Upholstered in Sand fabric, also from the Woodnotes collection, the filling of these chairs is a mixture of materials that is guaranteed to stay in shape. The cover is removable and replaceable.

My and Roo are like gentle figures from a fairytale. My is smaller and perfect for watching TV, for example. Roo is longer and divan-like, inviting you for a moment of rest.

When the chairs won the Interior Innovation Award at IMM Cologne earlier in 2009, the jury paid special attention to the combination of material and function. The jury commended the chairs for their natural feeling and was particularly happy to see a new way of using paper yarn fabric.

My measurements: 90x140x90 cm; Weight: 6 kg; List price: €768

Roo measurements: 90x180x90 cm; Weight: 8 kg; List price: €978



My

Roo

## Hut light fixtures

Designed by **Jukka Korpihete** for Woodnotes, the Hut series adds soft light and intimate ambience to public or private lounges. Providing a high contrast of light and shade, the fixtures are adaptable to the given space thanks to the adjustable height. The light fixture also makes a strong statement in the space.

"The shade allows light permeate it naturally and softly, like the roof of an old barn or hut. Hence the name," reveals Korpihete.

Korpihete recounts that the idea for the Hut series came up when testing how the various Woodnotes fabrics behaved with light. From the Open Sky fabric came the idea for a light fixture in which light and shade meet. Says the designer: "The shape of the light fixture is like a tribute to the fabric designed by Ritva Puotila."

The distance between the kite-like shade and the light source can be controlled by adjusting the length of the wires. The large shade filters light softly and generates a dim, calming light. The light



source module can be mounted directly to the ceiling, and in a tall space it can be lowered using the wires.

The shade of the Hut fixtures is made of the striped Open Sky paper yarn-cotton fabric, also by Woodnotes. Colours: black and white.

Sizes: shade 840x1020x80 mm and 1000x1420x110 mm, light module height 275 mm Ø 75 mm  
The series will be available for sale in autumn 2009.



### **The swivelling and rocking k chair**

A **Harri Koskinen** design from 2004, the k chair is now being introduced in a version equipped with a swivelling and rocking mechanism. In addition, this version of the k chair features a round plate base in place of the tubular frame base of the original. The original 87 cm wide k chair was last updated in 2006 with the introduction of the narrow 70 cm version. The swivelling and rocking mechanism makes the chair even more versatile.

The k chair differs from other Woodnotes furniture with its visible metal frame. The replaceable seat and backrest covers are made of Sand paper yarn-cotton fabric.

The swivelling and rocking k chair is available in the 87 cm wide size only.  
The chair will be available for sale in autumn 2009.



### **Whisper - the acoustic interior panel**

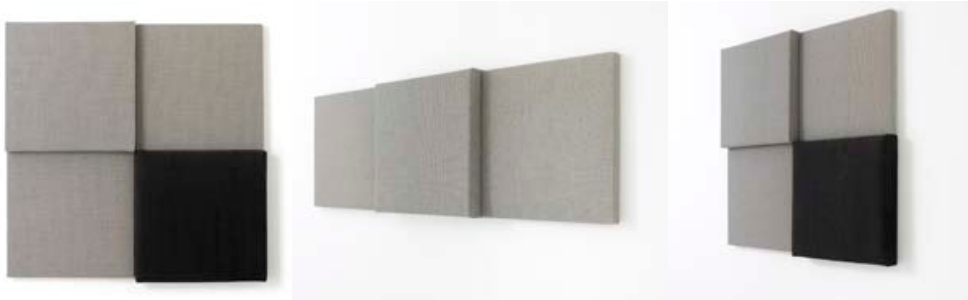
Designed for Woodnotes by **Tapio Anttila**, Whisper is an acoustic interior panel. The panel's acoustic-enhancing properties originate from its cellulose-fibre acoustic board upholstered in the Sand paper yarn-cotton fabric. By combining panels, which come in different colours and sizes, it is possible to fine-tune the soundscape of any space, public or private.

The raw material is a cellulose-based manufacturing process by-product, which is fireproof, emission-free, acoustic and eminently suitable for people suffering from allergies.

The panel comes in two sizes (560 x 560 mm and 560 x 1120 mm) and two thicknesses (40 mm and 100 mm). Custom sizes can be manufactured for projects. You can use the panels to produce large unified configurations, or freely create eye-catching surfaces using different sizes and colours. The panel comes in all eight colours of the Sand paper yarn fabric.



Sizes: 560x560x40 mm, weight 3 kg or 560x560x100 mm, weight 4.2 kg  
560x1120x40 mm, weight 6 kg or 560x1120x100 mm, weight 8.4 kg  
The panel will be available for sale in autumn 2009.



## Bed

The Woodnotes bed concept has been developed further and now features its own slatted bed frame. The bed concept was first introduced at the Milan furniture fair in spring 2008.

Upholstered in dustless, anti-static Sand paper yarn and cotton fabric, the concept's headboards and frames give beds a stylish, luxurious appearance. The bed can also be matched with chairs, stools or bed-end benches, also upholstered in Sand fabric.

Built around the upholstered headboards, the bed concept has a neutral, refined colour scheme.

The concept's Sand fabric upholstery comes in eight colours.



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*Known for their uncompromising philosophy, Woodnotes is an internationally acclaimed design company that manufactures interior products inspired by the natural beauty of paper yarn and intended for use in homes and public spaces. The Woodnotes philosophy is based on aesthetics of refined and pure design. The high-quality products are long-lasting and, thus, environmentally friendly. The pure and dustless materials are safe and easy-care. Founded in 1987 by Ritva and Mikko Puotila, Woodnotes has grown from a line of paper yarn carpets into a total interior design concept. Currently, around 70% of Woodnotes' production is exported to more than 30 countries. The collection includes designs from Ritva Puotila, **Minna Ahokas**, Tapio Anttila, **Mia Cullin**, Jukka Korpihete, Harri Koskinen, Ulla Koskinen and **Jaana Parkkila**.*

Visit the renewed Woodnotes website at [www.woodnotes.fi](http://www.woodnotes.fi).

Come and check out our new products at our stand!

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