

Take Nord Shape Exhibition Pavilion Triennale Garden Milan April 17-22, 2012

ARKTIS  
PIIROINEN  
PLASTEX DESIGN  
GRAPHIC CONCRETE  
SAAS INSTRUMENTS  
TRUZZI

Samuli Naamanka  
Sami Rintala  
Dagur Eggertsson

Press Release  
Milan, Fuori Salone 2012  
Palazzo della Triennale

**As part of the Take Nord Shape project,  
the Finnish pavilion, installed in the garden of the Milan Triennale,  
presents sustainable furniture and *Graphic Concrete*, an innovative surface treatment**

**Sustainable architecture and eco-friendly design.**

**Take Nord Shape**<sup>\*</sup> is a distinctively Nordic project conceived as a travelling exhibition of architecture and design, promoted by architects Samuli Naamanka, Sami Rintala and Dagur Eggertsson. As part of this initiative and in the context of the Fuori Salone 2012, they will present the ***Graphic Concrete Pavilion***, built and displayed on the grounds of the Milan Triennale **with the aim of raising questions relative to sustainable architecture and eco-friendly design.**

The architectural project, which adheres to the principles of sustainable development, bears the signatures of the Norwegian architect office of Sami Rintala and Dagur Eggertsson. Finnish architect Samuli Naamanka is responsible instead for inventing the innovative exterior treatment called *Graphic Concrete*, a patented product from which the pavilion takes its name and that exploits the interesting graphic possibilities offered by concrete surfaces. The Italian company TRUZZI, specialists in pre-fabricated concrete, is the sponsor of the initiative and collaborated actively in developing *Graphic Concrete* and in building the pavilion. TRUZZI is also directly involved in popularizing and commercializing the *Graphic Concrete* technology on the Italian market. Furthermore all the internal and external lighting system of the pavilion is realized with Saas Instruments LED technology products.

Also on display are products and furnishing accessories designed by Samuli Naamanka, some in collaboration with other designers, for a number of enlightened Finnish manufacturers – ARKTIS, PIIROINEN, PLASTEXDESIGN, SAAS Instruments – selected on the basis of the sensitivity they've demonstrated in the use of and research on biodegradable, organic recyclable and other green materials consistent with the ecological theme of the show.

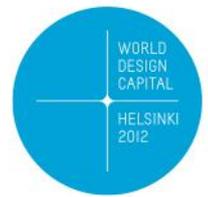
The *Graphic Concrete Pavilion* is 'showcase' with a dual function: illustrate the *Graphic Concrete* concept on the exterior walls, and host eco-design furnishings and accessories inside.

The Pavilion is conceived as a temporary structure, a container realized with prefabricated concrete elements that are easily disassembled and transported, ready to be reutilized for the next show on another site. It is a 'box' that asserts its own dynamism and temporariness, like a house built of playing cards. The exterior shell, the 'skin' of the Pavilion, is a symbolic synthesis of the innumerable expressive possibilities of *Graphic Concrete* patterns, inspired in this case by natural elements like water, fire and plant life. Applied to walls set at different angles, they refract light and generate constantly shifting effects of *chiaroscuro*.

Internally, it is accessible from multiple sides and organized into small rooms, each designed to accentuate the product families hosted there: objects, furniture, accessories and lamps by Samuli Naamanka in collaboration with other designers. Each room is lit by natural light that enters laterally. The spaces are articulated around a central point that instead receives light from above, offering a splendid view of the open sky.

**Take Nord Shape is part of the World Design Capital Helsinki 2012 program and it is sponsored by the Arts Council of Finland, the Finnish Cultural Foundation and the Ministry of Employment and Economy**

*\*The exhibition at the Milan Triennale during the 2012 Fuori Salone is the third in a series of shows entitled Take Nord Shape, promoted by architects Samuli Naamanka, Sami Rintala and Dagur Eggertsson and curated by Nicol Gale, Daria Křivinková and Rostislav Koryčánek. The first show took place at the Brno House of Arts in autumn 2009; the second was held at the Jaroslav Fagner Gallery in Prague in March 2010. These events were met with great success in terms of both attendance and the satisfaction of the exhibitors.*



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### **GRAPHIC CONCRETE, the noble face of concrete.**

*Graphic Concrete* is a treatment for concrete surfaces that opens up an infinity of highly versatile decorative solutions. A technique that lends nobility to the otherwise anonymous look of the concrete used extensively in minor architecture of the 1960s, revolutionizing its use.

