

Inspiring  
spaces

**Martela**

## Eero Aarnio's 'The Tree' wins design award

**Eero Aarnio's** 'The Tree' has won a Green GOOD DESIGN™ Award in the product design category. The manufacturer of this space divider is Martela. The international design award was granted by the European Center for Architecture Art Design and Urban Studies and the Chicago Athenaeum: Museum of Architecture and Design.

The Green GOOD DESIGN Awards were now presented for the second time. The award's purpose is to highlight environmentally-friendly and socially-responsible design. The jury, consisting of members of the European Center's International Advisory Committee, selected the winners from thousands of nominations. An exhibition, showing the winning works, will be arranged in Hamburg, Germany in April, 2011.

"The Tree is similar to many of the other products I've designed – half practical, and half art," says Eero Aarnio.

"For me, the tree has always been the paradise tree. Some people have wondered why there are no apples, but we'll have to ask Eve about that..."

A tree is known by its fruit and thus Martela will donate to World Vision Finland a percentage of the takings from every 'The Tree' sold. World Vision Finland will, in turn, direct the donation to the 'Lahjaksi lehmä' (Donate a Cow) and 'Ystävyden puu' (Tree of Friendship) projects, aimed at putting an end to erosion and improving the nutrition of children. These projects are targeted at Kenya, Uganda, Peru, Colombia, India and Sri Lanka. A development cooperation project already finished at Mosoq Ayllu in Peru produced 30,000 young trees for the area.

The original 60-year-old GOOD DESIGN AWARD is one of the oldest and most prestigious design awards. It was founded in Chicago in 1950 by such pioneers in modern design as Charles and Ray Eames, Russel Wright, George Nelson and Eero Saarinen, as well as by the former MoMA curator Edgar Kaufmann, Jr.





**Eero Aarnio**

The Finnish designer, Professori h.c. Eero Aarnio (born 1932), is one of the great innovators of modern furniture design. He has become well-known for his futuristic creations made from fibreglass in the 1960s, such as the Ball, Pastille, Tomato and Formula chairs. Many of Aarnio's works are on display at the Museum of Modern Art in New York, the Victoria and Albert Museum in London and the Vitra Design Museum in Weil am Rhein.

**Martela** designs and supplies interior solutions for work environments and public spaces. Martela's objective is to offer its customers and partners the best service in the business and high-quality, ergonomic and innovative products. Martela is the largest company in its sector in Finland and one of the three largest in the Nordic countries. In Finland, Martela offers a comprehensive service which can cover the entire process of change from initial inventory and design to removal and maintenance. Martela is a family company founded more than 60 years ago and its shares are quoted on the NASDAQ OMX Helsinki. In 2009, the Martela Group's turnover totalled EUR 95.3 million and it employed an average of 636 persons. Martela has the ISO 14001 and ISO 9001 environmental and quality certificates, and has won many design awards.

**For further information, please contact:**

Tytti Ruponen, Product Manager  
tytti.ruponen@martela.fi  
Tel. +358-10-345 5263

**For further information about the award:**

[www.europeanarch.eu](http://www.europeanarch.eu)