

## CURRICULUM VITAE EXCERPTS (3/2011)



### MARKKU PIRI

Wanha Pappila  
32700 Huittinen, Finland  
*e-mail: markku.piri@piri-piri.fi*

#### **Profession**

designer, artist  
graphic designer, Grafia  
managing director, Piri-Piri Oy/Corp.

#### **Education**

American high school diploma, Merritt Island High School, Florida, USA (6/1973)  
Parsons School of Design, New York, USA (7-8/1973)  
Arts award and a 2-week art camp scholarship by Nuoren Voiman liitto, a union for young artists (1974)  
High school diploma, Ruovesi, Finland (5/1975)  
University of Art and Design in Helsinki (1975-79)  
Arrowmont School for Arts and Crafts, Tenn. USA; apprenticeship (1978)  
Centro Dante Alighieri, Siena, Italy; a 4-week intensive course of Italian language, additional course in Italian cooking (7-8/1992)  
University of Art and Design in Helsinki, post-graduate studies (1994-95)  
University of Economics, Helsinki, studies (1994-95)

My professional development has taken place through several different kinds of projects. I have had the possibility to design in different materials and in various organizations and cultures. My later projects feature artistic cross-over aspects and the conception and control of wide design management entities.

I have 2–4 various major design projects per year; some of them under work for several years. The selection of the projects below is based on their importance in my professional development.

#### **WORKS AND PROJECTS**

##### **Costume design projects for the choreographer Jorma Uotinen (1978-81)**

- designing of costumes and accessories for the following dance theater productions:
  - Jojo (The Finnish National Opera, 1978, also a version for the television)
  - Rollo (Dance theater Rollo, 1978)

- Tango (Dance theater Rollo, 1979, also a television version)
- The Alphabets of Revelations (Dance theater Rollo, 1980)
- The Forgotten Horizon (commission by the Helsinki Festival, 1981)
- through Jorma Uotinen, an invitation to design a grand pictorial curtain for a production choreographed by Carolyn Carlson for the Paris Opera (Palace Garnier); approved sketches (1979)

#### **Designer, Marimekko Oy (8/1979-12/1981)**

- apprenticeship at Marimekko, Finland (6-7/1977 and 2-3/1979)
- the last designer chosen for Marimekko by the legendary founder, Ms. Armi Ratia
- two collections of printed interior fabrics for national and international markets
- bed linen, bath and home textiles and accessories for Marimekko's license production in Japan, for Nishikawa Sangyo Co Ltd in Tokyo
- designing and executing two special exhibitions at Marimekko's main store
- styling of photo shoots with Finnish top photographers

#### **Study travel to Japan (3-4/1980)**

- a travel grant from the Finnish Culture Foundation
- field trips to design masters' and artists' studios in Tokyo and Kyoto
- visits to major museums in Kyoto and Tokyo, meeting their directors
- meetings, field trips and PR work with Nishikawa Sangyo Co Ltd in Tokyo
- after returning to Finland lectures at the University of Art and Design, Finnish-Japanese Society and the Finnish Association of Textile Culture

#### **Design '81 conference, lecture (8/1981)**

- a multi vision presentation with hundreds of slides, music and text about a designer's works, dreams and realities of the design profession
- several showings at museums and seminars
- an invitation to lecture at a major international design conference in Helsinki at the Finlandia Hall
- an invitation to present the multi vision in Oslo (10/1981)
- an invitation to Lyon by Malitte Matta/Textile Museum
- an invitation to Amsterdam (Benno Premsele)
- the Finnish Broadcasting Company (YLE-1) made a television version with an interview (1982)

#### **Head Designer, China Seas, Inc., New York (1981-82)**

- invited chief designer at China Seas, Inc. to design, market and license home and bath textiles and accessories
- Mrs. Elliot had been a renowned photographer of the South-East Asia and Mr. Osborn Elliot the editor-in-chief of Newsweek; an interesting cultural perspective
- putting together the product concept for Japanese license production, and collaboration with the Isetan department store chain
- a collection of wall coverings for Imperial Wall Coverings

#### **Parsons School of Design, instructor (1982, 83, 84)**

- invited instructor of textile design
- invited workshop leader (1983-84) for Parsons at Lake Placid summer program

#### **Markku Piri, Inc., New York (1984-90)**

- independent design studio based in Manhattan
- projects with Marimekko Inc. for the American market; Missbrenner, Inc., ITC-fabrics, Imperial Wallcoverings Inc., Finlayson Inc.
- guest lecturer and consultant

