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Dear Sirs,

0.7 design would like to introduce a Finnish textile designing company, Fokus Fabrik, to you.

Fokus Fabrik designs textiles for interiors. Their collection was launched in spring 2006. The collection is printed in Finland on a fabric with mix of hemp (55%) and organic cotton (45%) that is, first of all very ecological and that way good for the body&nature, and second, beautiful for the eye because of the natural roughness the mix of hemp and cotton causes.

Fokus Fabrik is a group of four designer-ladies from Finland. The company is rather new, it was established in 2005. In spite of the young age of the company, it has gained lots of attention in the Finnish media. This upcoming spring Fokus Fabrik is heading to Milan Salone Satellite there the textiles are introduced to a wide group of international audience. If you happen to be around, please stop by to take a look at the collection and say hello!

Fokus Fabrik has been introduced in Japan during Tokyo Design Week 2007. Currently Fokus Fabrik's colourful collection that gets inspiration from nature and urban city life is sold to direct retail customers in Japan. Because of the good feedback from the Japanese customers, we would like the fabrics for the interiors to be available for more retailers through a Japanese wholesaler.

In case your interest toward Fokus Fabrik's fabrics raised, please send us an email. We are more than happy to help you further with deeper product/pattern information, as well as sending out some samples of the fabrics.

I'm looking forward hearing from you.

Sincerely Yours,

Jenni Moberg

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Product description

The fabrics (55% hemp and 45% organic cotton, ca. 210g/m², width 150cm +/-2%) is printed in Finland.

Pattern description

Photos of the entire collection can be found on Fokus Fabrik's home page at www.fokusfabrik.fi.



The motive behind Katve and Fuusio designs are picked straight from pulsing urban life. Fuusio almost makes you feel the cold steel of the cranes, but it also reminds you of a modern forest in a city's horizon. In Katve, the monotonic apartment houses and plentiful foliage makes you feel at home where ever you look out of the window. The rough graphics on Populaatio shows you the number of the population in brown and pink.

Aarre fabric with its cheerful dots breathes vitality. In English Aarre means a treasure – there are treasures everywhere – as long as you remember to look for them. Pay attention to trees and rocks in the forest or take a peek at a hidden courtyard on your way to work.

A sophisticated mystery can be found in Mystika-fabric's sensitive ornaments in black, grey and white. It reminds you of frosty tree branches in a sunny winter morning. An architectural Honka, with grey, brown, and orange pixels, brings the smell of forest and graphic pixels to your mind.

The latest fabrics in Fokus Fabrik collection are Vilske and Koneisto. Vilske, with pink, yellow, or turquoise flowers, blooms amid buildings. Graphical Koneisto with strong and rough lines represents people's thoughts and state of mind.

0.7 design is a Helsinki-based design management company acting as an intermediate by helping talented Finnish designers and companies interested in contemporary Finnish design to find each other. The company was established in the year 2007 and at the moment it has most activities in Japan with wholesalers, retailers and press.

There is a growing pool of designers 0.7 design promotes. The company is constantly looking for new designers and design items to be introduced to the cooperating companies. One thing in common for these companies is the rather small size as well as low internationalization grade. We do also consulting on contemporary Finnish design both with Finnish and foreign companies.

By promising a support of at least 0.7 per cent of its yearly profit for projects with goals for achieving [Millennium Development Goals](#) set by the United Nations, 0.7 design is a forerunner as a profit-seeking organization. So far only the states have been thought to be responsible for achieving the goals with their 0.7 per cent aid out of Gross Domestic Product to the developing countries. But why not profit-seeking organisations as well?

For more information on 0.7 design or the companies promoted by us, please turn to the CEO Jenni Moberg jenni@07design.fi / +358 44 300 9889 or www.07design.fi

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0.7designでは、扱うデザイナー数も増加しております。わが社は、最新のフィンランド・デザインに関する情報を提携企業にご紹介できるように、新しいデザイナー、そしてデザイン商品の発掘を絶えず行っております。また、わが社は、フィンランド国内外の企業に対しての現代フィンランド・デザインについてのコンサルティングも行っております。

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