



'Villi Pohjola' meets hemp in Saana ja Olli's new line

Saana ja Olli -design label's new line, titled Villi Pohjola (lit. The Wild Northland) will be launched at the Habitare design fair.

The Villi Pohjola -line is inspired by visits to a summer house in the Finnish archipelago. The closeness of the sea and dreamy seaside towns influenced the hand drawn print, which is in keeping with Saana ja Olli's tradition of colossal multi-dimensional patterns. The line includes for example kitchen textiles and interior cushions, and as a new addition also laptop cases.

The products are made from durable European 100% hemp fabric, and they are produced transparently in Finland. The fabrics are printed in Aitoo, sewn in Keikyä, and checked and packaged in Turku. Villi Pohjola -products will be available for purchase in October.

"I have always been enthralled by the slow paced and dreamy, if not even eerie life of a small town. Having grown up in a small town these aspects have had a great effect on my work as a designer. I also wanted to pay tribute to the TV series Northern Exposure, titled in Finland 'Villi Pohjola', which left a lasting impression on me in the 90's" says Olli Sallinen, the other half of the designer couple.

"From the beginning we have had strong principles regarding the criteria of good design. We want our lines to match one another, and we always make sure the materials and production are of highest quality" says designer Saana Sipilä.

Saana ja Olli is a Finnish, Turku-based design label and designer couple. In addition to their own hemp textile line, produced in Finland, they have drawn designs for example for Lipton, Isetan, Boråstapeter and Amnesty International. Saana ja Olli's main principles are timeless durability combined with a human touch.

Saana ja Olli's new line Villi Pohjola will be launched at the Habitare fair. Saana ja Olli will be in area 2c70.

Pictures of the new line can be downloaded from: <http://www.saanajaolli.com/for-press/>

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