

SARI

Sari Syväluoma - TEXTILE DESIGN, SURFACES – VISUAL CONCEPTS and CONSULTING

Habitare 1.–5.9.2010, Helsinki, Finland, stand 2c51 Designshopoutlet

Hirameki - Design x Finland 29.10–7.11.2010, Living Design Center Ozone, Tokyo, Japan

Since launching her business, Sari has rapidly become recognised as a pioneer within contemporary textiles with many exhibitions, awards and within high profile design projects. Sari is passionate about design and has a positive approach to working alongside other designers and companies. To be mentioned commissions such as a table linen collection for the Ministry of Foreign Affairs of Norway and the Norwegian Embassies.

Sari's latest collection "Contrasts" is a collection of woven fabrics/textile panels that shows depth in surface, contrasts in materials and reflect vibrant Nordic seasons. Monochrome colors and light play an important part in these designs. Sari Syväluoma's latest collection is experimental with multi-dimensional effects. Sari's textiles reflect strongly also her own life, with several layers of weaves, representing the countries where she has been living - whilst still having her roots in Finland.

This collection brings many associations to mind; sensuous, decorative, functional and ritual. They encompass a broad range of human traditions and histories, and provide a source of comfort and warmth as well as luxury and décor.

The essential style of Sari's textiles is rooted in the Scandinavian heritage of simplicity. An underlying ethos of her designs focuses on creating a clutter-free environment. These fabrics are designed for residential and contract market. The textiles can be used as room dividers as well as acoustic wall fabrics in public spaces.

Internationally renowned textile designer Sari Syväluoma, MA, graduated from The University of Industrial Arts in Helsinki, Finland in 1996. Her career in textile design started in Norway at Sellgren AS in 1994 until 1999 when Sari established her own studio in Oslo. She works by commission in Scandinavia and mainland Europe, mainly for clients requiring textile and product concept development, visual consultancy and bespoke textiles for interior. Her own collection "SARI" comprises soft furnishings and home accessories.

Her work is exhibited regularly both nationally and internationally at London 100% Design, Milan Salone Satellite, St. Etienne and ICFF in New York. Her work has been featured widely in several magazines and publications.

Sari has a passion for teaching and lecturers at universities and colleges about design, integration of textiles and space, visual environment and how to make the world more functional and sustainable.

Please contact Sari Syväluoma for images and press information:

E-mail: info@syvaluoma.com

Website: www.sari-syvaluoma.com

Tel: + 358 442767582 / + 47 93094515

Photographs: Tuiskuimages Lauri Tuisku

Graphic design: Tiina Luonua tiina@luonua.com

