

FINLAND



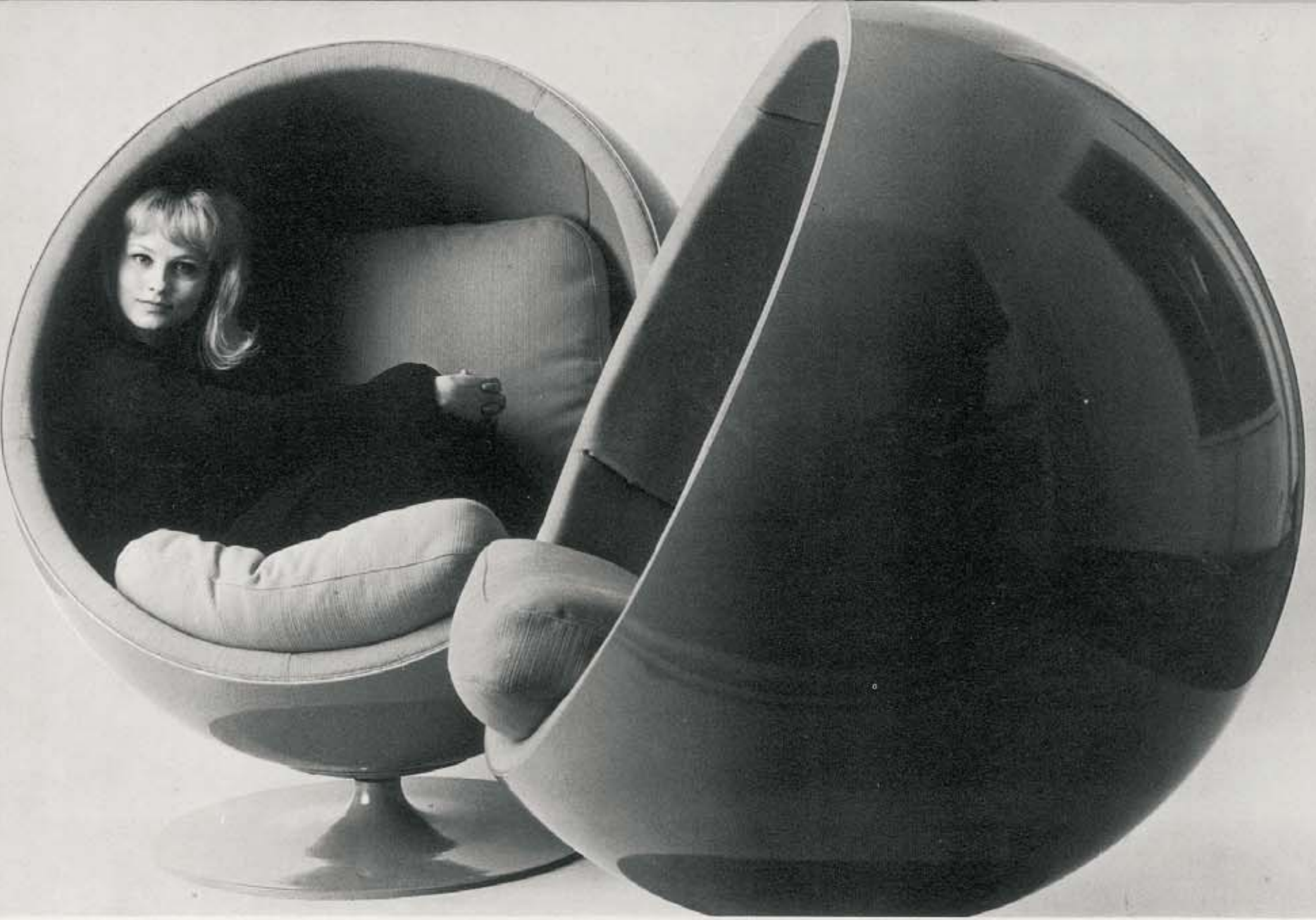
HOUSE & GARDEN

ADVERTISING SUPPLEMENT
PRODUCED IN ASSOCIATION
WITH THE FINNISH GOVERNMENT



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S. 7



The famous 'Globe' chair. Its shell is glass-fibre and the base aluminium; padding is of polyfoam and Dacron. Designed by Eero Aarnio for ASKO OSAKEYHTIÖ.

Not all timber in a timbered land

'V S O P' chair and 'Kantarelli' table in glass-fibre. The chair has foam-rubber padding. Designed by Eero Aarnio for ASKO.



'TIMBER is our green gold' is a phrase often heard in Finland, and although the flourishing furniture industry's exports bear witness to this, the adventurous Finns have never been content to rely solely upon their traditional joinery skills. They certainly design beautifully simple furniture using native timbers, but they also design and make glass-fibre and plastic chairs well in the forefront of international design.

A few months ago the furniture manufacturing firm ASKO OSAKEYHTIÖ celebrated its fiftieth anniversary. In half-a-century the one-time joiners' workshop has expanded into a production plant covering some twenty acres. ASKO is now the largest manufacturer of furniture in Scandinavia. Much of their timber furniture is made from Finnish birch and has won many international design awards.

Here we concentrate on ASKO's glass-fibre and plastic chair designed by Eero Aarnio. 'The idea for such pieces,' he says, 'emerges out of the material and its possibilities, and is produced complete upon the prompting of a simple insight!'

The firm ARTEK OY AB was originally formed to manufacture and market the furniture designed by the architect Alvar Aalto more than a quarter-of-a-century ago. Aalto's furniture, using the principle of steam-pressed laminated wood, combines a large degree of standardization with classically simple shapes. Furniture he designed thirty years ago is still being manufactured, and today it looks as modern as any on the international market. From time to time additions are made to the ARTEK range of furniture, but by and large the collection remains as first conceived by Alvar Aalto.



Bentwood stools and, below, table No 91 and armchair No 406, made from resilient bentwood with strong webbing upholstery. All designed by Alvar Aalto and marketed through ARTEK OY AB

