

PRESS RELEASE

Kola wins an honorary mention at Fennia Prize 2012 –design competition

The individual Fennia Prizes were awarded to companies in recognition of the comprehensive and innovative use of design for creating and realizing products, services and business concepts, and in product development, manufacturing and corporate image matters.

The entries were evaluated on the basis of usability, responsibility and business aspects. The core values of design, such as aesthetic features, suitability to the visual environment and the communication of desired values were prerequisites for success in the competition.

The jury was impressed by Kola for its lightness, sitting comfort and good ergonomic properties. Ecology and innovativeness were also of great importance when evaluating the entries. In addition, the product family can be varied to produce different alternatives with different legs, armrests and colourful upholstery. The chair is competitively priced in its own class.

Kola (design Mikko Laakkonen) is aesthetically and weight wise a light chair making it fit both public and private modern interiors. The seat, manufactured of 100% recyclable polyester felt, is part of the supporting construction. It has also great acoustic absorption capacities. The felt seat can be renewed which gives the chair a longer life cycle and, accordingly, it leaves a smaller ecological footprint. The upholstered cushion gives extra comfort and allows the use of playful colours. The Kola chairs are fire resistant and easy to clean. The Kola family includes an easy chair, a rocking chair, a meeting or dining chair with different leg options and a stacking small chair with or without armrests, or with a crossleg for meeting applications.

The prize-winning entries will be presented internationally at a touring exhibition and a competition publication, along with the competition webpages. The exhibition will be at Valssaamo, Kaapelitehdas in Helsinki and will be open to the audience June 8th – August 19th 2012.

Fennia Prize 2012 design competition is a part of the World Design Capital Helsinki 2012 programme.

Fennia Prize - Good Design Grows Global is an international design competition arranged by Design Forum Finland and the Fennia Group.



Press pictures: <http://www.inno.fi/fileadmin/flash/index.html#stat/9>

More information and picture requests:

Deputy Managing Director Niklas Korhonen niklas.korhonen@inno.fi +358 (0)9 8870 3816
Design Coordinator Thommy Öhman thommy.ohman@inno.fi +358 (0)9 8870 3820