

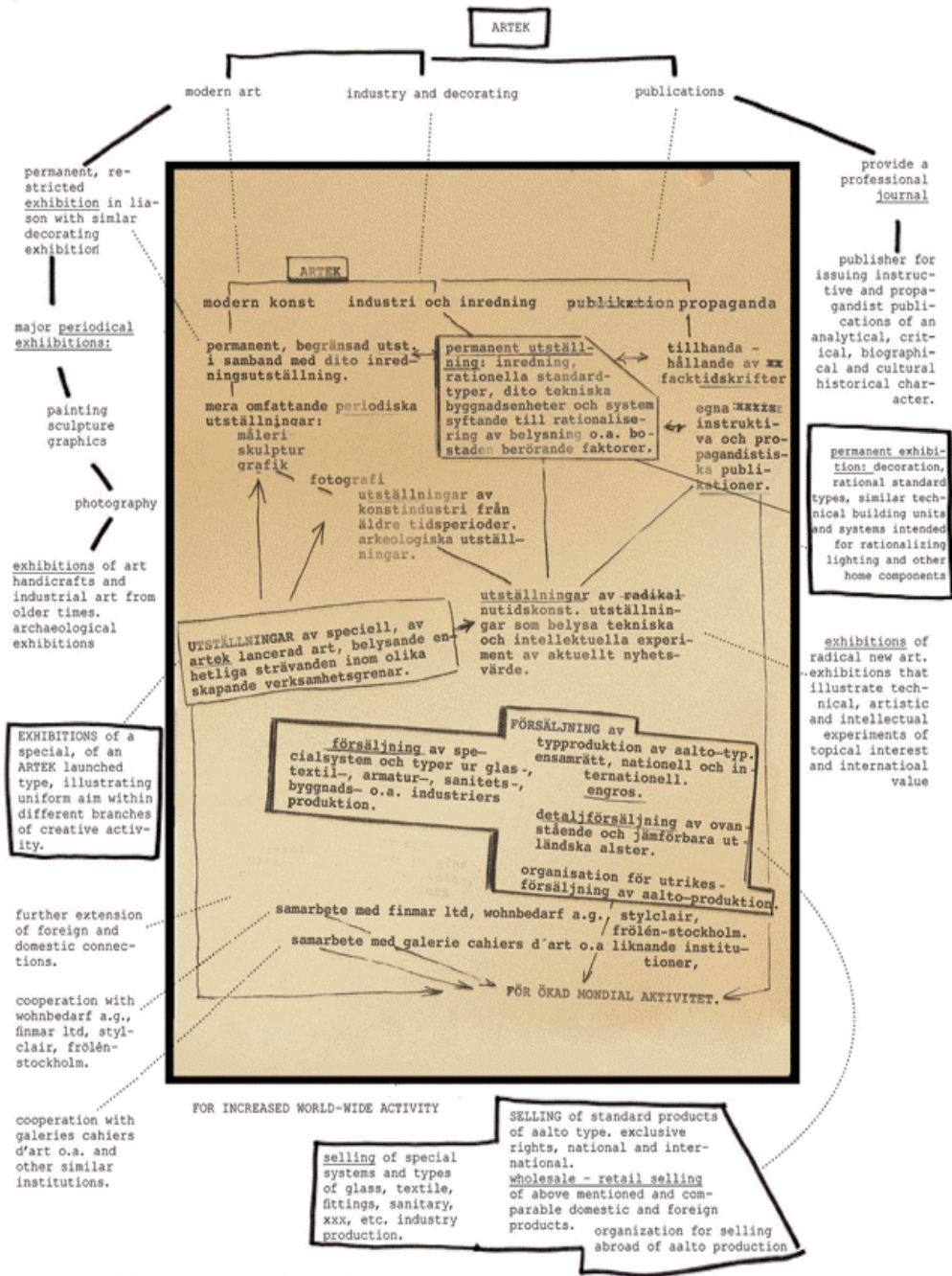
Thinking communities - creating interaction

Mirkku Kullberg, CEO

Tallinn 8.5.2007

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Artek is about ideology and identity
not about brand



The foundation of Artek is the legacy handed down by the four visionary radicals that created the company in 1935. They were mould breaking, idealistic and connected to a global network of artists, architects, poets, musicians, industrialists and politicians.