### **Markku Piri by Finla; Oy Finlayson Ab (1984-91)**

- artistic director and chief designer of annual collections sold under Piri's name; printed and woven home textiles, bed linen, bath towels
- concept development and execution; close co-operation with marketing
- presentations at major textile fairs in Frankfurt, Paris and Milano
- separate collections designed for department store chains in Finland, Sweden, Norway, Holland and Germany
- consulting designer for Finlayson's New York office for the American market
- chief strategic designer in planning Finlayson's license business in Japan

### **Osaka Nishikawa Co., Ltd, Japan (1985-91)**

- initiator and chief designer of Finlayson's licensing project in Japan
- three negotiation trips to Japan to plan the project, and twice annually during the collaboration
- collections of coordinated home textiles and accessories under the label Markku Piri for Finlayson, marketed in the highest level of the company's output alongside the brands of Issey Miyake and Givenchy
- package and exhibition design, PR-collaboration with TV-channels
- lectures at Japanese design schools

### **Men's fashion, Markku Piri by Petritex (1984-93), Finnwear (1986-87)**

- men's shirts and ties, with printed and woven materials especially designed for the collections
- collaboration in marketing, planning, production of photo shoots, catalogues, fashion shows and customer events
- woven and printed silk ties; collaboration with Italian manufacturers in Como
- knitwear, produced in Italy, sportswear, lightly structured suits and jackets
- underwear, beachwear, socks, t-shirts, leisurewear by Finnwear

### **Markku Piri's Textile Theater, Lamb's Theater, New York (11/1986)**

- a theatrical presentation with actors, dancers and singers of men's fashion and home textiles for press and buyers (300 guest audience)
- sponsored by Finnair and Ministry for Commerce and Industry
- collaboration with the most notable New York fashion-PR company, Keeble, Cavaco and Duka

### **Silk Scarves, Wakabayashi Co. Ltd. (1988-90)**

- two collections of silk scarves for the most important Japanese scarf producer
- highest quality level, etch printed on "grand quality" silk crepe
- scarves requested for the collection of the Cooper-Hewitt Museum in New York

### **Portraits (1988-)**

- a series of abstract portraits, gouache on paper, is begun in 1988 and continues
- the idea is to paint the impression of my life's influential people
- studio exhibition in Helsinki (10/1988)
- the exhibition of Portraits is subsequently shown in galleries in Jyväskylä (1989), Seinäjoki (1990), at Wacoal Ginza Art Center, Tokyo and Galerie Maronie, Kyoto (1991), Lisbon (1994), Ruovesi (1995) and Galleria Nevada, Karkku (1997)
- a book published of the works in 1991 by Tammi; excellent reviews in Helsingin Sanomat (by Anne Fried) and Aamulehti (by Maila-Katriina Tuominen), and awarded in two categories in the annual Finnish graphic design competition
- a documentary produced by the national television company YLE (TV-1), written and directed by Piri, winning the 1st price in the Helsinki Festival of Educational Films

### **License collections with Egeria GmbH (1989-91)**

- special collections of terry products for a major European producer
- the firm's top quality, present alongside the collections by Karl Lagerfeld
- collections of bath towels and robes sold under Piri's and Egeria's name
- presented in 180 retail shops throughout Europe and a brand name-boutique at the Printemps department store in Paris

### **Partek / Pukkila fashion (1989-92)**

- two collections of ceramic tiles for the Partek company's Pukkila label
- background study trips in Italy, Bologna's ceramics fair and factories
- development of a new brand concept, Pukkila Fashion, with Pukkila's marketing and production team
- planning of the launching event for 1200 guests, catalogues & photo shoots; the launch is awarded as the best of the year among Finnish ad agencies.

### **Maa, dance theater production (1991)**

- sets and costumes for Kaija Saariaho's (music) and Carolyn Carlson's (choreography) production for the Finnish National Ballet
- invited guest performances in Roma (Teatro Olimpico, 1992) and Amsterdam (Het Musikteater, 1993)
- N.B. the separate brochure on Theater projects at [www.piri-piri.fi](http://www.piri-piri.fi)

### **Helsinki '94 artistic director (1993-94)**

- invited artistic director for the European Athletics Championships
- the concept and product design of a large scale design-arts and media management case
- planning of the event look including outfitting the personnel
- the planning of the opening ceremony

### **Helsinki City Museum, Aika-Time (1995-96)**

- concept and exhibition architecture for the new Helsinki City Museum, "Time – a trilogy of Helsinki"
- all visual design of the museum structures and the exhibition, including the logo, poster and catalogue
- the new museum was praised in the editorial of Helsingin Sanomat, the main daily newspaper

