



## Poetry on cloth



Chishinau  
2023

**Poetry on cloth**

A book about marimekko prints and finnish poetry

Designed and edited by bird.design



## Bird Design

Bird Design are the people who experiment. Our young design agency appeared in 2015, when two graduates of a Moscow design school were invited to Belgium to develop a project of Internet things that people could buy in real life. Since then we are convinced that design starts where the incompatible collides and from this explosion are born innovative things for the present moment.

We believe that there is always a best way to solve a problem, and to find it, we search, taste, try, smell, and compare. How does your logo sound? What will users feel when they first glance at your website? These are questions you can explore with us at our office in Milano or through a Zoom call.

This book is another experiment we embarked on, aiming to explore the connection between creativity and the beautiful blend of words and visual aesthetics.

### Marimekko

'Marimekko is a Finnish design house founded in 1951. For seventy years, the unmistakable Marimekko prints have been worn as bold badges of positivity and personal empowerment.'

The Marimekko design philosophy is rooted in an optimistic lifestyle - and a genuine desire to inspire through timeless and functional design. When founding Marimekko in the early nineteen fifties,

Armi Ratia created one of the world's first lifestyle brands. She had a remarkable ability to capture the spirit of

her time, presenting the world with her much-welcomed vision for optimism and personal joy.' – marimekko.com

## Finnish Poetry

'Finnish poetry is a popular poetry. It does not solve problems, or try to, but people turn to it for solace, inspiration, stimulation to think about themselves, extensions of experience, and the shaping spirit. This poetry has fed a clearly felt hunger: the need for companionable reports on what it is like to be a Finn in this phase of the muddle for survival. But like all authentic local reports, its appeal is universal. It is very spare. Our own poetry can look baroque to the Finns, not leaving enough silence between the words. The younger poets are already moving in new directions. Inheriting a flexible common idiom, forged by the previous generation, they have been liberated.' – Herbert Lomas

**Tony Vaccaro** Tony was an American fashion and lifestyle photographer.

Vaccaro came to Finland to describe Marimekko, who has become a phenomenon around the world, for Life magazine. He photographed Finnish models in Porvoo and Helsinki, and in the pictures Marimekko's colourful dresses glow against the rainy industrial landscape and the models play in Finnish nature and on the streets of Helsinki.

























Darwin

PY



Image Captions  
Courtesy of Monroe  
Gallery of Photography, Tony  
Vaccaro Studio

- 04-16 Tony Vaccaro, Marimekko House, Helsinki, 1965  
04-05 Marimekko Logs, Helsinki, 1965  
05-07 Fun in Finland, Helsinki, 1965  
15-16 Anja holding a mushroom, Helsinki, 1965

96 Say Cheeze! Helsinki, 1965

'My most memorable photoshoot that I did was for the Marimekko brand. I went to Finland back in 1963 and spent months working with Armi Rattia. Her unisex vision of clothing was revolutionary. I love till this day the metal buttons that she incorporated into the shirts. Not only that but I married one of the models who was the love of my life. Anja is here on the left holding the mushroom. I love the freedom and nature of this image.' — Tony Vaccaro

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**Foreword**  
**Bird Design, Art Direction**  
**Maria Evtodieva**

The best way to know the world is an experimenting and trying things. Look around yourself and think about how everything that surrounds you tastes. Wooden table, paper, plastic bag, fabric, metal door handle. We know the exact taste of every surrounding because we were able to try it in our childhood. It is our natural gist to explore, compare and to be curious of colorful, ringing, rustling and magically beckoning world. This book is another attempt to feel and hear the colors of our world.

Why did I choose to research finnish authors specifically? Because Finland is a country that, with its nature and true essence, brings me back to my childhood, a time of apogee of creativity and clear-eyedness more than any other.

Poetry on cloth is a book that weaves together the verses of renowned Finnish poets and the vibrant patterns of Marimekko, inspired by the rich heritage of Scandinavian culture.

I invite you to feel the textures of the fabric and to let the words and patterns entwine.







**juhannus**  
/'juhan:us/

1. (noun) midsummer – the period around the summer solstice, usually celebrated on the weekend closest to June 24th, which is a significant holiday in Finland and other Nordic countries.
  2. (noun) Midsummer's Day the specific day of the summer solstice, which marks the longest day of the year in the Northern Hemisphere.
- 

**Juhannus**  
Eino Leino  
(1878-1926)

Sata ja yksi laulua, 1898

Minä avaan syömeni selälleen  
ja annan päivän paistaa,  
minä tahdon kylpeä joka veen  
ja joka marjan maistaa.

Minun mielessäni on juhannus  
ja juhla ja mittumaari,  
ja jos minä illoin itkenkin,  
niin siellä on sateenkaari.

**Midsummer**

Translation by Rupert Moreton  
One hundred and one songs, 1898

I will lie spread-eagled, devouring light  
and joy in sunshine's tarry,  
I will bathe in waters of fresh delight  
And feast on every berry.

I'm possessed by juhannus and its thrall,  
the feast of our midsummer,  
so if I'm found weeping tonight, tears' fall  
will glint in rainbow's shimmer.

**Juhannustaika**  
Aino-Maija Metsola  
2007

Aino-Maija Metsola's Juhannustaika (Midsummer magic) was inspired by the nightless night of Midsummer in Finland, which is filled with celebration, tradition and enchantment. The pattern superbly captures this magic.



**joulu** /'jou\_lu/ 1. (noun) Christmas. The Christian holiday celebrating the birth of Jesus Christ, observed on December 24th and 25th.  
2. (verb) To celebrate Christmas. Engaging in activities and rituals associated with Christmas, such as attending church services, giving and receiving gifts, and enjoying special meals.

