



Unique craftsmanship and diamond-shaped design

EACH OF IITTALA'S NEW RUUTU VASES IS A MASTERPIECE. BY COMBINING THEM, YOU'LL SEE THE LIGHT.

The collection was designed by French brothers **Ronan and Erwan Bouroullec**. Their main idea was to challenge themselves and the craftsmen to create something unique.

"Glass is an organic material; it likes to be in round shapes. The diamond shape of Ruutu is a statement by the designers. It looks simple, but it's made in a very sophisticated process," explains **Jeremiah Tesolin**, Creative Director in Fiskars Living Products, Iittala's parent company.

Truly and deeply so. Each vase is a simplified masterpiece, which takes seven craftsmen 24 hours to produce at the Iittala glass factory in Finland.

"The vases are mouth-blown into a steel mould and polished by hand. Each vase has the designer's engraving on the bottom," says **Päivi Paltola**, Senior Vice President of Fiskars Living Products.

The Bouroullec brothers were chosen to cooperate with Iittala because of their shared values.

"Iittala has worked with great masters over the years. Nowadays we collaborate with current and future great masters," Paltola says. "We were very impressed with their work. They also share our values of progressive and enduring design."

Intermingling sizes and colours

The Ruutu Collection has five sizes and seven colours to choose from. The idea behind the shape is to mix different sizes and colours to capture light and transmit it into the home.

"The collection is based on functional and aesthetical quality. We see it as a combination – the light is intermingled like in watercolours, creating new shades when vases are collected together and combined," Tesolin concludes.

Ruutu has been awarded the prestigious iF Product Design award and the Red Dot: Best of the Best Product Design award in 2015. ●

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Jeremiah Tesolin and Päivi Paltola.