press release
Milano 2009

The Tree
design Eero Aarnio

Unveiled at the Milan Furniture Fair, The Tree is a space divider designed by Professor Eero Aarnio. It is intended for restaurants and other public spaces. The Tree is also a sculpture, and will surely find its way into private homes, just as many other products designed by Professor Aarnio have done.

Professor Eero Aarnio describes the birth of The Tree as follows: "The Tree is like many other products I have designed – part functional object, part sculpture. It functions as a space divider and a decoration, of course, but clever users will surely find other uses for it, such as a coat rack.

"For me, The Tree has always been the tree of paradise. Someone once wondered why it doesn't have any apples, but that is something we should ask Eve about…"

The Tree does bear fruit, however, as the proceeds of each The Tree are used to plant four fruit trees in the Peruvian Andes as a part of World Vision Finland's regional development project to fight and prevent erosion.

Professori Eero Aarnio
The Finnish designer Eero Aarnio (b,1932) is one of the great innovators of modern furniture design. In the 1960s, Eero Aarnio began experimenting with plastics, vivid colours and organic forms, breaking away from traditional design conventions. His now iconic plastic creations include the Ball (1963), the Pastil (1968), and the Bubble (1968) chairs which echo the pop culture and spirit of their time. Many of Aarnio's works are included in the world's most prestigious museums, including Victoria and Albert Museum in London, MoMA in New York and Vitra Design Museum in Weil am Rhein.

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Martela is Finland's largest provider of furniture for public spaces. The company was established in 1945 and it was listed on the stock exchange in 1986. Martela has production plants in Finland at Nummela, Kitee and Raisio and abroad in Bodafors, Sweden and Warsaw, Poland. In 2008, Martela employed an average of 660 people, of which approximately 520 work in Finland. Martela's consolidated revenue totalled EUR 130 million in 2008.