



PRESS RELEASE

Turku, Finland on 15th March 2017

## Mona Isotupa wins the FDS Award with her Pine Lip Balm concept

**Mona Isotupa's Pine Lip Balm concept has won the FDS Award design competition, organised by online store Finnish Design Shop. The first prize is worth 7,000 euros.**

The winning design is an ethically and ecologically produced pine lip balm, where the product and packaging form a natural unity: the container is crafted of Finnish pinewood and one of the key ingredients of the balm is organic pine essential oil.

The simple yet appealing container unveils the true beauty of pinewood by utilizing its natural grain as a decorative pattern. The concept reflects designer Mona Isotupa's background: she is currently studying at Raseko (Raisio Regional Education and Training Consortium) to become a wood artisan.

'The jury was immediately charmed by the lip balm. It's not only a beautiful and functional product, but also the beginning of an entire brand that we wish to support,' says the CEO of Finnish Design Shop and jury member **Teemu Kiiski**. 'Every element of the winning design is well thought-out, which is design at its best. Plus, given the trend of natural cosmetics, the product has huge commercial potential.'

The second prize went to the *Puffin Stool* by **Maija Leskelä** and the third prize to the *Cocktail Light* by **Hanna Anonen**.

This year, the winning designs differ greatly from each other by their character and production methods. However, what they all have in common is that they are ready for production with some refining.

'The winner of last year's FDS Award, the *Perch Stool* by **Wesley Walters** and **Salla Luhtasela** is now a part of Nikari's collection. I strongly believe that also this year, one or more of the winning designs will make it to store shelves', predicts Teemu Kiiski.

# Winners:

## 1st Prize, 7000 euros

*Pine Lip Balm concept – Mona Isotupa*

This beautiful little object with a simple, yet strong character charmed the jury instantly. Crafted from often-disregarded pinewood, the product unveils the true beauty of wood by utilizing the natural grain as a decorative pattern. The winning design is not only a wooden container, but also an entire product line of natural, ethically and ecologically produced lip balms. The lip balm and its container form a functional and aesthetic unity in which both elements support the concept: the balm's main ingredient is organic pine essential oil, and it comes in a pinewood case. Made of only one material, the container is very easy and cost-effective to produce as well as easy to dispose. Also, its small size makes it ideal for online sales. The designer plans to build a brand around the product and extend the product range to other cosmetic products, too. Given the mega trend of natural cosmetics, the jury sees huge potential in commercialising the product.

## 2nd Prize, 2000 euros

*Puffin Stool – Maija Leskelä*

The Puffin stool is a lightweight and airy interpretation of classic all-around furniture. This aesthetically balanced stool brings beauty wherever it's needed: in the hallway, living room, around the dining table as well as in public spaces. Its simple metal structure makes it durable enough to be shipped without excess packaging. With its removable upholstery, the Puffin stool is easily customizable according to customer's own preferences. What's more, the structure allows also cost-efficient serial production.

## 3rd Prize, 1000 euros

*Cocktail Light – Hanna Anonen*

The Cocktail pendant light is a surprising and playful lighting fixture that makes you smile – its bold character with multiple colour combinations brings joy to any interior. However, it's not only the bright colours that make the light stand out: even with a toned-down colour palette, the lamp would make a strong impression due to its plastic and functional form. The lighting fixture is made of painted wooden sticks that hang freely from the frame. The layered sticks prevent glare and provide both horizontal and vertical light. This way it solves beautifully the classic dilemma of lighting design: how to allow horizontal light without blinding the user.



The jury was composed of: **Clara von Zweigbergk** (Clara von Zweigbergk Design), **Shane Schneck** (Office for Design), **Mika Tolvanen** (Studio Tolvanen), **Joanna Laajisto** (Joanna Laajisto Creative Studio), **Kari Korkman** (Helsinki Design Week) and **Teemu Kiiski** (Finnish Design Shop). FDS Award is a design competition, which is open to everyone. The brief is to design a home product, ideal to be sold in an online store. With the competition Finnish Design Shop seeks to commercialize new ideas and pave their way to store shelves.

**More information:** CEO Teemu Kiiski, tel. +358 50 593 4973, teemu.kiiski@finnishdesignshop.com

**Picture requests:** Fanni Vapola, fanni.vapola@finnishdesignshop.com