

# The 70-year-old Teema celebrates in colours inspired by the 1950's

Teema, designed by Kaj Franck in 1952, is known around the world as a staple of Nordic design. The beloved collection embodies Iittala's design philosophy and continues to find its place in people's everyday lives, generation after generation. Iittala celebrates the iconic collection by expanding it with three new colours: vintage blue and vintage brown, both inspired by the collection's original colour palette from the 1950's, and with a new, calm neutral tone linen. In the autumn the anniversary celebration continues with the launch of a new item to the collection, a large pot with lid.



Iittala celebrates *Teema's* 70th anniversary with three new colours. With a hint of nostalgia, Iittala honours the anniversary with two tones inspired by the original 1952 (*Kilta*) collection: vintage brown and vintage blue. A calm linen shade also joins the collection. Also serving items in new colours will be added to the collection.

## 70th Anniversary of the icon

To celebrate the anniversary, the new vintage colours blue and brown, are inspired by the colours in the original 1952 collection.

The glaze in the vintage colours is made

a bit translucent, just like in the original collection from the 1950's. The translucency varies slightly depending on the shape of the item, making the objects unique. The shades respect the colors and the feeling of the original collection, although they are not exactly the same, as there are different standards for colors and glazes today than 70 years ago.

Iittala also introduces linen, a new natural and soft colour, to the collection. Inspired by flax seeds and cool breezes, linen is a calm neutral that can be easily paired with other Teema colours.

Select Teema serveware will also be available in new colours. Serving bowls in

two versatile sizes that are perfect for salads, soups and oven baked dishes now come in linen and a previously launched colour, honey. Mix and match square plates now in linen, vintage blue and pearl grey, great for starters, snacks and dips. Add the final touches to the table with the 3pc serving set now in linen, ideal for sauces, nuts, spices and herbs.

In the autumn 2022 the anniversary celebration continues with the launch of a new, much wanted item to the collection, a large pot with lid. The generously sized pot is ideal for preparing food or for baking, while also great for serving stews, curries, soups and other warm, comforting

seasonal dishes of the autumn and winter. The pot is also perfect for serving the traditional Finnish Christmas rice porridge.

The pots come in three colours that combine well with other Teema colours: white, linen and honey.

### **Balancing act**

Finnish designer **Kaj Franck** grew up in a world with elaborate dining services to sparse stone dishes and sought to find a more accessible balance between the two extremes. His solution was to produce versatile, practical dishware at a reasonable price.

### **Three simple shapes**

Franck created Teema piece by piece based on the simple design idea that every dish is derived from the most basic shape: a circle, square or triangle.

Staying true to Franck's vision, Teema consists entirely of everyday essentials that are multifunctional, stackable, durable and versatile. Every item is oven, freezer microwave and dishwasher safe so that Teema serves every kitchen need from food prep to cooking, serving and dining.

### **Colourful world**

Teema's wide range of hues vary from bright and vibrant to delicate and calm shades. Whether matching pieces for a monochromatic look or mixing various colours, Teema allows unlimited possibilities to create the right table setting to fit any occasion.

### **Future generations**

Since launching in 1952, Kaj Franck's Teema has become an icon of Nordic design. A pioneer of sustainability, equality and moderation, Franck infused his values into the groundbreaking series. What resulted is a collection that embodies high quality, multifunctional and lasting design.

Teema continues to be cherished in homes around the world. Many have pieces of Teema from different decades in everyday use and pre-loved pieces of Teema can often be found from Iittala's Vintage service in select Iittala stores.

Teema's values and its lasting design help to build a more sustainable lifestyle that has an impact on the world and on generations to come.

Product information:



Teema plate 26 cm, 23 cm,  
21 cm, 17 cm; vintage blue



Teema deep plate 21 cm,  
vintage blue



Teema bowl 15 cm,  
vintage blue



Teema Tiimi rice bowl 0,34 l,  
vintage blue (Asia & DTC)



Teema Tiimi dish 15cm, 12cm,  
9 cm; vintage blue (Asia & DTC)



Teema mug 0,4 l; 0,3 l;  
vintage blue



Teema plate 16x16cm,  
vintage blue



Teema plate 26 cm, 23cm, 21  
cm, 17cm; linen



Teema deep plate 21 cm,  
linen



Teema bowl 15 cm,  
linen



Teema Tiimi rice bowl 0,34 l,  
linen (Asia & DTC)



Teema Tiimi dish 15 cm, 12 cm,  
9 cm, linen (Asia & DTC)



Teema mug 0,4 l; 0,3 l;  
linen



Teema bowl 3,4 l; 1,65 l;  
linen



Teema plate 16x16cm, linen



Teema mini serving set 3pcs,  
linen



Teema bowl 3,4 l; 1,65 l;  
honey



Teema plate 21cm, 17 cm,  
vintage brown



Teema deep plate 21cm,  
vintage brown



Teema bowl 15cm,  
vintage brown



Teema mug 0,3 l,  
vintage brown



Teema large pot with lid,  
2,3 l, white



Teema large pot with lid,  
2,3 l, linen



Teema large pot with lid,  
2,3 l, honey

Additional information:

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