Graphic concrete™ is based on the innovation of interior architect Samuli Naamanka. In the late 1990s, Samuli began to develop retarders and printing methods to produce artwork and patterns on concrete surfaces. It is a surface treatment for concrete which opens up versatile visual possibilities. The designed pattern is created on the surface of the concrete slab as a result of the contrast effect between the fairface and the exposed fine aggregate surface. Image generated the concrete surface as a thin relief.

The inspiration was to create a real industrial product for large-scale surfaces, a tool with which architects could be more visually creative. Traditional methods were mainly based on handicrafts and represented small pieces of art. Eventually the techniques he developed were patented and the company Graphic Concrete Ltd. was born in 2002. Veli-Pekka Rydenfelt, a civil engineer, took over the commercialization of the company and became its first managing director.

The company offers this technology to architects to use in concrete facade designs and for prefabrication companies to adopt in the pre-casting process. The industrial architecture of graphic concrete™ started in Finland and very soon the first references were built. The first facades produced used patterns with simple stripes. As architects began to understand the possibilities of the new technology, repetitive patterns became more common. Repetitive patterns designed by architects fall under the brand name GCPPro™ to differentiate these from the GCCollection™ which is Graphic Concrete's own collection of repetitive patterns.

Today, precast facades, sound barriers, partition walls, building parts, slabs and precast floors are all examples of design areas where the innovative technology of graphic concrete™ are in use. The innovative technology of graphic concrete™ is here briefly described.

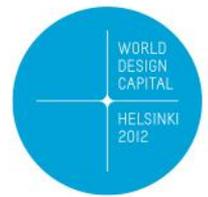
The fundamental idea is the application of a surface retarder onto the surface of a special membrane against which a precast element is cast. The surface retarders that we print onto the membrane expose the concrete surface by not allowing the concrete surface to harden in the casting. The unhardened surface that is left is washed away. The normal depth of the pattern, the so-called fine exposure, is about 1 mm. Architects can be creative with these very simple tools in order to achieve very different surfaces on concrete by altering the aggregate, pigmenting the concrete mass and, most importantly, by giving the concrete surface a pattern design. The end result is a patterned, smooth or completely exposed surface.

Casting of the precast elements takes place in a precast factory, which usually offers local aggregates and traditions in the exposed precast. The membranes printed by Graphic Concrete Ltd. are delivered to the precast factory specifically chosen for a project by the developer or builder.

Graphic Concrete Ltd.'s method allows precast concrete manufacturers to produce high-quality concrete elements and slabs and offer a new range of products to designers. Graphic Concrete Ltd. takes part in the building process throughout the planning, casting and building phases until the final concrete surfaces are unveiled and become public.

Harri Lanning, partner and managing director of the company, is now in charge of exporting Graphic Concrete abroad. The method has been used in several countries in Europe and the first projects have already been launched in the United States and Japan.

Many world-renowned architects have already used the technique, such as Foster+Partners, Co-architects Epstein used Graphic Concrete in SC Johnsons Fortaleza Hall "Project Honor" USA, 2010.



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#### Competitions and awards

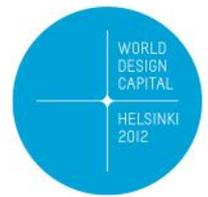
Honourable mention in the Façade 2004 competition

Aare M. Mattinen Foundation, 2009

The Habitare Collection 2009 by the Finnish Fair Corporation and the Design Museum, 2009

Best Material 2011 at the Material Xperience in Utrecht, The Netherlands, 2011

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## **TRUZZI**

### **Profilo aziendale**

A company from the Mantua area that came about in 1955, Truzzi has created prefabricated concrete structures for more than 50 years now. With more than 150 staff and a modern production area of 120,000m<sup>2</sup>, it is able to work with professionals from the conception of the project to the engineering and the worksite.

Truzzi follows principles, the essential cornerstones for its business activity.

Values that lead to the effectiveness of an experienced, ethical, deeply involved partner who knows how to give support and answers.

The passion and rationality that customers are pleased to remember, because they recognise that the company only proposes what it is the first to believe in.

The solutions recommended to customers are a highly structured blend of aesthetic and structural contents to satisfy architectural tastes and tendencies to the maximum.

Truzzi articulates its offer through the use of avant-garde solutions, creating buildings of industrial and service-sector architecture that are distinguished for the quality of the technical solutions adopted.

Advanced technology allows high-level functional, aesthetic and energy-related returns. The products are developed with particular attention devoted to comfort, to the containment of waste and the application of energy-saving regulations.

