

marimekko®
WALLCOVERINGS VOL. 5

BY
JANNELLI&VOLPI
JV



COLLABORATION

5th edition for Marimekko | Jannelli&Volpi partnership!

Here is the new selection about young and ancient design by the Finnish Interior Home. Powerful iconic designs like Unikko, Kippis, Boo boo, together with newest design by Carina Seth Anderson and Maija Louekari. Unique taste and high-quality wallcoverings bring joy to our everyday lives through bold prints and colours.

THE STORY

Marimekko is a Finnish design house celebrated worldwide for its original prints and colours. Founded in 1951 by a visionary woman Armi Ratia, Marimekko is said to be one of the world's first real lifestyle brands combining fashion and home decoration into one unique point of view.

Through timeless, distinctive and functional designs, Marimekko wants to empower people to be happy as they are and bring joy to their everyday lives through bold prints and colours.



TIMELESSNESS DESIGN

"Marimekko is not about trendy fashion, with a few minor exceptions. We make lasting and timeless products. Timelessness may, however, occasionally come into fashion by chance, like now." Armi Ratia, 1978.



ARMI RATIA designer

FREEDOM OF CREATIVITY

We foster a carefree environment where our talented designers and craftsmen are guided, inspired and encouraged to truly express themselves. We simply ask for our products to have an authentic, living soul.

TIMELESSNESS DESIGN

Maija Isola's (1927-2001) remarkable career as a textile designer began in 1949 in Marimekko and lasted 38 years. She designed more than 500 fabric patterns. She drew inspiration for her work from traditional folk art, nature, and modern visual art alike. Her design Unikko (poppy) continue to be an essential part of Marimekko's collections.



MAIJA ISOLA'S designer



UNIKKO


RASYMATTO DESIGN

Maija Louekari is a Helsinki-based freelance illustrator and designer who has studied at the University of Art and Design Helsinki. The starting point of her career was in 2003 when she won a design competition co-organised by Marimekko and the University of Art and Design Helsinki. Her winning design, the Räsymatto pattern, is available in Marimekko's wallcoverings collection.



RASYMATTO

MAIJA LOUEKARI designer



PIENI TIARA



RUUTUKAAVA



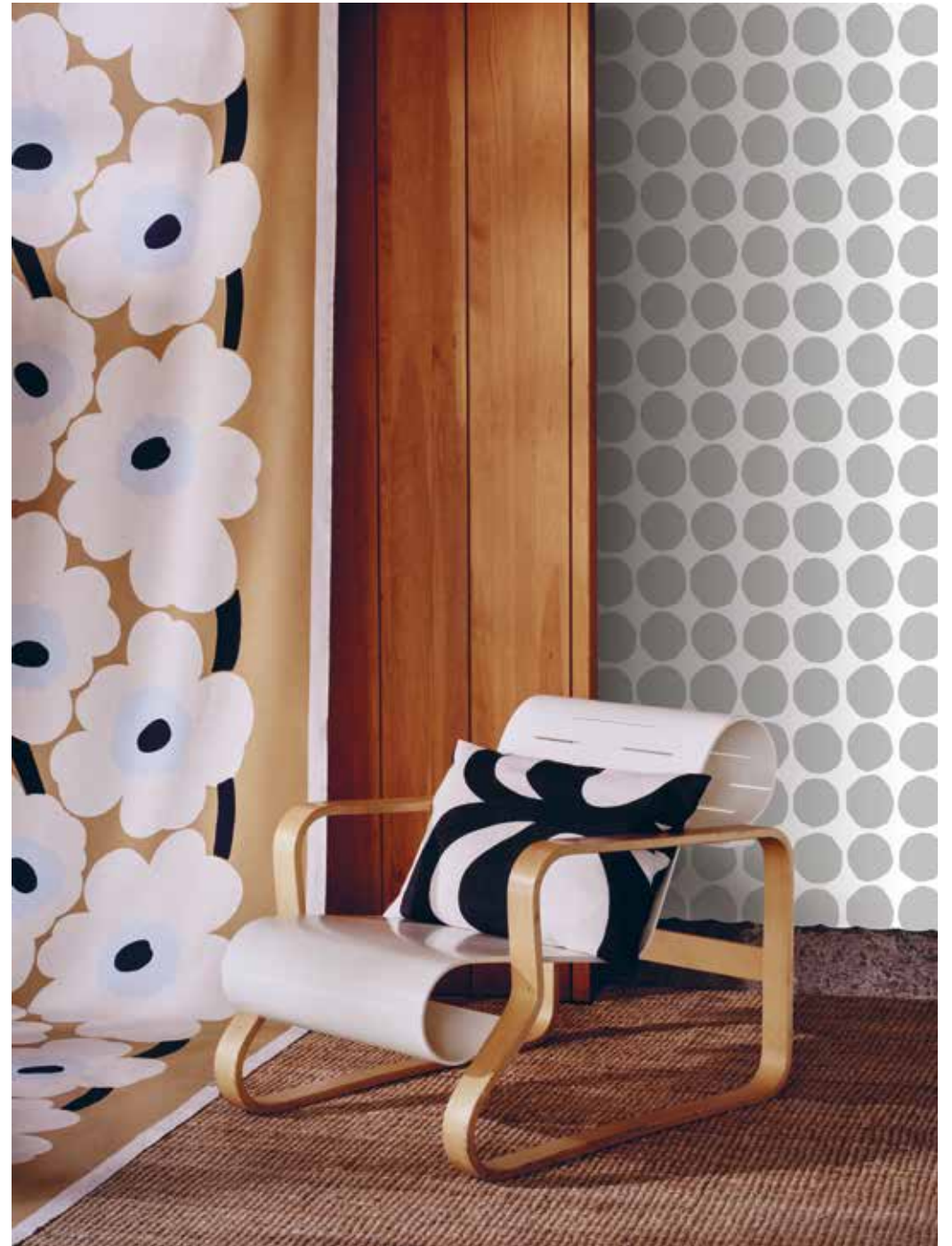
BUBI



YSTAVAT



SPALJE



PIENET KIVET



KIPPIS



LINTUKOTO



YON VARJO



ILTAVILLI



ORKANEN



BOTTNA



LUMIMARJA



BOBOO



FREKVENSSI



www.jv-wallcoverings.com

HEAD OFFICE Via Cassino d'Alberi 19 | 20067 | Tribiano | Milano (Italy) - **JVSTORE** via Melzo 7 | 20129 | Milano (Italy) | tel +39 02 20523.1

info@jannellievolti.it | customer@jannellievolti.it