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## Danto launches Maailma-series by Saana ja Olli

Japanese tile manufacturer Danto Co. Ltd launches an interior tile series called Maailma featuring patterns from Finnish designer-duo Saana ja Olli.



**Maailma** has been developed in close collaboration with **Saana ja Olli** and is based on their original **Maailman synty** motif which draws inspiration from age-old Finnish creation myths and a rich wall rug tradition. "It's fantastic to see our designs back up on interior walls as was the inspiration from the Finnish tradition for rugs", say Saana and Olli.

The series comprises of a pattern applied over six 30 cm x 30 cm tiles in two surface options of the Japanese made Sarafine tile and comes in three color combinations: white/blue, sand beige/blue and beige/pink.

The tiles will retail in Japan through Danto's three showrooms and to main customers including TOTO, tile dealers and contractors.

Saana and Olli's lifestyle in Turku is incorporated into marketing material and further collaboration is planned in the form of coaster tiles. Ken Tanishita, from Danto's Development Department adds: "Nordic influences remain popular in Japanese interior styles and we're excited to introduce this theme into architectural surfaces".

Saana ja Olli has won several recognitions as a print design and hemp textile product series in Finland including the Textile Product of the Year in Muoto Gala 2012. Saana ja Olli was founded in 2009 and has since undertaken design projects for tea brand Lipton, Amnesty International, Isetan, Boråstapeter - a wallpaper company from Sweden, as well as a French eco-brand of children's clothing called Ta Daa.

Danto was established in 1885 and Danto Holding Company 5337.T currently trades at Tokyo Stock Exchange.

Contact between the two companies originates from Design Forum Finland's Hirameki export initiative in the fall of 2010.

Pictures of the new line are available online at <http://www.saanajaolli.com/for-press/>

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