

## The beloved Aarikka Elf celebrates its 40th anniversary

**The renowned Finnish designer Kaija Aarikka created her first namesake Elf 40 years ago. Since then, over 100 unique elf figurines have been created, and over 100.000 elves are produced in Finland yearly and shipped worldwide. Aarikka invites the Design Helsinki visitors to take part in workshops where each participant constructs their own Elf to take home. There are only four workshops with limited spaces.**

The first Aarikka Elf was designed in 1980. Each year the family of Elves grows with new family members. Since 2017, the design and manufacturing of Elves have been under the new management of Martinex Group, a Finnish family-owned group of companies that manufacture and import high-quality design and everyday goods.

“Since we started working with Aarikka’s iconic designs, the Elves have taken over our hearts. Its design principles and timeless shape allow the continuous creation of new elf characters. This has been a constant source of joy for our team”, says **Riia Sandström**, CEO of Martinex Group.

All Elves are made from natural materials and are assembled by hand in Finland in workshops such as the Salvation Army’s residential services unit.

“Through our operations, we want to support social inclusion and employment.”

“Our Aarikka team believes that the most important function of design is to bring joy to people’s everyday lives. That is also the primary function of the little Elves designed by Kaija Aarikka back in the day. They have brought joy to people for over 40 years – and the journey continues”, states Sandström.

### **Aarikka Elf Workshops during Design Helsinki**

During the Design Helsinki event in August, Aarikka organises four Elf Workshops where you can construct your own Elf figurine to take home. There are limited spaces per workshop (5 per workshop). The signing-up is open now, so act quickly. *More on workshops:* <https://www.designhelsinki.com/exhibitors/aarikka>

*Find your favourite from the wide range of different personalities at [www.aarikka.com](http://www.aarikka.com)*