### **Mercuria Business School, Vantaa (1995-2001)**

- visiting lecturer with two annual courses in Design management
- special courses for the foreign students on Finnish culture, art, design and music
- tutoring of individual students' graduate studies

### **Kaleva 125 Years (1998-99)**

- artistic director and designer for the Insurance company Kaleva's 125th anniversary festivities; design of the concept and planning of VIP events and exhibitions
- graphic design: the logo, invitations, posters, programs, diplomas, cards, menus, textiles, personnel outfits, textiles, napkins, gifts
- the script, production, direction and visual design of the main gala at the National Opera; the program featured two symphony orchestras and 20 soloists, including conductor Mikko Franck and soprano Karita Mattila

### **Works in glass (1999)**

- a collection of mouth blown art glass with the master blower Jaakko Liikanen in Riihimäki
- several vases chosen for the collection of the Finnish Glass Museum and exhibited around the world in touring shows of Finnish glass
- presentation in an exhibition at Galleria Nevada, Finland, of the private collection of glass of the French designer-collector Didier Galerie

### **Helsinki 2000, European Culture Capital (1999-2000)**

- design for the city look during the festivities throughout the year
- flags and banners for the four seasons of the year, and design of the floral arrangements in all city parks and public spaces

### **Valkeakoski City Museum (2000-02)**

- victory at a design competition to plan the architecture and the visual look of the Valkeakoski City Museum
- design concept, choice of the objects with the museum staff, visual design of the whole museum, including graphics

### **Wanha Pappila, The Old Vicarage (2001-)**

- the purchase of the Old Vicarage (1826) of Huittinen, and the renovation and restoration of the main house and additional buildings and surrounding park into a cultural center for art exhibitions, concerts, cafe and catering business
- invitation, based on quality and concept, to be part of the acclaimed Finland Festivals chain
- five years of full activity, then concerts and catered events directly to clients

### **Khora (2001)**

- composer Mikko Heiniö's concerto for piano and percussion
- choreographer Tiina Lindfors invites to design the costumes and the visual look
- premiere at the Turku Conservatory

### **Kaija Saariaho's Quattro Instants (2002-03)**

- soprano Karita Mattila invites to design the costumes and jewelry for her recital tour (03) of the songs composed by Kaija Saariaho especially for the artist
- two gowns for Miss Mattila and jewelry of gold, silver, platinum, diamonds and rubies; a gown and jewelry also for the pianist Tuija Hakkila

### **Anna Karenina (2002)**

- costumes and sets for the Valkeakoski City Theater production of Tolstoy's Anna Karenina, directed by Petri Lairikko
- 70 costumes of finest atelier craftsmanship
- as part of the stage design, chandeliers produced by Turun Kristalli
- N.B. the separate brochure on Theater works at: [www.piri-piri.fi](http://www.piri-piri.fi)

### **Helsinki 2005 (2003-05)**

- victory at a competition by invitation to design the event look of the World Athletics Championships in Helsinki 2005
- work included outfitting a personnel of 4 000, interior decoration of various public and VIP spaces, the medals ceremony with all elements including the medals; special furniture and a collection of crystal chandeliers made especially for VIP spaces

### **Karita Mattila's Fever (2003-07)**

- an invitation of the Ondine record label to plan the concept for the jazz CD for Karita Mattila (N.B. the separate brochure of Theater works at [www.piri-piri.fi](http://www.piri-piri.fi))
- four sold-out concerts at Tampere Hall
- stage and costume design including four gowns and jewelry for Miss Mattila
- lavish changeable sets with impressions of Art Deco Hollywood and New York jazz cabarets; new chandeliers designed for the Hollywood section, taken into commercial production by Turun Kristalli
- floral photo works in the bossa nova section especially printed by Vallila Interior

### **Rahapaja Insignia (2005-09)**

- co-operation started with the daughter company of The Mint of Finland through the production of the 2005 World Athletics Games' medals
- invitation to work as an advisor and designer on their b-to-b gift products collections
- designs for jewelry and objects in precious metals

### **Puustelli kitchens (2007-)**

- a kitchen concept for Puustelli Group, based on the actual individual "free-faux painting" of the visible wooden parts of the kitchen cabinets
- a new style developed from the historical tradition, with the idea of skillful artistic craftsmanship as part of modern industrial production
- own workshop and assistant at the Puustelli factory, the kitchens are painted according to orders, and dated and signed by the artist; production began in 2008

### **Vallila Interior (2008-)**

- a new collection of printed interior fabrics for the successful Finnish interior design and textile brand Vallila Interior
- new designs are introduced at the 2009 retrospective exhibition and turn out commercial hits
- collaboration with Vallila Interior becomes continuous, with new designs and colourings twice a year