The range of products includes roofing (with free spans up to 32 m), wall covering panels, panels for partitions and double-glazed panels.

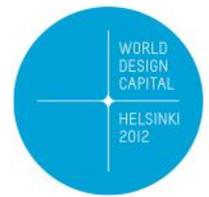
Handling reinforced concrete for over fifty years means knowing in-depth every problem of a material that has changed the way of building in the modern age.

Truzzi S.p.A.

Via Trento Trieste, 13

46025 Poggio Rusco (MN) - Italy

([www.truzzi.it](http://www.truzzi.it))



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**From the most innovative companies of Northern Europe,  
objects and furnishings with a high degree of sustainability.**

The most interesting Northern European companies have contributed to the realization of the products exhibited in the *Graphic Concrete Pavilion*. Special focus has been given to materials, all of which are eco-friendly, biodegradable and recyclable. For each company, Samuli Naamanka has designed objects that are displayed inside the Pavilion.

Here is a list of these companies – ARKTIS, PIIROINEN, PLASTEXDESIGN, SAAS INSTRUMENTS – and the respective projects that contribute to making this 2012 edition of Take Nord Shape special:

## **ARKTIS**

### **Company profile**

Founded in 2011 new Finnish furniture company ARKTIS manufactures and markets both for domestic and export markets of Finnish top designers designed aesthetic, functional and ecological high-quality furniture, which can be used in both public and home interiors.

The company's idea is based on furniture collection design by four well-known Finnish designers Kari Asikainen, Timo Saarnio, Samuli Naamanka and Mikko Halonen.

Designer Samuli Naamanka has designed new Sade chair for Arktis launching at the Take Nord Shape Exhibition. Sade chair is light and stackable multipurpose chair.

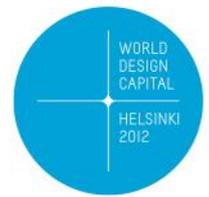
The exhibition also presents Clash chair series, design by Samuli Naamanka. Clash Chair has achieved a number of international awards. Clash chair series is now in the Arktis collection.

### ***Sade chair***

#### ***design Samuli Naamanka***

*Sade is an elegant chair for modern interiors. Represents simple and elegant Scandinavian design, with an innovative construction. It is light, stackable and multipurpose chair. The Sade chair has been studied in a light plywood construction. The exact design and skill of woodworking stiffens the structure have made it possible. Sade chair represents the traditional Finnish wood expertise in trying to technical limits.*

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## PIIROINEN

### Company profile

Founded in 1949, is a Finnish family- owned company. We operate in four different business areas. Besides designing, manufacturing, selling and marketing our own collection of furniture for use in public spaces, we also manufacture highquality metal components and undertake metal plating. As a new service, we offer form pressing and upholstery services for the furniture industry.

Metal components are supplied to Finnish furniture makers and major international furniture manufacturers. Our metal-plating services have attracted clients from the furniture sector, but also from the electronics and heavy industries. At present, our metal-plating services include technologically advanced and environmentally friendly ecochrome plating. All products in our furniture range are ecochromeplated.

A completely new material – the seat is produced from 100% biodegradable natural fibre.

PIIROINEN launched ecological COMPOS LOBBY chair designed by Samuli Namaanka for the first time at their exhibition in Japan 3-24.4.2009. The collection includes different furnitures: the Compos Lobby chair, the Compos lobby table, the Compos café chair and new designs Compos Conference and Compos barstool launching at the Take Nord Shape exhibition 2012.

Piironen has legendary Finnish designer Antti Nurmesniemi's products in their selection.

\* The Finnish interior architect Antti Nurmesniemi (1927-2003) is considered one of the pioneers of the Finnish design industry. Antti Nurmesniemi studied at the University of Arts and Design Helsinki before entering into an architectural practice from 1951 to 1956. In 1953 he married Vuokko Eskolin-Nurmesniemi, a leading textile designer for Marimekko and then founder of his own brand Vuokko.

During his career Nurmesniemi created a wide range of products, including pieces of furniture, telephones, kitchenware and even trains. His most famous designs include the sauna stool, which was designed for Helsinki Palace Hotel and has a horseshoe shape, the enamelled coffee pot for Wärtsilä, which represents a typical product of Finnish Modernism with its industrial and colourful look. Antti Nurmesniemi designed also furniture for Artek and tableware for Arabia. He is represented in numerous museums worldwide. During his long career as an industrial designer, the designer has received numerous of prizes and honours, including two Grand Prix at the Milan Triennale, the Pro Finlandia medal and the Lunning Prize.

