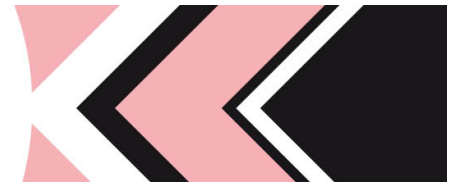




MEET MY PROJECT MILAN



Press Release
Milan, Fuori Salone 2013
at Studio NEXT Viale Crispi 5
20121 MILAN – metro: Moscova

AS PART OF THE MEET MY PROJECT

Finnish designer Samuli Naamanka

for

**Finnish manufacturers Innojok, Arktis, Piironen, UPMGrada, Graphic Concrete
and Italian manufacturer Il Cantiere S.r.l**

The mission of Meet My Project is to promote design and contemporary creativity and unite the various actors of the design world supporting this process – designers, publishers, manufacturers and distributors.

Meet My Project aims as well to increase appreciation for design across the society by highlighting the values delivered through design and by making design accessible and understandable to the large public.

Through a selection of innovative objects in the world of textile, furniture and new technologies, we explore the secrets of their evolution from the initial concept to the final product, depending on the choice of each designer.

www.meetmyproject.com

**From the most innovative companies of Northern Europe,
objects and furnishings with a high degree of sustainability.**

MEET MY PROJECT MILAN

ARKTIS

Company profile

Arktis is new Finnish furniture company founded in 2011. It manufactures aesthetic, functional and long-lasting high-quality furniture suitable for both public spaces and home interiors.

All products are designed by top Finnish designers Kari Asikainen, Timo Saarnio, Samuli Naamanka and Mikko Halonen. Their creativity with Finnish esthetics is the foundation of Arktis identity.

Arktis products are constructed mainly with wooden components made of solid wood, form pressed plywood and bentwood. Their features give various forms to the products while keeping the characteristics of Finnish design, simplicity and functionality.

Designer Samuli Naamanka has designed several products for Arktis, like prize winning Clash furniture series and Sade chair.

ARKTIS furniture
Itämerenkatu 3
FIN-00180 Helsinki Finland
tel. +358 400 740 212
sales@arktis.fi

www.arktis.fi

PIIROINEN

Company profile

Founded in 1949, Piironen is a Finnish family- owned company. It operates in four different business areas. Besides designing, manufacturing, selling and marketing its own collection of furniture for use in public spaces, it also manufactures high-quality metal components and undertake metal plating. As a new service, it offers form pressing and upholstery services for the furniture industry.

Metal components are supplied to Finnish furniture makers and major international furniture manufacturers. Piironen's metal-plating services have attracted clients from the furniture sector, but also from the electronics and heavy industries. At present, its metal-plating services include technologically advanced and environmentally friendly ecochrome plating.

All products in the furniture range are ecochromeplated.

Designer Samuli Naamanka has designed ecological Compos chair series for PIIROINEN
The seats of all the products are in a completely new material produced from 100% biodegradable natural fibre.

PIIROINEN
Tehdaskatu 28
24100 Salo, Finland
Tel +358 2 770 610
Fax +358 2 770 6190
design@piiroinen.com
www.piiroinen.com

Designer Samuli Naamanka has designed new chair Myfly for Piironen and Arktis launching at the **Meet My Project** Exhibition in Milan. Home marketing www.arktis.fi. Public spaces marketing www.Piironen.com

Myfly chair design Samuli Naamanka

The MYFLY lounge chair prototype is designed for Finnish furniture manufacturer ARKTIS and PIIROINEN by utilizing the possibilities of innovative UPM Grada® thermoformable wood material. Myfly's form is based on the research about the construction of plywood. Skillful woodwork realized exact design and made the structure stiff while keeping lightness. Myfly chair represents the traditional Finnish wood expertise by challenging technical limits.

PRESS DOWNLOADS

http://www.milano2013.samulinaamanka.com/milano2013_home.html



NEW

Myfly Chair

Design : Samuli Naamanka

press@meetmyproject.com Tel. +33 1 56 41 39 02

MEET MY PROJECT MILAN

INNOJOK

Company profile

Innojok, founded in 1993, is a company specialising in the design, manufacture, import and marketing of lamps. Company brands include the Innolux Design collection of lights and Innosol bright light therapy lamps. Innojok also offers visually ergonomic office lighting and outdoor and interior lamps.

Innolux Design collection includes timeless classic lamps by well-known Finnish designers like Yki Nummi and Lisa Johansson-Pape, as well as contemporary 21st-century designs by Eero Aarnio and many others. Innolux Design collection has been designed and manufactured in Finland. The collection includes also award-winning designs (Red Dot Design Award, Wallpaper*).

Smooth ceramic lambada design Samuli Naamanka

The central element of the Smooth Ceramic Lambada lamp is the shade and its material: non-glazed smooth ceramics. This gives Lambada its sophisticated tone.

