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TUESDAY 06TH NOVEMBER 2012



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Finnair gets design-centric with Marimekko



Finnair has announced a new collaboration with Helsinki design legend, Marimekko.

From spring 2013 all Finnair aircraft will feature a Marimekko for Finnair collection of textiles and tableware, featuring Marimekko's bright graphic style in bold colors made popular in the 1960s and 1970s.

Marimekko's bright and simple Unikko flower print from 1964 is already painted on a Finnair Airbus A340 flying between Helsinki and Asia. It will be followed by a second Marimekko-sheathed aircraft in 2013.

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Finnair CEO Mika Vehviläinen says the airline's goal is to "become a design airline."

Mika Ihmuotila, Marimekko CEO says that air travel is often "grey" but that the new collaboration would translate into "peace of mind and beautiful memories" for passengers.

These memories will be available in souvenir form through a range of Marimekko design products available from Finnair's on-board sales and at the Finnair Plus Shop.

The collaboration of airlines and design is as old as commercial flight. Recently airlines have been re-establishing connections between popular design and the in-flight experience. A widely publicized design campaign between Virgin Airlines and Banana Republic was launched earlier in the year with similar in-flight shopping opportunities.

No word yet on whether Finnair flight attendants would be wearing Marimekko poppy prints anytime soon.

Tuesday, November 6, 2012



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