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IMMEDIATE RELEASE

The Textile Museum of Canada presents feature design exhibition, *Marimekko, With Love*, opening January 21, 2013

TORONTO – The Textile Museum of Canada presents *Marimekko, With Love*, on view from January 21 – April 21, 2013. Founded in 1951 by visionary designer Armi Ratia and her husband Viljo, Marimekko not only sparked an international revolution in post-WWII pattern and textile production but captured a new philosophy based on the power of design in everyday life. Marimekko was “a cultural phenomenon guiding the quality of living,” Ratia recounted in 1962. The company’s bold fabrics and colourful printed patterns would powerfully influence late 20th-century style, encapsulating the originality, simplicity, and functionality that have come to define Marimekko’s identity and Finnish design more broadly.

Marimekko, With Love highlights Marimekko’s early decades, illustrating through textile and pattern design as well as documentary and archival materials the distinct vision and creative philosophy the Finnish design house became renowned for. The Textile Museum of Canada’s exhibition draws together Marimekko fashion and textiles created by pioneering designers under Armi’s leadership from the 1950s to the 1970s, objects that have defined and underpinned the company’s presence on the world design stage since its inception. Many of these early Marimekko designs endure, including iconic patterns such as the Unikko, Ananas and Joonas designs created by Maija Isola that remain in production today.

In Toronto, a groundbreaking design studio called Karelia introduced Marimekko and the contemporary Finnish design imagination to Canadian audiences. Named for the historical Finnish region and Armi Ratia’s birthplace, Karelia’s founder – architect, interior and industrial designer Janis Kravis – developed a close relationship with Marimekko’s early creative team. The objects in the exhibition are primarily drawn from the collection of Janis and Helga Kravis, and speak to the roots of Marimekko’s enduring legacy in the dynamic international milieu of fashion and design.

The exhibition is presented by the Textile Museum of Canada with the support of the Imperial Oil Foundation and contributing sponsors, Fatboy® and NewWall Inc. Curated by Shauna McCabe and organized by the Textile Museum of Canada with support of the Canada Council for the Arts, Ontario Arts Council and Toronto Arts Council.

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For more information, visit www.textilemuseum.ca, or contact Ozana Gherman, Communications & Marketing Associate at 416-599-5321 x2239 or ogherman@textilemuseum.ca

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Museum Hours
Open 7 days a week 11 am – 5 pm
Wednesdays 11 am – 8 pm