

Experience: Process
Final presentation 14.2.2019

iittala

Lumi Hartikainen & Anna Mäkinen

**in the
moment**





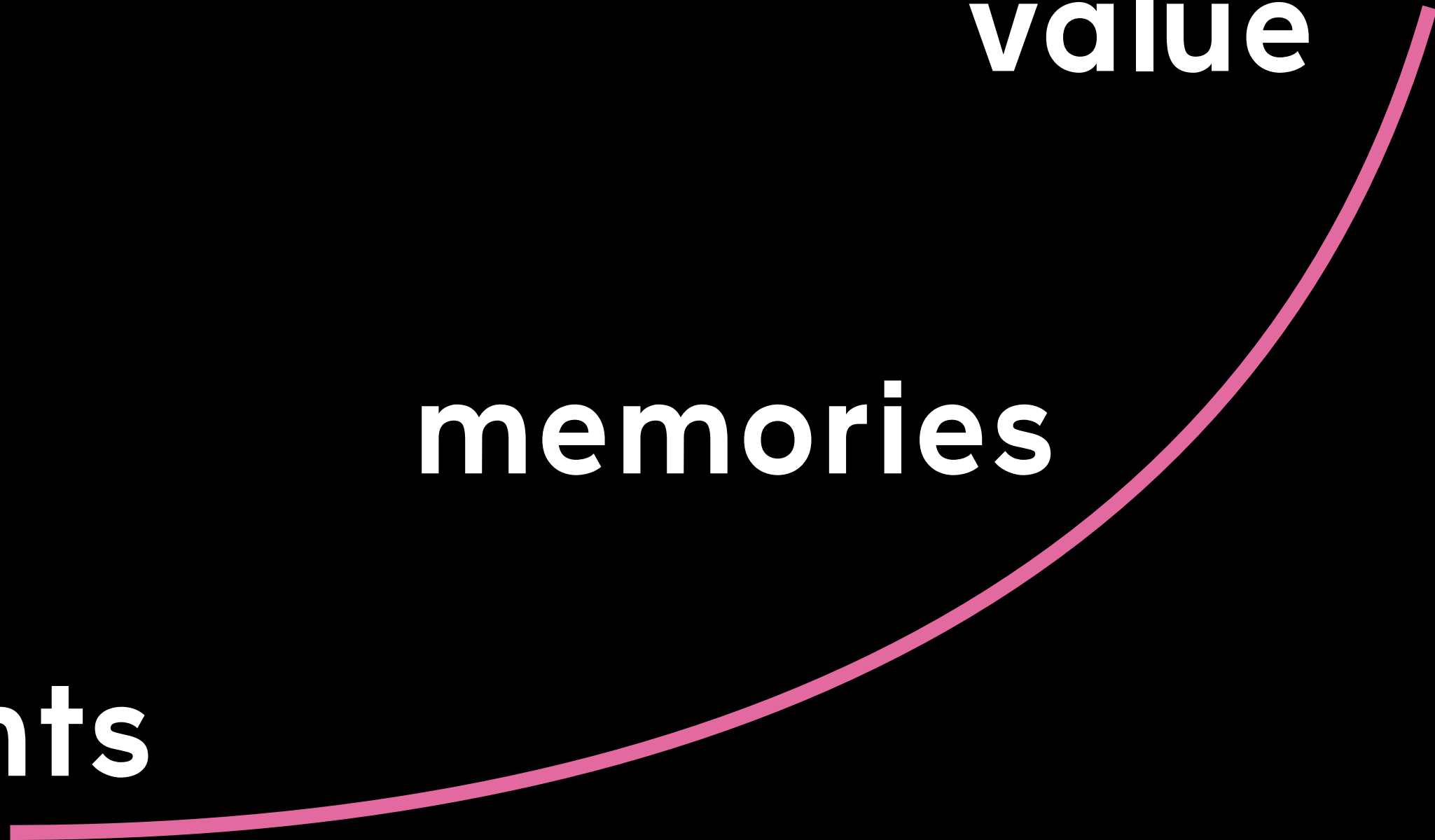


emotional value > monetary value

**emotional
value**

memories

moments





FOCUS ON

THE

MOMENTS

go crazy

That same night I picked
up some flowers to
cheer myself up. It's been
a year now and the same
dried up flowers are still
in my favourite vase.
But I've never flourished like
this before. I've learned
how to

