

PRESS RELEASE

Artek presents the Daniel Rybakken Collection at Helsinki Design Week

Artek presents the new Daniel Rybakken Collection at the Artek Helsinki flagship store. The 124° – Artek Helsinki installation is open from 7 September to 7 October 2017.

Daniel Rybakken's two new product families consist of furniture and accessories through which the Norwegian artist explores what Artek is today.

The storage units and seats of the Kiila series and the mirrors of the 124° series insightfully utilize the possibilities of industrial production.

They interpret the meeting points of art and technology while expressing Artek's principles in a fresh, unique idiom and adapt to its iconic collection.

The 124° mirrors are blatantly sculptural. The two halves of the mirror are faced in an angle of 124 degrees creating a surprisingly bilateral reflection of the surrounding space. The mirrors made of polished steel sheets are functional products for daily use. There are three versions of the mirror, one of which includes an integrated wooden shelf.

The accessories of the Kiila series have been designed to prevent clutter. The series includes sturdy coat racks that can carry heavy overcoats without losing balance. Rybakken has created the design based on the tripod structure. The bench and the shelf are versatile pieces of furniture that help maintain a good order.

Daniel Rybakken is a talented young designer who in the beginning of his career has focused on one design area, lighting. Rybakken has studied natural light and its reproduction by artificial light. The results include delicate products whose subtle light is created by their complex and accurate manufacturing technique.

CEO of Artek **Marianne Goebel** acknowledges this delicate balance: "Daniel follows the basic principle of Artek by combining art and technology."

The installation designed by Berlin-based architects Meyer-Grohbrüggen is exhibited from 7 September to 7 October 2017 at the Artek Helsinki store, Keskuskatu 1B, 00100 Helsinki.

Open Mondays to Fridays from 10:00 to 19:00 and Saturdays 10:00 to 18:00.

For more information, please contact press@artek.fi, artek.fi

Young idealists Alvar and Aino Aalto, Maire Gullichsen and Nils-Gustav Hahl founded Artek in Helsinki in 1935 "to trade in furniture and to promote modern housing culture through exhibitions and other methods". Currently the Artek collection consists of furniture, lighting fixtures, and interior design items created by Finnish masters and leading international designers. All items in the collection share features of clarity, functionality and simple beauty. Artek is based in Helsinki, Finland, where its flagship store Artek Helsinki and Artek 2nd Cycle store are located. www.artek.fi