### **Life Work, 30-years designer anniversary exhibition (2008-09)**

- preliminary plans for a large scale museum retrospective started in early 2008
- co-operation with the Tampere Art Museum, the exhibition was held at TR-1 Art Hall, September 4 through November 1, 2009
- the main partners of the exhibition were Tampere Art Museum, Puustelli Group, Aamulehti newspaper and the Incognito brand and marketing agency
- in addition, some 20 other partners assisted in the preparations, including the Finnish Craft Museum, the Himmelblau graphic art workshop and Libris printing house
- The Finnish Cultural Foundation's grant for support
- a 600 square meter space, two stories high, Ilkka Volanen as the lighting designer
- a retrospective exhibition of 30 years of work, with emphasis on new work, including:
  - Puustelli kitchens, interior textiles for Vallila Interior
  - a new collection of mouth blown art glass with master blower Jaakko Liikanen
  - a large collection of art graphics with the Himmelblau workshop
  - four large scale works in stained glass, with a combination of traditional glass painting technique and modern photo process
  - new designs for furniture (chairs and tables) with intarcia technique, executed by Marko Timonen
  - hand woven carpets with Pirkanmaan kotityö
- on the inauguration day, Aamulehti newspaper arranged a sold-out panel discussion on Finnish design
- the exhibition was opened by Rodrigo Rodriguez from Italy; 500 guests
- during the course of the exhibition, Markku Piri personally presented the exhibition to the audience in tours for over 25 times; 7000 visitors in total, Tampere autumn season's hit exhibition
- a book, "Life-Work", with 135 pages was published in connection with the exhibition
- as part of the 30 years' celebrations, Markku Piri (who has produced over 40 concerts himself) helped to arrange the recital of David Daniels and Martin Katz at Tampere-hall

### **Himmelblau (2008-11)**

- new works of graphic art with the Himmelblau workshop in Tampere
- 29 photographs chosen from Piri's archives and turned into limited edition series of prints in photo polymer technique, Janne Laine and Tommi Hietanen as printers
- new large scale work planned for a 2011-2012 touring exhibition

### **PYRY I and II projects (2009-2011)**

- a consultant and designer in the Pirkanmaa-Sastamala region's "Pyry" projects, financed by the Ministry of Education, to educate and aid small and medium sized enterprises
- lectures and 1-to-1 consultation and design work with several firms

### **Finnmirror (2010-11)**

- a series of large scale dress mirrors, with Bauhaus and Art Deco inspiration
- 160 x 60 cm, the designs include cut facets, cut and metallic printed decorations, metal and wood frames

### **Pukkila (2008-)**

- new design development in ceramic tiles with the Finnish Pukkila brand, part of the Italian Ricchetti concern
- the "Bamboo" series of tiles introduced at the 2010 Habitare Fair in Helsinki
- Bamboo is a sophisticated 3-dimensional design, creating an exciting spatial impact, inspired by Piri's visual experiences in Japan
- design evenings with a lecture, arranged with the Pukkila retail outlets for professional designers in Turku, Tampere, Kuopio, Oulu and Helsinki

### **Touring exhibition (2011-12)**

- inspired by the 30 years' retrospective, an invitation to plan a touring exhibition of new interior textiles, art glass and graphic art
- plans to exhibit in Southern and Central Europe and USA
- lecture tours included

### **EXHIBITIONS**

**Various group exhibitions** in Finland and abroad 1979-, including the touring exhibitions in Europe by the Finnish Glass Museum (1999, 2003-04, 06-07, 08-09, 10-), Galleria Nevada, (annually 1997-05); The Finnish Glass Museum (1999, 06, 10), Scandinavia Today exhibition in Japan (1987-88)

#### **Solo exhibitions**

Kluuvi Gallery, Helsinki (1981, 86)  
Galleria Bronda, Helsinki (1984; 94, catalogue)  
Atelier exhibition, Helsinki (1988)  
Galleria Harmonia, Jyväskylä (1989)  
Seinäjäki City Theater (1989)  
10 year anniversary exhibition, Galleria 25, Helsinki (1989)  
Wacoal Ginza Art Center, Tokyo (1991)  
Gallery Maronie, Kyoto (1991)  
Galleria Kaj Forsblom (1991, catalogue)  
Lisbon (1994; through the Ministry of Education)  
Galerie Quang, Paris (2000)  
Helsingin Sanomat newspapers Media center (2005)