LIVE

IITITALA







in the

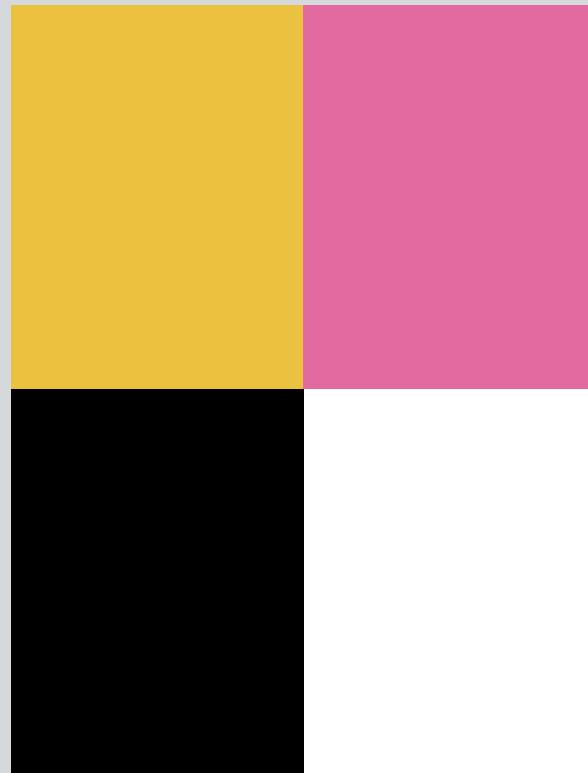
moment



concept

elements

colors (wow! - color palette) +
layout



handlettering + stories

LAST VALENTINE'S DAY
I BROKE UP WITH MY
BOYFRIEND. THAT SAME
NIGHT I PICKED UP SOME
FLOWERS TO CHEER
MYSELF UP. IT'S BEEN
A YEAR NOW AND THE
SAME DRIED FLOWERS
ARE STILL IN MY
FAVORITE VASE. BUT I'VE
NEVER FLOURISHED LIKE
THIS BEFORE.

I NEVER WANTED TO USE
MY TEAPOT. IT WAS
TOO PRETTY. YET MY
ROOMMATE STARTED TO
USE IT WITHOUT MY
PERMISSION... FIRST I
WAS ANNOYED BUT THEN
I REALIZED THE PRETTINESS
DIDN'T FADE WHEN IT WAS
BEING USED. ON THE
CONTRARY. NOW IT'S FILLED
WITH WARM TEA - AND
BEAUTIFUL MEMORIES.

typography

littala Sans Bold

#iittala

LAST VALENTINE'S DAY
I BROKE UP WITH MY
BOYFRIEND. THAT SAME
NIGHT I PICKED UP SOME
FLOWERS TO CHEER
MYSELF UP. IT'S BEEN
A YEAR NOW AND THE
SAME DRIED FLOWERS
ARE STILL IN MY
FAVORITE VASE. BUT I'VE
NEVER FLOURISHED LIKE
THIS BEFORE.

VASE 

in the moment

#iittala

I NEVER WANTED TO USE MY TEAPOT. IT WAS TOO PRETTY. YET MY ROOMMATE STARTED TO USE IT WITHOUT MY PERMISSION... FIRST I WAS ANNOYED BUT THEN I REALIZED THE PRETTYNESS DIDN'T FADE WHEN IT WAS BEING USED. ON THE CONTRARY, NOW IT'S FILLED WITH WARM TEA - AND BEAUTIFUL MEMORIES.

#iittala

LAST VALENTINE'S DAY I BROKE UP WITH MY BOYFRIEND. THAT SAME NIGHT I PICKED UP SOME FLOWERS TO CHEER MYSELF UP. IT'S BEEN A YEAR NOW AND THE SAME DRIED FLOWERS ARE STILL IN MY FAVORITE VASE. BUT I'VE NEVER FLOURISHED LIKE THIS BEFORE.

