

PRESS RELEASE
MAY 2010

WORLD EXPO 2010 SHANGHAI CHINA

THE EVERYDAY BEAUTY OF WOODNOTES PRODUCTS IS THE KEY TO COUNTER-BALANCING THE MASSIVE INFORMATION FLOW OF THE MODERN WORLD

The World Expo 2010 theme BETTER CITY – BETTER LIFE challenges countries and companies to find and develop positive and optimistic means through product development to take on the challenges of urbanization. Slogan for the Finnish project is “*Sharing Inspiration*”. Woodnotes products take on the challenge by bringing echoes from the woods. Woodnotes products have been chosen for the VIP-areas in the Kirnu Finland Pavilion and the MATERIAL WALL Finland exhibition. Carpets and blinds are designed by **Ritva Puotila**, k chair by **Harri Koskinen** and HUT –light by **Jukka Korpihete**.



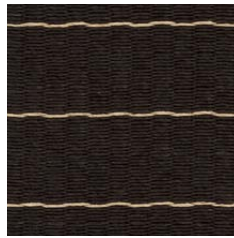
PHOTO KARI PALSILA

Woodnotes is a Finnish design company that produces timeless, high quality interior design products for homes and public spaces. The material, shape and colours of our products make them easily combined with each other but they are also interesting as independent items. You can plan your interior decoration by widely using our product range or by picking individual products as showstoppers.

The everyday beauty of Woodnotes products is the key to counterbalancing the massive information flow of the modern world and brings well-being to living through interior decorating. The characters of pure natural materials are expressed in clean, long lasting figures. Many of the colours in Woodnotes products are inspired by nature. The harmonious colours work as a calming element. The first Woodnotes products from 1987 have become classics that are still in production. All products strongly reflect the spirit of Finnish design; simplicity, harmony and functionality, they are timeless. Woodnotes products are known around the globe and have won numerous international awards. The company currently exports 70% of its output to over 30 countries.



SAMMAL



LINE



ARCHIPELAGO



WAVE

Woodnotes has specialized in the developing and working of spun paper yarn, which is used as material in the production of all Woodnotes products. Paper yarn is an authentic, natural material composed of an ecologically produced renewable resource: wood. The strength and durability of the yarn results from wood fibres. The material makes Woodnotes products durable for many years. Paper is both hygienic and safe. Due to the density of the fibres, paper yarn collects neither dust nor dirt – an important property, especially for those who suffer from allergies. Paper yarn has a pleasant feel to it, as if raw wood. The paper yarn is spun from kraft paper, which is also used as a raw material in food packaging.

Further information on Woodnotes product at www.woodnotes.fi

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