#### **Solo exhibitions in museums by invitation**

Deutsches Textil Museum, Krefeld, Germany (1991, the first ever solo exhibition in the museum; catalogue)  
Wäinö Aaltonen Museum, Turku, Finland (1992)  
Finnish Crafts Museum, Jyväskylä, Finland (1999, catalogue/book)  
Tampere Art Museum, TR-1, Tampere, Finland (2009, catalogue/book)  
- exhibition architecture and graphic design elements for these exhibitions

### **AWARDS AND GRANTS**

Parsons School of Design scholarship, New York (1973)  
Competition for fiction of the Ruovesi community, 1st prize & honorary mention (1973)  
Nuoren Voiman Liitto (association for young artists) scholarship (1974)  
Hoover foundation study & travel grants (1978, 80, 81)  
Roscoe Award (China Seas, Inc.) (1982)  
Finnish Culture Foundation grants (1980, 84, 99, 02, 09)  
Ornamo design association's scholarship (1981)  
City of Helsinki (the exhibition space Kluuvi Gallery) (1981, 86)  
Ornamo's travel grant (1983)  
The State's Central Association for the Arts, a grant for a project (1988)  
Grants of the Ministry of Education and The French Cultural Center for an exhibition of art glass at Galleria Nevada and The Finnish Glass Museum (1999)

Jugend Gestaltet exhibition, Munich, special prize (1981)

In the Finnish Graphic Designers' Association Grafiä's competition, three silver prizes (and four honorary mentions):

Piri – letterhead and corporate graphics (1986)

Package design for Areena ceramic giftware for Arabia (1992)

Helsinki – Valoa ja Varjoa (Helsinki, In Light and Shadow -book) (1994)

State Prize for design (1986)

The state's 3-year grant for the arts (1990-93)

Satakunta region's culture award (2004)

The Finnish Markku Association's "Markku of The Year" award (2005)

Ambassador of good manners, The Finnish Association of Good Manners (2005)

Invited designer in the international designer index Contemporary Designers (Colin Naylor, St. James Press, 1990)

## **WORK AS AN INSTRUCTOR OR WORK SHOP LEADER**

Arrowmont School of Arts and Crafts, Tenn. USA (1978)

Parsons School of Design, New York, USA (1982, 83, 84)

World Crafts Council Assembly, Dublin, Ireland (1983)

Banff School of The Arts, Banff, Canada (1985)

University of Art and Design, Helsinki, Finland (1982, 85, 88, 90-94, 99)

Mercuria Business School, Vantaa, Finland, regular lecturer (1995-2001)

Visiting lecturer at most Finnish institutes and colleges for design.

Special courses in Design Management at:

Mercuria Business School, Vantaa (1995-01)

Turku University (1995-96)

Tyrvää Institute for Design (1997)

University of Art and Design, Helsinki (1999)

Jyväskylä University (1999)

Tiimiakatemia, Jyväskylä (2007)

PYRY I and II projects, Sastamala (2009-11)

## **Visiting lecturer for example at:**

Design Museum, Helsinki

Society of Textile Culture, Helsinki

Finnish-Japanese Society, Helsinki

The New School for Social Research, New York

Fashion Institute of Technology, New York

Parsons School of Design, New York

The Cranbrook Academy of Arts, Michigan

Rhode Island School of Design, RI

The Smithsonian Institute, Washington DC

American Surface Designers Assembly, DeKalb, Illinois

Design University in Bergen

Design University in Stockholm

Chief speaker at the UIAH International Fashion seminar, Helsinki (1993)

Chief speaker at the Kyoto International Textile Competition (1996)

## **Works published**

Vuosi (The Year), autobiographical novel (1988)

Portraits (of the abstract paintings, text: Leena Rantanen), Tammi publishing (1991)

Helsinki – In Light and Shadow, Otava publishing (1994)

Markku Piri 20 years



LIFE-WORK, a book of 135 pages published with Tampere Art Museum in connection with the 2009 retrospective; foreword by Rodrigo Rodriguez, article by Jukka Oresto, main text by Ritva Röminger-Czako

**Work as a journalist**

Dozens of articles (text and photos) published in major newspapers and magazines in Finland about design, art, travel and food (1979-)

TV-documentaries

Portraits (National TV-1, 1992; 1st prize at Helsinki Educational Films Festival, 1993)

Shapes-Colours-Patterns (TV-2, 1993)

Helsinki Championships 1994 from designer's perspective (TV-2, 1995)

**Hobbies:**

Hiking, biking, travelling, gardening, cooking, baking; architecture, photography, opera, vocal music, films

**Mottos:**

Without colours I would go mad.

The border between good and bad taste is wavering

More sex into design.

Rather camp than anaemia.

Beauty is worth searching for.