VASE!

in the moment

#iittala

I NEVER WANTED TO USE MY TEAPOT. IT WAS TOO PRETTY. YET MY ROOMMATE STARTED TO USE IT WITHOUT MY PERMISSION... FIRST I WAS ANNOYED BUT THEN I REALIZED THE PRETTINESS DIDN'T FADE WHEN IT WAS BEING USED. ON THE CONTRARY, NOW IT'S WITH WARM TEA - BEAUTIFUL MEMORIES.

TEAPOT!

in the moment



#iittala

LAST VALENTINE'S DAY I BROKE UP WITH MY BOYFRIEND. THAT SAME NIGHT I PICKED UP SOME FLOWERS TO CHEER MYSELF UP. IT'S BEEN A YEAR NOW AND THE SAME DRIED FLOWERS ARE STILL IN MY FAVORITE VASE. BUT I'VE NEVER FLOURISHED LIKE THIS BEFORE.

in
the



TEAPOT

VASE

mo
me
nt

#iittala

I NEVER WANTED TO USE MY TEAPOT. IT WAS TOO PRETTY. YET MY ROOMMATE STARTED TO USE IT WITHOUT MY PERMISSION... FIRST I WAS ANNOYED BUT THEN I REALIZED THE PRETTINESS DIDN'T FADE WHEN IT WAS BEING USED. ON THE CONTRARY, NOW IT'S FILLED WITH WARM TEA - AND BEAUTIFUL MEMORIES.

#iittala

LAST VALENTINE'S DAY I BROKE UP WITH MY BOYFRIEND. THAT SAME NIGHT I PICKED UP SOME FLOWERS TO CHEER MYSELF UP. IT'S BEEN A YEAR NOW AND THE SAME DRIED FLOWERS ARE STILL IN MY FAVORITE VASE. BUT I'VE NEVER FLOURISHED LIKE THIS BEFORE.

in
the



TEAPOT

VASE

moment

#iittala

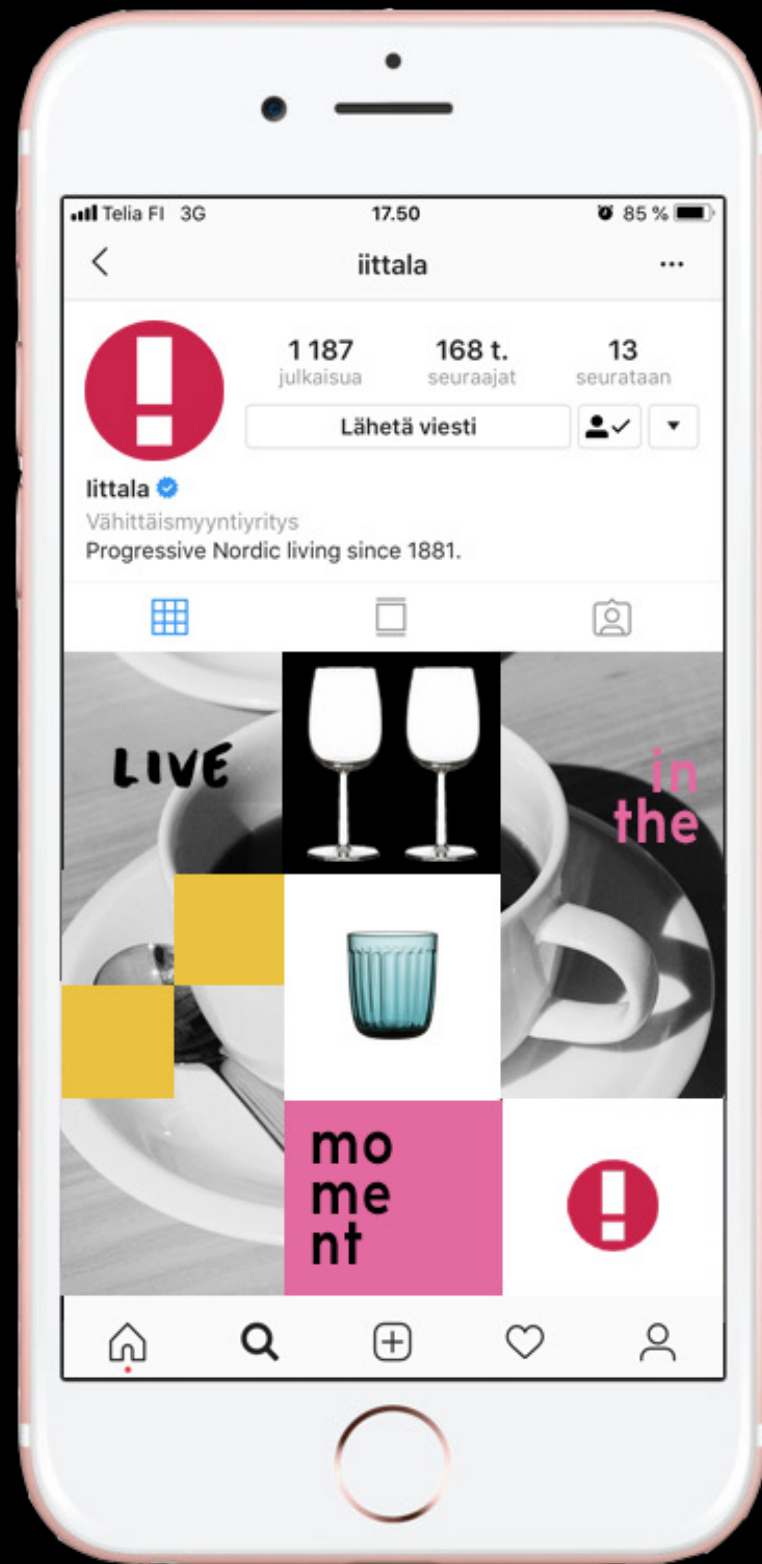
I NEVER WANTED TO USE MY TEAPOT. IT WAS TOO PRETTY. YET MY ROOMMATE STARTED TO USE IT WITHOUT MY PERMISSION... FIRST I WAS ANNOYED BUT THEN I REALIZED THE PRETTINESS DIDN'T FADE WHEN IT WAS BEING USED. ON THE CONTRARY, NOW IT'S FILLED WITH WARM TEA - AND BEAUTIFUL MEMORIES.