Innojok Oy
Sirrikuja 3 L 00940 Helsinki, Finland
tel. +358 9 4789 220
Ofax +358 9 4789 2220
innojok@innojok.fi
www.innojok.fi

New Smooth Ceramic Lambada



PRESS DOWNLOADS

http://www.milano2013.samulinaamanka.com/milano2013_home.html

MEET MY PROJECT MILAN

IL CANTIERE

Company profile

IL CANTIERE, in the area spanning architecture and interior design, is recognised as being the best interpreter of ultra-high performance concrete worldwide. The company has succeeded in bringing the material to its ultimate expression, towards an increasingly sophisticated and refined product range, becoming the ideal partner for translating ideas into solid objects.

An entrepreneurial challenge on the strength of 30 years' experience in research and development applied to concrete materials, an acquired capacity which allows any type of design, both product and construction, to be tackled with the necessary precis.

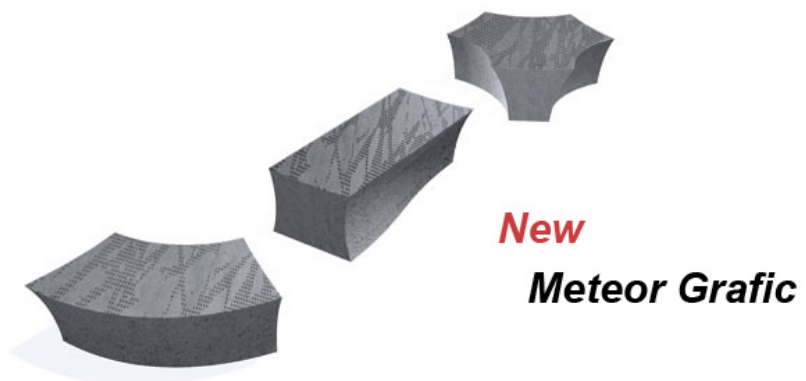
IL CANTIERE, with the 4,000m² production facility in Pordenone, a few km from Venice, makes available to its clients its capacity for processing UHPFRC (ultra-high performance fibre-reinforced concrete) and the experience gained through carrying out projects of differing complexity and scale.

Innovative UHPFRC represents the future in architectural solutions. A choice which confirms the investment value of IL CANTIERE, expressing in full its financial and production development potential.

METEOR GRAFIC bench system design Samuli Naamanka

METEOR GRAFIC bench system by Samuli Naamanka METEOR GRAFIC bench system is the outcome of the possibilities provided by innovative Graphic concrete® material as well as manufacturer Il Cantiere Srl. knowledge of in the area spanning architecture and interior design, is recognised as being the best interpreter of ultra-high performance concrete worldwide.

IL CANTIERE s.r.l.
Via E. da Fiume, 11 Z.I.
33080 Fiume Veneto (PN), Italia
T. +39 0434 560314
F. +39 0434 560314
info@ilcantieresrl.it
www.ilcantieresrl.it



PRESS DOWNLOADS

http://www.milano2013.samulinaamanka.com/milano2013_home.html

MEET MY PROJECT MILAN

GRAPHIC CONCRETE, the noble face of concrete.

Graphic Concrete is a treatment for concrete surfaces that opens up an infinity of highly versatile decorative solutions.

A technique that lends nobility to the otherwise anonymous look of the concrete used extensively in minor architecture of the 1960s, revolutionizing its use.

Graphic concrete™ is based on the innovation of interior architect Samuli Naamanka. In the late 1990s, Samuli began to develop retarders and printing methods to produce artwork and patterns on concrete surfaces. It is a surface treatment for concrete which opens up versatile visual possibilities. The designed pattern is created on the surface of the concrete slab as a result of the contrast effect between the fairface and the exposed fine aggregate surface. Image generated the concrete surface as a thin relief.

The inspiration was to create a real industrial product for large-scale surfaces, a tool with which architects could be more visually creative. Traditional methods were mainly based on handicrafts and represented small pieces of art. Eventually the techniques he developed were patented and the company Graphic Concrete Ltd. was born in 2002. Veli-Pekka Rydenfelt, a civil engineer, took over the commercialization of the company and became its first managing director.

The company offers this technology to architects to use in concrete facade designs and for prefabrication companies to adopt in the pre-casting process. The industrial architecture of graphic concrete™ started in Finland and very soon the first references were built. The first facades produced used patterns with simple stripes. As architects began to understand the possibilities of the new technology, repetitive patterns became more common. Repetitive patterns designed by architects fall under the brand name GCPro™ to differentiate these from the GCCollection™ which is Graphic Concrete's own collection of repetitive patterns.

Today, precast facades, sound barriers, partition walls, building parts, slabs and precast floors are all examples of design areas where the innovative technology of graphic concrete™ are in use. The innovative technology of graphic concrete™ is here briefly described.

