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Finnair Debuts New Livery, Amenities and Menus

by [Monique Barrett](#) on May. 16, 2013



Photo: © Monique Barrett

[Finnair](#), Finland's flag carrier, unveiled a new livery designed by Finnish fashion house [Marimekko](#), as well as new tableware, blankets and pillows. The Helsinki-based carrier, celebrating its 90th anniversary this year, teamed up with the iconic designer to paint a blue-forest livery based on the Marimekko print *Metsänväki* ("forest dwellers") on an Airbus A330 jet. The aircraft is in service on for flights to New York and the airline's 13 destinations in Asia. It joins the Airbus A340 aircraft featuring Marimekko's *Unikko* ("poppy") print unveiled last October.

"With our Marimekko cooperation, we want to bring timeless yet modern Finnish design to the travel experience of Finnair customers," said Anssi Komulainen, senior vice president of customer service, Finnair.

"The Metsanvaki print by Kristina Isola is a strong statement about the Finnish spirit and the forest-inspired energy that makes Finns tick. The print combines the majesty and fairy-tale-like magic of the Finnish forest," said Minna Kemell-Kutvonen, creative director, Marimekko. "This makes it an ideal greeting from Finland, carried on the blue and white wings of Finnair around the world."



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Marimekko for Finnair tableware and blankets © Monique Barrett

As part of the design collaboration, Finnair will also introduce new tableware, blankets, pillows and headrest covers this summer. The airline will serve business class passengers with special Marimekko for Finnair tableware. Made of lightweight porcelain, the tableware helps Finnair reduce aircraft weight and contribute to fuel efficiency and a lighter carbon footprint. Food service in economy class features specially designed paper cups and napkins.

From September, business class passengers will also be able to enjoy new menus created by well-known Finnish chefs Pekka Terävä and Tomi Björck. Four menus — two for the winter season and two for the summer — will include Finnish specialties such as reindeer fillet with mushroom purée, oven-baked potatoes and organic barley.



New Finnair meals © Monique Barrett

"My menu is influenced by the purity of Finnish nature, taking advantage of Finnish natural ingredients such as seasonal vegetables and wild game and fish," said Terävä.

"My chosen ingredients are meant to reflect the passion in modern Asian cuisine," said Björck, whose menus focus on Thai and Japanese food and feature both meat-based dishes and vegetarian options, including butternut squash dressed in Asian spices, Japanese ramen noodles and spicy salmon.

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