Raami





VIDEO







I NEVER WANTED TO USE MY TEAPOT. IT WAS TOO PRETTY. YET MY ROOMMATE STARTED TO USE IT WITHOUT MY PERMISSION... FIRST I WAS ANNOYED BUT THEN I REALIZED THE PRETTYNESS DIDN'T FADE WHEN IT WAS BEING USED. ON THE CONTRARY, NOW IT'S FILLED WITH WARM TEA - AN

I NEVER WANTED TO USE MY TEAPOT. IT WAS TOO PRETTY. YET MY ROOMMATE STARTED TO USE IT WITHOUT MY PERMISSION... FIRST I WAS ANNOYED BUT THEN I REALIZED THE PRETTYNESS DIDN'T FADE WHEN IT WAS BEING USED. ON THE CONTRARY, NOW IT'S FILLED WITH WARM TEA - AND BEAUTIFUL MEMORIES.

TOO PRETTY. YET MY ROOMMATE STARTED TO USE IT WITHOUT MY PERMISSION... FIRST I WAS ANNOYED BUT THEN I REALIZED THE PRETTYNESS DIDN'T FADE WHEN IT WAS BEING USED. ON THE

I NEVER WANTED TO USE MY TEAPOT. IT WAS TOO PRETTY. YET MY ROOMMATE STARTED TO USE IT WITHOUT MY PERMISSION... FIRST I WAS ANNOYED BUT THEN I REALIZED THE PRETTYNESS DIDN'T FADE WHEN IT WAS BEING USED. ON THE CONTRARY, NOW IT'S FILLED WITH WARM TEA - AND BEAUTIFUL MEMORIES.

I NEVER WANTED TO USE MY TEAPOT. IT WAS TOO PRETTY. YET MY ROOMMATE STARTED TO USE IT WITHOUT MY PERMISSION... FIRST I WAS ANNOYED BUT THEN I REALIZED THE PRETTYNESS DIDN'T FADE WHEN IT WAS BEING USED. ON THE CONTRARY, NOW IT'S FILLED WITH WARM TEA - AND BEAUTIFUL MEMORIES.

in the moment !



Sisustus Kattaminen Tuotesarjat Lahjat Loydot Kirjoudu



thank
you !

ANNA MÄKINEN & LUMI HARTIKAINEN