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# Marimekko: Fabrics, Fashion, Architecture (Bard Graduate Center For Studies In The Decorative Arts, Design & Culture)



## **Synopsis**

Founded in 1951 by visionary textile designer Armi Ratia and her husband, Viljo, the Marimekko Corporation in Finland not only sparked a revolution in pattern making but also pioneered a new definition of fashion that embraced the entire home environment. This book, a comprehensive study of Marimekko designs, presents more than 100 examples of the exuberant Marimekko fashions and home furnishings that gave the company a definitive presence on the world design stage. The book considers the history of the company from its foundation up to today and examines Marimekko's impact on design in Finland and around the world. The company's most important designers, including Maija Isola and Vuokko Eskolin-Nurmesniemi, their contributions, and their stylistic development are also discussed. In addition, the book examines Marimekko home and office interiors and how they reflected the lifestyle envisioned in Armi Ratia's broad, radical definition of fashion. This book is the catalogue for an exhibition at the Bard Graduate Center for Studies in the Decorative Arts, Design, and Culture in November 2003.

## **Book Information**

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## **Customer Reviews**

The Finnish design house Marimekko has been producing fashion and lifestyle accessories since 1951, and its fresh, high-spirited motifs have influenced designers around the world. This vivid, eye-opening book showcases the firm's history, designers and textile patterns, and examines both Marimekko's international reception and the reasons for its corporate success. Design historian Aav, who directs the Finnish Museum of Art and Design in Helsinki, credits Marimekko's success to

visionary leadership and a corporate philosophy based on individual creativity and the connection between design and everyday life. Cheeky and brightly colored, Marimekko designs have been embraced by such paragons of simple design as Crate & Barrel and Terence Conran's popular furniture shop Habitat, and have landed on the covers of fashion magazines worldwide. Aav's selection of essays written by journalists, design historians, architects and professors, along with her selection of full-color photos of various patterns and designs, make this a comprehensive, enlightening study of an important design firm. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"Pattern focused design labels such as Gervasoni, Sandberg, Etro and Marimekko are enjoying a new-found status thanks to their seductive, cheery prints.' (Jenny Dalton, Financial Times) 'This book sheds light on the fascinating history of the influential Finnish company.' (Caroline Wingfield, Independent Magazine) 'An interesting story with great visuals.' (International Textiles) 'A fascinating new book' (Independent on Sunday) 'the whole production gives a fascinating visual walk-through of the development of Marimekko, its designs, designers and place in Finnish culture over a remarkable 53 years' (The Art Book)" --This text refers to an out of print or unavailable edition of this title.

Very thorough history of the creator & company. Lots of photos of designs, patterns, clothing, etc. My daughter is using it as a reference book for her students.

. . . you will love this book! I will be honest and admit that I haven't even read it all, but I routinely thumb through it and became inspired by the pictures.

This is an excellent book -- just what I was looking for!

I have been trying for three years to get this out of print book and it was always a few hundred dollars or not available. This reprint, although soft covered is an excellent price and worth the wait.

thanks for the book, fabulous - a great history of a company that has come alive once more.

I stopped reading the because of a lack of photos. They go into detail about a particular pattern but then don't show it. Maybe when another book comes out this fall on Marimekko which I believe will

have more photos of the patterns this book could work along side. I think that if you want the history this book would work but if you just love their fabric and clothes a person can find more on images on the web.

Beautifully illustrated; in depth essays on all aspects of Marimekko; you get to see photos of the designers and read about their personal approaches to design.

I just saw the last weekend of this show in New York at the Bard Center and it was inspired, to say the least. The book is the next best thing to being there if you are a Marimekko fan. It is a more thorough look at the company than the older title "marimekko phenomenon". The editor of this book, Marianne Aav (also the show's curator) was responsible for the 1998 show/book from the Bard Center on Finnish Modern Design. Marimekko's brave colors, shapes, and graphics are made more powerful, in my mind, by the fact that the final result appears so simple. While I mourn the lack of this in much of today's clothing/textile design, I think that the renewed excitement about Marimekko, and design in general, indicates that this is changing. There is a lot of exciting material coming out of Scandanavia and Finland by young designers right now, but Marimekko's influence on modern design cannot be underestimated. Their vision ranged beyond textiles into architecture as well, which the book illustrates. This exhibit & accompanying book have done a fine job at giving credit where it's due.

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