This rich heritage is an excellent foundation and role model to inspire current management.



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Artek can exist as a business movement

by:

Creating and promoting ideological business thinking and acting on it.
Innovating business through environments and new products that combine humanism and technology.

Being a premium cultural actor inspired by the legacy of Alvar Aalto and other Artek's founders.

Incorporating cultural and economical radicalism.

Sustaining by creating; the vital contact with nature, architectural space and the human being.

... thus opening a possibility for conscious consumption.



Artek believes that long term research and development leads to quality and sustainability.

Is influenced by environments, architecture and new technological achievements.

Design brings these elements together - concretized in products.

Understands the importance of culture and use of cross-disciplinary nature of business, technology and art as a platform for marketing.

Can establish communities with shared values to act as cosmopolitan meeting points in the context of art and technology.

Stands for promoting a more humane life and re-enlightened consumption.



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Artek combines emotional (ART) and
rational (TECHNOLOGY) thinking.



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**Artek exists to create socially and aesthetically
better living environments.**

Thus the design drivers for new products should initiate from spaces.



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Artek's R & D key focus is in the process

Product Development will be underpinned by a long term programme of Research & Development focused on materials and process innovation in wood and natural materials.

Each phase will run for a period of around 3 years. It is necessary to have a creative and progressive take on new use of materials. And to question the usual, turning the everyday material to eco-luxury.

New products will then be developed and honed over several years into the technology.

In the 1930s this was birch bending. Focus until at least 2008 will be on Bamboo and Pine. We are currently evolving ideas in rubber wood.



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Artek should collaborate with experts on different areas in innovative technology, architecture, logistics and material research & development.

Potential collaboration partners: from material innovators, to companies with deep specialty focus, organisations having background from totally different disciplines.

Each potential future partner has to justify their place through their involvement in improving living environments.

Key attributes of Artek products

Sustainability and longevity have always been Artek's essential values both in terms of design and technical quality.

Natural materials and the humane approach are as relevant today as they were in the era of modernism.

Artek functionality is a combination of rational and emotional thinking:
"why" -effect instead of mere "wow".

Artek products are to possess haptic and tangible sense of design that builds intimacy between the piece and its user.

Craftsmanship & machinemanship in dialogue.

Artek products are to represent materialised intelligence.



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Artek Technology

Technology is one of the main drivers of the company.

Artek runs and encourages research projects.

Artek pushes the boundaries in innovativeness in a level that ideas are patented

Artek can always defend its use of materials and technology.

They are always environmentally sound, renewable and that the longevity of the product is beyond anything that has been done previously.

Artek is responsible in mapping the total process from raw material, manufacturing, marketing, sales, delivering, service, reuse.

