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MARIMEKKO FOR FINNAIR

BY STEPHANIE REBICK | POSTED ON NOVEMBER 5TH, 2012



During the height of the Jet Age in the 1950s and 1960s air travel was a luxurious experience with cocktail lounges and elegant meals with real silverware — a far cry from the cattle-hearding experience we encounter today. It was not unusual for airlines to engage the services of well-known interior designers such as Dorothy Draper to outfit the interior spaces of the planes as a means of enticing travellers away from their competitors. While you may be far from impressed with the airline interiors you've encountered of late, Finnair is hoping to spruce things up with a recently announced collaboration with Marimekko, the Finnish design house. Best known for its colourful and vibrant patterns, Marimekko has designed a collection of textiles — blankets, bags and cushion covers — and tableware — plates, cups and mugs — that promises to brighten the otherwise drab interiors. With their bold palette and lively designs, adding a touch of Marimekko to the

Finnair decor will undoubtedly improve the experience of flying with the airline. Finnair has also outfitted one of the Airbus A430s in their fleet with a playful exterior decal designed by Marimekko and has plans to add the floral pattern to other aircrafts in the future. As air travel has become such a dreadful and monotonous experience, I hope other airlines will follow Finnair's lead and bring back the joy and excitement of air travel in the Jet Age.



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