The fundamental idea is the application of a surface retarder onto the surface of a special membrane against which a precast element is cast. The surface retarders that we print onto the membrane expose the concrete surface by not allowing the concrete surface to harden in the casting. The unhardened surface that is left is washed away. The normal depth of the pattern, the so-called fine exposure, is about 1 mm. Architects can be creative with these very simple tools in order to achieve very different surfaces on concrete by altering the aggregate, pigmenting the concrete mass and, most importantly, by giving the concrete surface a pattern design. The end result is a patterned, smooth or completely exposed surface.

Casting of the precast elements takes place in a precast factory, which usually offers local aggregates and traditions in the exposed precast. The membranes printed by Graphic Concrete Ltd. are delivered to the precast factory specifically chosen for a project by the developer or builder.

Graphic Concrete Ltd.'s method allows precast concrete manufacturers to produce high-quality concrete elements and slabs and offer a new range of products to designers. Graphic Concrete Ltd. takes part in the building process throughout the planning, casting and building phases until the final concrete surfaces are unveiled and become public.

Harri Lanning, partner and managing director of the company, is now in charge of exporting Graphic Concrete abroad. The method has been used in several countries in Europe and the first projects have already been launched in the United States and Japan.

Many world-renowned architects have already used the technique, such as Foster+Partners, Co-architects Epstein used Graphic Concrete in SC Johnsons Fortaleza Hall "Project Honor" USA, 2010. Competitions and awards: Honourable mention in the Façade 2004 competition - Aare M. Mattinen Foundation 2009 - The Habitare Collection 2009 by the Finnish Fair Corporation and the Design Museum 2009 - Best Material 2011 at the Material Xperience in Utrecht, The Netherlands, 2011.

Graphic Concrete Ltd
Porkkalankatu 11 H 11
FIN-00180 Helsinki
tel. +358 9 6842 0093
fax. +358 9 6842 0091
info@graphicconcrete.com
www.graphicconcrete.com

PRESS DOWNLOADS

http://www.milano2013.samulinaamanka.com/milano2013_home.html



MEET MY PROJECT MILAN

UPM, The Biofore Company

UPM Grada®

New Thermoformable Wood Material

UPM Grada is a new thermoformable wood material for the form pressing industry. Grada technology revitalises the forming of wood with heat and pressure and opens up new opportunities for designs not achievable with traditional methods. UPM Grada's unique forming properties enable high quality and ecological designs which are also visually appealing.

UPM Grada material is based on new technology which allows the wood panel to be formed with heat and pressure. The UPM Grada panel is designed specifically for easy and efficient manufacturing of form pressed components.

The new Grada technology enables a remarkably shorter and more efficient production process since the form pressing starts with a readymade and cut-to-size panel instead of a stack of veneers and liquid glue.

Efficiency Made Easy

UPM Grada revolutionises form pressing, cuts labour costs and enhances production efficiency easier than ever before.

UPM Grada is an efficient solution for manufacturers looking for ecologically sustainable business.

UPM Grada material is safe to use and it has a long life in use, after which it can be safely recycled or burned as a carbon source for energy.

Myfly chair design Samuli Naamanka

The MYFLY lounge chair is designed for Finnish furniture manufacturer ARKTIS and PIIROINEN by utilizing the possibilities of innovative UPM Grada thermoformable wood material. Home marketing www.arktis.fi. Public spaces marketing www.Piiroinen.com

UPM PLYWOOD

UPM Plywood
Niemenkatu 16
P.O. Box 203
FI-15141 Lahti Finland
Tel. +358 204 15 113
Fax +358 204 15 112
www.upmgrada.com
www.wisaplywood.com
www.upm.com



NEW

Myfly Chair

Design : Samuli Naamanka

PRESS DOWNLOADS

http://www.milano2013.samulinaamanka.com/milano2013_home.html

MEET MY PROJECT MILAN

DESIGNERS' BIOS



SAMULI NAAMANKA www.samulinaamanka.com

Interior architect Samuli Naamanka (born 1969) is known as a versatile designer whose work combines carefully considered vocabulary of form with creative technical innovation. As well as product design and interior design, Naamanka specialises in environmental design. Amongst other things, he has carried out groundbreaking work in the development of concrete products. The results of this have given rise, for example, to patent inventions for a graphic concrete patterning technology and for colouring concrete in several different colours. One of his most recent development is the seat of the Compos chair produced from 100% biodegradable natural composite fibre.

Samuli Naamanka's work include the prize winning Clash chair, exhibition designs, environmental works and public works of art. The works contain references to the history, nature and architecture of the places where they are located and symbols of them. Samuli Naamanka was awarded the 2004 elevation building prize by the Julkisivuyhdistys (the Finnish facade foundation) for developing graphic concrete, and the SIO Furniture Designer of the Year prize in 2005. His most recent awards are the 2008 Nordiska design prize for the Uni chair, and the first prize assigned by Ingo Maurer at Habitare 2010 – EcoDesign for the biodegradable Roll on lamp shade. He has also given The Arts Council of Finland 5-year artist grant.

PRESS DOWNLOADS

http://www.milano2013.samulinaamanka.com/milano2013_home.html