

Flirt tempts you to new scenarios

Hackman's new Flirt range of cutlery and servers opens up a whole new world of table-setting scenarios. The Flirt range introduces innovative colours and novel shapes and ideas to cutlery and servers. Flirt is also unique in that every cutlery and serving item can be purchased individually. And because every Flirt motif and every colour can be mixed and matched with every other motif and colour in the range, you can combine the items to create your own, very individual, table-settings. So, give in to temptation.



Three motifs

There are three different sets of the individually sold Flirt cutlery and servers: Hello, Hei and Hola. Flirting usually starts with a greeting – accordingly, we have named each set of colours and motifs after an informal greeting. Flirt is a family of tableware, which includes cutlery, servers and serving bowls. Each set in the family contains a minimum of five items. The items can be bought individually, as mixed combinations or as an integral set.

Flirt represents top-quality Scandinavian design from leading-edge Finnish designers. The up-to-the-minute shapes of the cutlery and bowls are the design of **Pentagon Design**. **dog design** is responsible for the newly launched range of colours and motifs.

Flirt is in tune with the times, and it may be supplemented occasionally with seasonal variants of motifs.

Novel scenarios

Flirt introduces novel colours and innovative motifs to the world of cutlery and servers. The motifs and colours are achieved with a high-quality transfer technique that is resistant to wear and tear. The fresh colour range and youthful design of Flirt appeal to a modern sense of style, where individuality is the byword. Flirt is changeable and modern, streamlined and clear-cut, joyous and playful – a table-setting with Flirt is a part of your interior design.

On the table, for serving, as a gift, for joy

Flirt brings out the innovator in anyone who loves cooking or interior design or just giving and receiving gifts.

“With Flirt, Hackman has entered another level. Flirt conquers your heart with Finnish style and panache,” says **Laura Heiniö**, Hackman's Product Manager with responsibility for Flirt.

“Flirt changes the entire concept of cutlery sales: now cutlery items can be bought either individually or as sets. The new sales concept encourages customers to try new things, to collect and create and mix and match - and I hope that it will also encourage impulse buying,” Laura Heiniö continues.

The touchy-feely approach to design

When creating Flirt, **Pentagon Design** started by testing in practice various different cutlery designs. They wanted to find out what they felt like in the mouth, and there were certainly some that were strange and not very good. The final result was a range of cutlery that is simple and streamlined in design, yet with its own distinctive style.

“Usually the design becomes simpler during the design process. In the case of Flirt, it became more complex,” say the designers **Arni Aromaa** and **Sauli Suomela** from Pentagon Design.

“It was our aim to create entirely new types of universal components for table-settings: some large and showy, some small and appealing.”

Pentagon Design was founded in 1996. It creates distinctive and enticing design solutions, using the tools of product, space and graphic design. Pentagon Design has been awarded the Red Dot prize for its design of the Hot & Cool sauna concept. The Iittala Jars range of glass jars, a recipient of the Design Plus award, is also the handiwork of Pentagon Design.

Minimal, maximal motifs

dog design, which is responsible for the decorative motifs used in Flirt, approached the design of the colours and motifs with a clear and straightforward strategy.

“We wanted to achieve maximal effect with minimal fuss,” say the designers **Eeva Sivula, Petri Salmela** and **Ilona Ilttu** of dog design.

“The balance between the motifs and the colour duos is important to us, and Flirt achieves this really well,” say the designers, pleased with the result.

dog design, which celebrates its tenth anniversary, is a graphic design company. The scope of commissions undertaken by the company ranges from stamps to the image design of various happenings and events. dog design was nominated Graphic Designer of the Year in 2007. The company is also responsible for the design of the Finnish Design Year Book 2008-2009. In April 2008, dog design is the Designer of the Month, nominated by the Design Forum.



Distribution:

Flirt will be in general distribution from 1 May 2008. It will be available from Iittala's own factory shops as well as department stores and major supermarkets.

Items and recommended retail prices:

Items:	Hello/price:	Hei/price:	Hola/price:
Fork M	Hello / €4.00 each	Hei / €5.00 each	Hola / €5.50 each
Knife M	Hello / €5.00 each	Hei / €5.50 each	Hola / €5.50 each
Spoon M	Hello / €5.00 each	Hei / €5.50 each	Hola / €5.50 each
Spoon XS	Hello / €2.90 each	Hei / €4.00 each	Hola / €4.00 each
Serving fork S		Hei / €7.00 each	Hola / €7.00 each
Serving spoon S		Hei / €6.00 each	Hola / €6.00 each
Lifter L		Hei / €12.00 each	Hola / €12.00 each
Serving fork L		Hei / €11.00 each	Hola / €11.00 each
Serving spoon L		Hei / €12.00 each	Hola / €12.00 each
Salad spoon L		Hei / €12.00 each	Hola / €12.00 each
Serving bowl M, 20x20 cm	Hello / €36.00 each	Hei / €36.00 each	
Serving bowl L, 35x35 cm	Hello / €90.00 each		

Complete sets:

18-part cutlery set, includes items from both Hola and Hello	€80.00 each
6-part serving set, includes items from both Hola and Hei	€35.00 each
3-part set, includes the small serving lifters and the bowl M from Hola	€50.00 each

Flirt

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