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SKIFTDESIGN



Qantas gets fancy with Kate Spade amenity kits



Finnair turns to Marimekko for design inspiration

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Finnair partners with Marimekko for livery and logo redesign

Excerpt from **CNW Group**

Finnair and Finnish design house Marimekko are teaming up to enhance the air travel experience with a new design partnership. 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 is 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.

SKIFT TAKE

The unique floral design is refreshing for an airline and the new tableware adds a bright touch to the usually drab interior of aircraft.

-Samantha Shankman

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

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SKIFTADS



Tunisia turns to Publicis for image overhaul



Photo courtesy of Finnair.

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