



”Yö metsässä” shows the mythical side of Finnish design printed on hemp fabrics

The textile designers Saana and Olli combine olden times myths and magical creatures with traditional Finnish textile art in their new print. **Yö metsässä** (translates ”A Night in the Forest”) came to life through a project organised by **HIRAMEKI Design x Finland** and a Japan’s biggest department store chain **ISETAN**, which the designer couple was chosen to take part in.

Saana ja Olli’s new line **Yö metsässä** is in keeping with the couple’s trademark grandiose yet clear patterns printed on hemp fabrics. The magical creatures of the **Yö metsässä** line can be found on cushions, bags as well as sauna- and tea towels. All new to Saana ja Olli, duvet and pillow covers are also now available. All the products are made from hundred per cent European hemp and printing and sewing take place in Western Finland.

The idea for the new line stems from a competition organised by Design Forum Finland’s Hirameki Design x Finland, in which the contestants were to draw a design for Arvo Piiroinen’s AND-chair. Saana ja Olli’s chairs are displayed in the window of ISETAN, Tokyo’s largest department store, in October along with chairs by other well known Finnish designers, such as Klaus Haapaniemi, Paola Suhonen and Ilkka Suppanen. Saana ja Olli’s new products are also in the selection of ISETAN-department store.

Saana ja Olli is a Finnish design label whose interior textiles are produced with the environment in mind, from hundred per cent European hemp fabric. Saana ja Olli’s products are available in Japan and in Finland. Saana ja Olli were chosen the Young Entrepreneurs of 2009 by Junior Achievement Finland.

Pictures of the new line can be downloaded from www.saanajaolli.com -> Press

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SAANA JA OLLI