Artek

UPM

Shigeru Ban





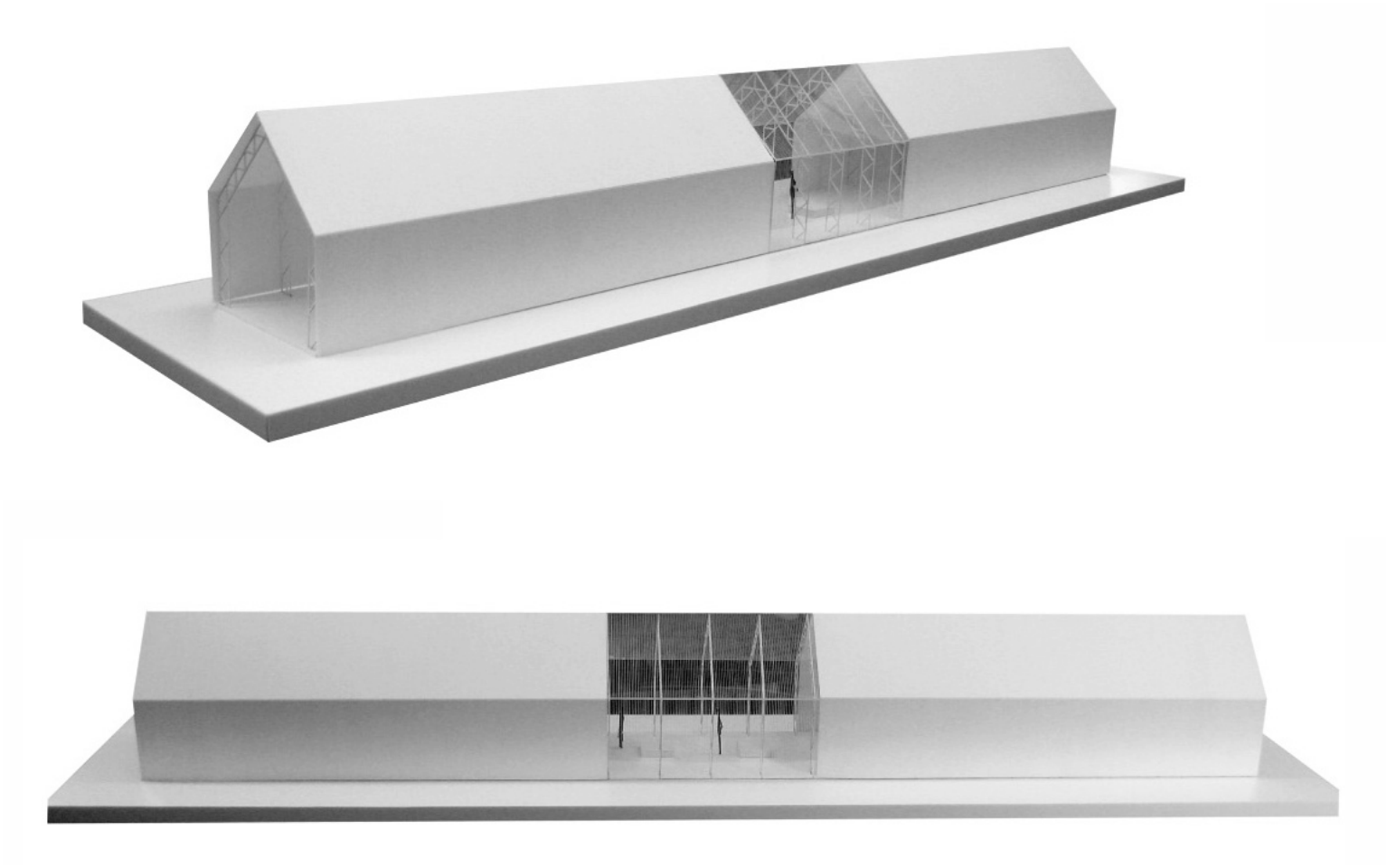


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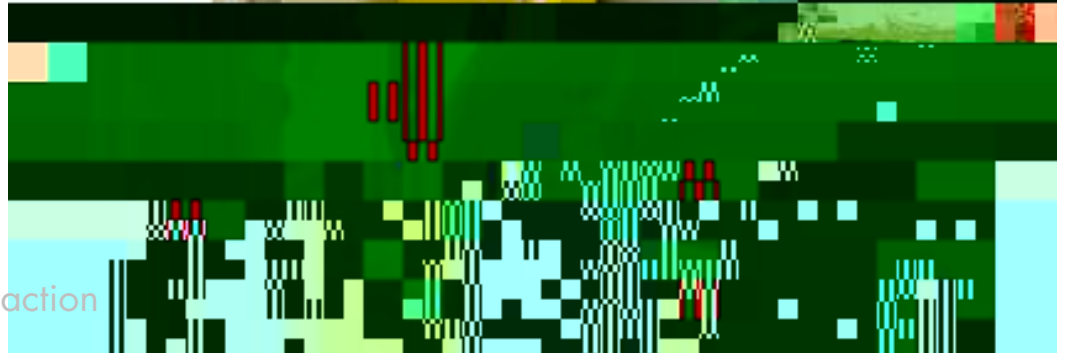
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Artek's founding manifesto must be reborn

"Nothing old is ever reborn but neither does it totally disappear. And that which has once been born, will always reappear in new form."

– Alvar Aalto

