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11/08/2012

Aviation: Finnair Launches New Design Partnership with Marimekko

Travel Video



Finnair of Finland has teamed up with Finnish design house Marimekko to create a new design concept for the Finnish airline. From spring 2013, all Finnair aircraft will feature a Marimekko for Finnair collection of textiles and tableware, featuring Marimekko's classic patterns.

"The Marimekko for Finnair collection has been specially designed to add a light and fresh visual and tactile dimension to the onboard experience, while lightening the airline's carbon footprint, as well," a press release received from Finnair says.

Two of Finnair's long-haul aircraft will also wear livery based on Marimekko designs. An Airbus A340 featuring Majja Isola's iconic Unikko floral print from 1964 is already operating between Helsinki, Finland, and Finnair's Asian destinations. It will be followed by another aircraft in Marimekko livery in spring 2013.

"Finnair has a strong design heritage, and this cooperation brings our design thinking to a new level," says Mika Vehviläinen, Chief Executive Officer, Finnair CEO.

"Our goal is to become a design airline, and bring our customers unique experiences for all five senses. Cooperation with Marimekko is an important step towards this target. Finnair aircraft will become roving ambassadors of timeless Finnish design and creativity, giving our customers a special experience when they fly with us."

Colourful Designs

Mika Ihamuotila, Marimekko CEO, is equally upbeat.

"We hope that Marimekko's sympathetic Unikko poppy flowers flying up in the sky as well as our other iconic prints as a part of the in-flight experience bring joy to people around the world," Mika says

"Lately, we have wanted to connect Marimekko's colourful design and fashion with surprising parties and forms of art, such as ballet, modern dance or visual arts. Now it is time to do something unforeseen up in the sky. I believe that the Marimekko and Finnair design collaboration will bring to hectic and often grey air travel joy, peace of mind and beautiful memories."

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