



The birth of the world has been drawn onto hemp in the new textiles line 'Maailman synty' by Saana ja Olli

The textile designer couple Saana and Olli have given the rich Finnish tradition of wall rugs a more practical form in their new line 'Maailman synty', which explores myths of creation from their homeland, Finland.

The Maailman synty-line is in keeping with Saana ja Olli's style of combining clear and bold prints with hemp fabric. The line includes kitchen textiles and cushions, as well as oven mitts, tea cosies and storage bags.

The couple got the idea for the new line from the Finnish tradition of wall rug weaving, which they admire greatly.

"We appreciate the rich Finnish tradition of wall rugs, but we have realised that the high prices - a result of laborious handicraft - keep these wall hangings out of the reach of many consumers. With our Maailman synty-line we wish to bring out the aesthetics of wall rugs in a more affordable fashion. The 100 per cent European hemp fabric we use also meets the requirements of the present day: it is environmentally friendly and has a long life span."

"Two of our previous lines, 'Kauppareissu' and 'Yö metsässä', were depictions of everyday life, but with our new Maailman synty-line we wish to explore themes which go beyond the ordinary. We believe that age old creation myths blend in brilliantly with the aesthetics of woven rugs."

Saana ja Olli ensure that all their products go through a transparent production process locally in Western Finland. The fabrics are printed in the village of Aitoo, sewn in Keikyä, and finally checked, tagged and packed in Turku. Maailman synty-products will be available in November.

Saana ja Olli is a company made up of the designer couple Saana Sipilä and Olli Sallinen, who design environmentally friendly interior textiles from 100 per cent European hemp fabric. Their products are sold by a couple of dozen retailers in Finland, and internationally in Japan, Iceland, Holland, Belgium, Germany and France. In addition to their own lines, Saana ja Olli has undertaken design projects for Lipton, Amnesty International, the Japanese retail giant Isetan, Boråstapeter - a wallpaper company from Sweden, as well as a French eco-brand of children's clothing called Ta Daa.

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

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