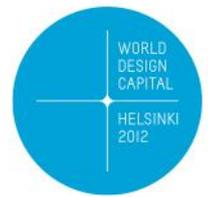
### Compos chair

#### design Samuli Naamanka

*Samuli Naamanka COMPOS collection is based on material innovation. The seats of the chairs are flax and corn sugar in the form of polymerized organic fiber, and are fully (100%) biodegradable. This collection of natural fiber is different from otherwise widely used natural fiber: it does not use any inorganic materials, even as bonding agent. Choice of material ensures that the total impact on the environment throughout the product lifecycle is minimal from its manufacture to its disposal.*

*"I conducted a 3-year study on pressing natural fibers for the requirements of the furniture industry. The goal was to obtain folds and curves in three directions and the relative thicknesses of the material. We started with the premise of using only organic materials, which we fully achieved with the Compos chair.*

*It's important to note that the cost of the moulds for this type of technology, compared with those for plastic or aluminum, is much lower, meaning that the production of a 3D chair can be done with a reduced investment. One of the most significant advantages by comparison to plastic chairs is the temperature of the surface, which is much warmer, making it more pleasant to sit in".*



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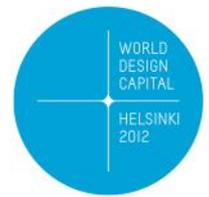
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**Triennale Chair**  
**design Antti Nurmesniemi**

*The Triennale chair, winner of the Golden Compass Award at the 1960 Triennale di Milano, gracefully combines chrome and leather in a classic, timeless design. Thanks to artisanal craftsmanship at every phase of production, each individual Triennale chair is one-of-a-kind, a work of art that has never gone out of style. For the Take Nord Shape exhibition, the Triennale chair returns to its birthplace and namesake, the Milan Triennale.*

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## **PLASTEX DESIGN**

### **Company profile**

Established in 1936, is one of the leading manufacturers of blow molded plastic products in Finland and a major supplier of injection molded products. A family owned company, now in its fourth generation, is a highly valued expert in its field of activity.

PlastexDesign is the new Platform for creating design products together with the top designers. Every product has a unique design story and own philosophy background which builds up the value of the design and beauty. Our aim is to Design Your Everyday Life!

Developing beautiful design together with famous designers just as Eero Aarnio, Stefan Lindfors, Samuli Naamanka and Kitta Perttula is today in the main business core for the company PlastexDesign with many familiar plastic household products. Plastic is no more the only material used. Instead the optimal material is evaluated to find the most suitable material for the product usage and appearance. PlastexDesign's product development is based on long-term life-cycle thinking. Special attention is paid to design, durability of materials, packaging methods, disposal of products and the environment without forgetting the joy and humor in everyday life.

Plastex believes in long-term cooperation in business relations. The company has a wide and experienced network to enable product development from an idea or innovation to a high quality functional end product. The goal is to make everyday life easier, more enjoyable and stylish with innovative and high quality design products for intelligent consumers interested in active and trendy lifestyle.

PlastexDesign is also starting to manufacture certain products of bio-based and biodegradable materials and to use more recycled materials in order to increase the company's impact in saving the natural environment. PlastexDesign is fully committed to the international Responsible Care Program and develops its activities on a continual basis in order to protect the environment and promote health and safety at work.

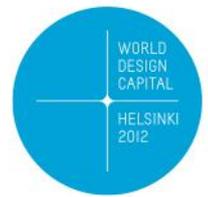
### ***Tomoto tableware set*** ***design Samuli Naamanka***

PlastexDesign launched *evolution material version* of Tomoto Tableware set, designed by Samuli Naamanka, for the first time at the Hirameki Design x Finland exhibition during the Tokyo Design Week 2011. Tomoto bowls and multifunctional lids represent totally new kind of thinking, consuming and most of all, serving. They are full of surprises! Tomotos are. Yes, that's true, they are made of nonoil based renewable natural material. The ingenious design of bowls and lids is stunning. It's not only the beauty but the multifunctional usage. Put soup in the bowl, keep it warm with the lid and use the lid as a tapas tray at the same time. Serve simply with style!

The designer has captured the real finnish spirit as its best to the Tomoto set. Cool, simple and chic. High-end products that everyone can purchase.

Three different sizes of Tomoto Tableware set will launching at the Take Nord Shape exhibition 2012.

