

press release
Milano 2009

Swan XL

design Eero Aarnio

The new Swan XL is a larger version of the Swan table lamp, which was introduced earlier. Swan XL is a floor lamp designed to go next to the armchair of an avid reader. It provides a focal point that looks equally impressive in private homes as well as public spaces – anywhere that requires a good spotlight.

Floor lamps are made up of three parts: the base, the stand and the shade. "I wanted to give these components a new, modern form and this led to the creation of Swan XL. It is not just a larger version of the table lamp, however. I've altered the dimensions to make it work better as a floor lamp.

To ensure that the design was functional, I made life-size drawings of the XL version to see what it would look like next to my favourite armchair," Eero Aarnio says.

Eero Aarnio

Eero Aarnio, a Finnish designer and Honorary Professor, is one of the greats in modern furniture design. He made his breakthrough in the 1960s with his fibreglass designs, and of these his Ball Chair has attracted particularly widespread interest around the world. Other famous Aarnio designs are the Pastil Chair, the Bubble Chair, the Pony, the Double Bubble lamp, The Tree space divider and Puppy, an abstract plastic dog. His products are featured in fashion photographs, films and music videos and they are included in the permanent exhibitions at the Museum of Modern Art in New York, at the Victoria Albert Museum in London and the Weil am Rhein Vitra Design Museum. In 2008, Aarnio was awarded the Compasso d'Oro, Italy's most prestigious design award, for his Trioli children's chair which is manufactured in Italy. www.eeroaarnio.com

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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.