

PRESS RELEASE, April 8, 2009

I Saloni / International Furnishing Accessories Exhibition,  
Milan fairgrounds, Rho  
Hall 12, stand E03  
April 22-27, 9.30 a.m. – 6.30 p.m.

## WOODNOTES IN MILAN

The Finnish company Woodnotes will be presenting an all-around look at their collection and introducing spring novelties for both private and public spaces at the Milan Furniture Fair. The prize-winning My and Roo lounge chairs invite visitors for a moment of rest and to have a look at the new colours of the soft Aapa tufted carpet, the brand new Hut light and the environmentally friendly Whisper interior panel.

Woodnotes has participated in the Milan Furniture Fair since 1998.

## MY AND ROO

Now making their Milan debut, the My and Roo lounge chairs received the Interior Innovation Award at IMM Cologne in February 2009. With regard to My and Roo, the jury paid special attention to the combination of material and function. The jury commended the lounge chairs for their natural feeling and was particularly happy to see a new way of using paper yarn fabric.

Soft but sturdy, the lounge chairs are designed for casual, relaxed seating. Both are designed by **Ulla Koskinen**. Upholstered in Sand fabric, also from the Woodnotes collection, the filling of these chairs is a mixture of materials that is guaranteed to stay in shape.

My is smaller and perfect for watching TV, for example. Roo is longer and divan-like, inviting you for a moment of rest.



MY



ROO



## AAPA

Aapa is a hand-tufted relief carpet. It is made of 60% wool and 40% linen. The varying pile height forms lively stripes and shadows. Linen and wool also reflect light in different ways, which adds life to the carpet.

The hand-tufting offers the opportunity for vibrant use of threads and colours. Aapa has eight different linen yarns to every woollen one. Hand-tufting makes variations in yarn possible. "When you step on the carpet, you leave a footprint as if you were stepping on sand", describes **Ritva Puotila**, the creative director of Woodnotes.

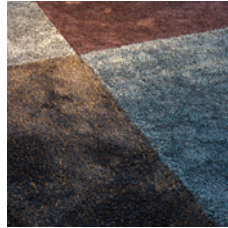
You often see a tufted carpet placed in the most important area of the home, providing a background for the rest of the furnishing. The carpet must leave room for the decorator's imagination. The overall philosophy of Woodnotes is that all items in the company's collection can be freely combined, regardless of material or colour. The pile weighs 2.7kg per m<sup>2</sup>. Each Aapa carpet is individually made to size.

At Milan, Aapa will be wearing two new colours: Sand and Stone. Aapa comes in White, Warm grey, Chocolate, Black-gold and Black as well.

The tufted carpet collection also contains Sammal, which is soft and even-pile. It is made of 62% wool and 38% linen.



AAPA



SAMMAL

## HUT LIGHT

Designed by **Jukka Korpihete** for Woodnotes, the Hut light series adds soft light and intimate ambience to public or private lounges.

Providing a high contrast of light and shade, the fixtures are adaptable to the given space thanks to the adjustable height. The light fixture also makes a strong statement in the space. "The shade allows light permeate it naturally and softly, like the roof of an old barn or hut. Hence the name," reveals Korpihete.

The shade of the Hut is made of the striped Open Sky paper yarn fabric, also by Woodnotes.

At Milan, the series is present through a prototype of the largest, hanging model, with a shade sized 102 x 140 cm.



HUT

## WHISPER - ENVIRONMENTALLY FRIENDLY INTERIOR PANEL

A prototype of **Tapio Anttila's** ecological interior panel with wood fibre filling will be introduced at Milan. By combining the panels, which come in different colours and sizes, it is possible to fine tune the soundscape of any given space, public or private.

The raw material of the panel is a cellulose-based manufacturing process by-product, which is fireproof, emission-free, acoustic and well suited to people suffering from allergies. Thanks to its acoustic qualities, the panel is perfect for not only homes but also offices or other public spaces.

The panel comes in three sizes: 57, 114 and 171 cm wide. The height is always 57 cm. You can make a larger wall from several panels, or freely create fantastic combinations using different sizes and colours. The panel comes in all colours of the Sand paper yarn fabric.

## LATEST PAPER YARN CARPET COLOURS

Visitors to Milan will have the opportunity to see the latest additions to the colour range of the Woodnotes carpet collection: dark Onyx and light Antique.



CUT STRIPE

Known for their uncompromising philosophy, Woodnotes is an internationally acclaimed design company that manufactures interior products inspired by the natural beauty of paper yarn. The Woodnotes philosophy is based on aesthetics, refined and pure design. The high-quality products are long-lasting and, thus, environmentally friendly. The pure and dustless materials are safe and easy-care.

Founded in 1987 by **Ritva** and **Mikko Puotila**, Woodnotes has grown from a line of paper yarn carpets to a total concept of interior design. The collection includes designs from Ritva Puotila, **Minna Ahokas**, **Tapio Anttila**, **Mia Cullin**, **Harri Koskinen**, **Ulla Koskinen** and **Jaana Parkkila**.

[www.woodnotes.fi](http://www.woodnotes.fi)

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