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## **SAAS Instruments Company profile**

Specialises in innovative and high quality lighting solutions based on LED technology and fibre optics. During the past 20 years, we have built up a unique and extensive level of know-how in lighting solutions.

The LED lights we use are top quality and we are also one of the leading fibre suppliers in Finland. Our customers mean everything to us and, thus, to meet their needs, we have separated our business into two sections. One part of our business deals with standard solutions, which are based on the use of ready-to-use components. The other part is project-based, where we tailor the most fitting end product based on the desires of the customer. In this way,

we are able to create highly individual solutions and we devote a lot of time to product development. The latest trend is adding ready-made designer light fittings to our product range, in co-operation with several designers just as Prof.Yrjö Kukkapuro, Henrik Enbom, Alexander Lervik, Mikko Paakkanen and Prof.Timo Salli

Our production unit is located in Hernesaari, Helsinki, where we also manufacture most of our products.

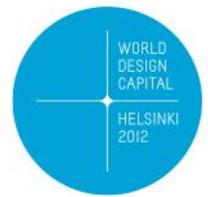
### ***Suger Mama lamp design Samuli Naamanka***

Suger mama lamp prototype will launching at the Take Nord Shape exhibition 2012.

The central element of the Suger mama lamp shade by Samuli Naamanka is its material: polylactic acid made out of starch sugar. Lamp shade is 100% Biodegradable.

Furthermore all the internal and external lighting system of the pavilion is realized with Saas Instruments LED technology products.

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## DESIGNERS' BIOS

### **SAMULI NAAMANKA**

Interior architect Samuli Naamanka (born 1969) is known as a versatile designer whose work combines carefully considered vocabulary of form with creative technical innovation. As well as product design and interior design, Naamanka specialises in environmental design. Amongst other things, he has carried out groundbreaking work in the development of concrete products. The results of this have given rise, for example, to patent inventions for a graphic concrete patterning technology and for colouring concrete in several different colours. One of his most recent developments is the seat of the COMPOS chair produced from 100% biodegradable natural composite fibre.

Samuli Naamanka's work includes the prize-winning Clash chair, exhibition designs, environmental works and public works of art. The works contain references to the history, nature and architecture of the places where they are located and symbols of them. Samuli Naamanka was awarded the 2004 elevation-building prize by the Julkisivu yhdistys (the Finnish facade foundation) for developing graphic concrete, and the SIO Furniture Designer of the Year prize in 2005. His most recent awards are (Uni Chair) the 2008 Nordiska design prize and EcoDesign 1. Prize at Habitare 2010, the Biodegradable Roll on lamp shade - judge by Ingo Maurer. He has also given The Arts Council of Finland 5-year artist grant.

### **SAMI RINTALA**

Sami Rintala (born 1969) is an architect and an artist, with a long merit list after finishing his architect studies in Helsinki Finland 1999 under professor Juhani Pallasmaa. He established architect office Casagrande & Rintala 1998, which produced a series of acknowledged architectural installations around the world during the next five years until 2003. These works combine architecture with critical thinking of society, nature and the real tasks of an architect, all within a cross-over art field using space, light, materials and human body as tools of expression.

In 2008, Rintala started a new architect office with Icelandic architect Dagur Eggertsson, called Rintala Eggertsson Architects. Important part of Rintala's work is teaching and lecturing in various art and architecture universities. Teaching takes place usually in form of workshops where the students often are challenged to participate the shaping of human environment on a realistic 1:1 situation. He is currently professor in AHO (Arkitekthöyskole i Oslo) Oslo and NTNU (Norges Teknisk-Naturvitenskapelig Universitet) Trondheim. Sami Rintala's work is based on narrative and conceptualism. Resulting work is a layered interpretation of the physical, mental and poetic resources of the site.

### **DAGUR EGGERTSSON**

Dagur Eggertsson (born 1965) is an architect with a professional background from a number of the most prominent offices in Oslo. After his professional degree from the Oslo School of Architecture in 1992, he started his collaboration with architect Vibeke Jensen, as NOIS architects. In 1996 he finished a post-professional master's degree at the Helsinki University of Technology, where he started experimentation with building full scale architectonic objects, under the supervision of Professor Juhani Pallasmaa. Along with his professional practice, Eggertsson has taught architecture in Norway, Iceland and Sweden. He is currently a project examiner at the Oslo School of Architecture.

In 2007, Eggertsson started collaboration with architect Sami Rintala, which resulted in establishment of the office Rintala Eggertsson Architects. The office is based in Oslo and Bodø, Norway.