

Itella and IVANAhelsinki broaden their co-operation with an exhibition and new products

IVANAhelsinki 11 Years – a jubilee exhibition in the Postal Museum

The IVANAhelsinki 11 Years jubilee exhibition has been put together by Paola and Pirjo Suhonen. This exhibition is the most extensive retrospective ever of Paola Suhonen's work. The exhibition also showcases the Tiira (Tern) pattern.

The exhibition offers such treats as the Starrain Fall/Winter 2009-2010 line, first presented during the Copenhagen Fashion Week. The Lonely Tiger pattern, inspired by the rugged beauty of Siberian nature and featured in this spring's lines, will also be showcased.

The success story of IVANAhelsinki began in 1998 with the presentation of the first IVANAhelsinki line by the sisters Paola and Pirjo Suhonen. The company was the result of a personal art project by designer Paola Suhonen. In 2008, IVANAhelsinki became the first Scandinavian company to be included on the main calendar of the Paris Fashion Week.

The exhibition runs until October 25. The Postal Museum is located in the Main Post Office building of Helsinki, at Asema-aukio 5 H. The museum is open from Monday to Friday, 10 a.m. to 6 p.m., and on Saturdays and Sundays from noon until 5 p.m..

Itella–IVANAhelsinki co-operation

Itella and IVANAhelsinki entered into a design licensing partnership in 2008. Paola Suhonen designed seven patterns for Itella's Design Post product family. The product family comprises ten products, including gift packages, greeting telegrams as well as traditional and electronic postcards.

The Design Post products have received a lot of positive feedback from consumers. The Yöperhonen (Moth) pattern has become the most popular one.

The new line, featuring the unique Tiira (Tern) pattern, will be available in Itella's Post Shops from September 1. The line consists of four products: a postcard, a packing box in two sizes, and a bubble-wrap bag.

The story behind "Tiira"

The Tiira design features a delicate bird figure comprised of pearl-like balls and dots, merging the characteristic Scandinavian simplicity with decorative, picturesque romance. "I have always been fascinated with the idea of the bird as an image; birds embrace the classical idea of freedom, environment, infinity and space," designer Paola Suhonen tells us.

Introduced a few years ago, the tern pattern has been loved around the world from the very beginning. The Mori Arts Museum of Japan selected it as its thematic pattern for 2008. The Tiira pattern has been featured in several publications dealing with modern design, and ever since its introduction in IVANAhelsinki's summer 2007 line, it has come to be one of the most desired women's dress patterns.