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### **Joulun lumi**

Hilja Onerva Lehtinen  
(1882-1972)

Lankee lumi jouluinen,  
putoo hiljaa, seuloen  
himmeätä hohdettaan  
yli tyhjän mustan maan.

Lankee lumi hiljainen  
yli sydänmurheiden  
niin kuin talven talttumus,  
tyhjä tyyni valkeus.

### **Christmas Snow**

Translation by Juha Rämö

Gentle flakes of Christmas snow  
floating down to earth below  
cast their shimmer soft and pale  
in the dark of hill and dale.

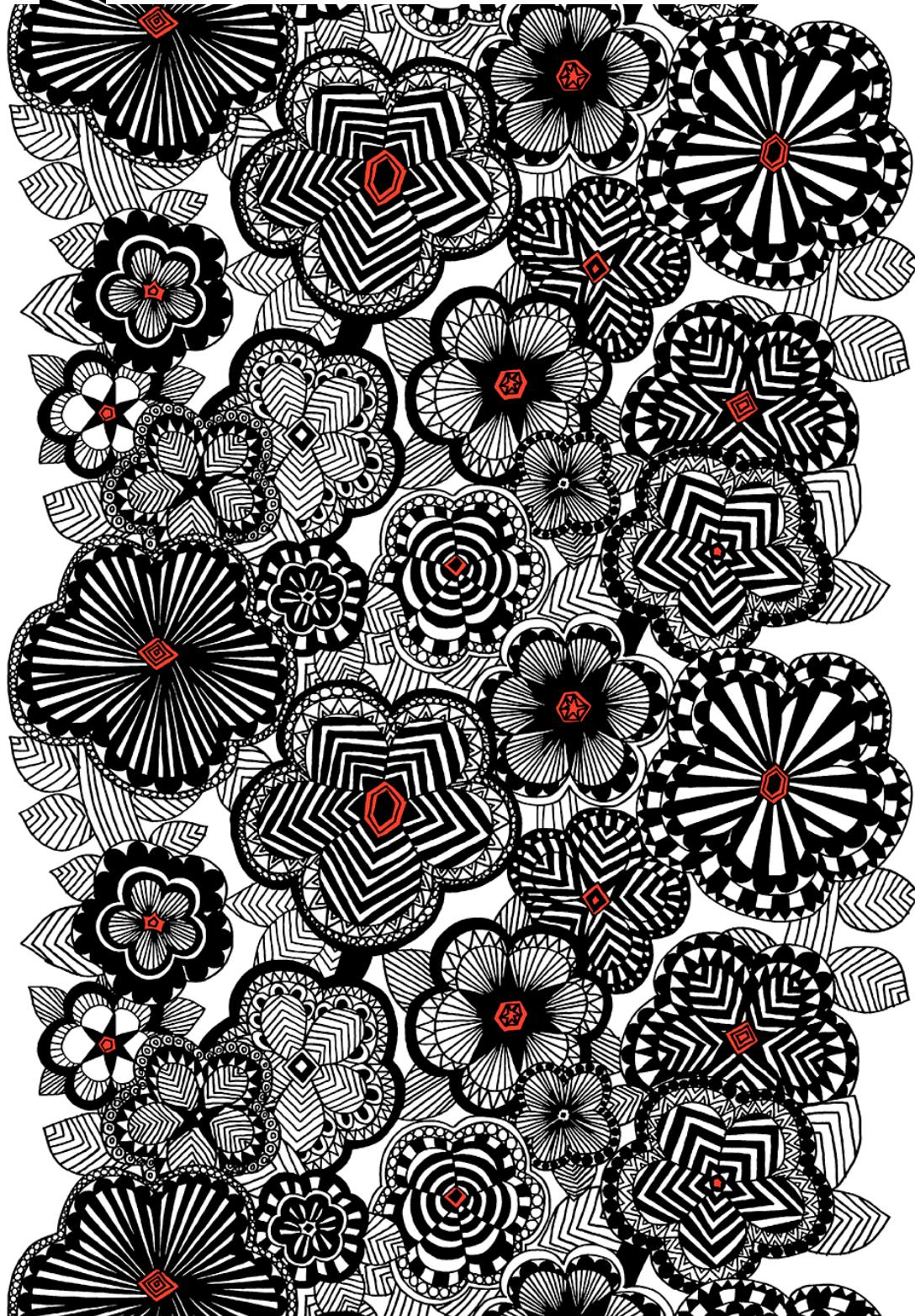
Soothing snow of Christmastide  
griefs and sorrows sweeps aside  
just like winter's final dance,  
daylight's empty fading glance.

Maija

Maija Louekari

2013

Maija Louekari's Maija pattern is a tribute to Marimekko's iconic Unikko (poppy) flower and especially to its designer, Maija Isola. Like Unikko, Maija is bold and powerful, a contemporary interpretation of the famous flower.



**koivu** /'koivu/ [noun] birch. A type of deciduous tree belonging to the genus *Betula*, characterized by its smooth, white bark and typically found in temperate and boreal regions.

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Risto Köykkä

(born 1962, 61 year)

Koivumetsän sisällä  
unet ja muistot  
polulla kasvaa kuulas keltainen sieni  
koralli

saavun suurten kuusten alle  
vanhaan olahuoneeseen  
perhonen lepattaa selällään ohi  
avasin oven huomaamattani  
en peläsy vaikka se sulkeutuu takanani  
lattialla myrkyllisiä oravanmarjoja  
kuin veripisaroita  
uskaltaako tälle pehmeälle matolle istua  
joku on jättänyt valon palamaan

\*\*\*

Translation by Michael Pickering

Inside the birch wood  
dreams and memories  
on the pathway a bright yellow mushroom  
coral

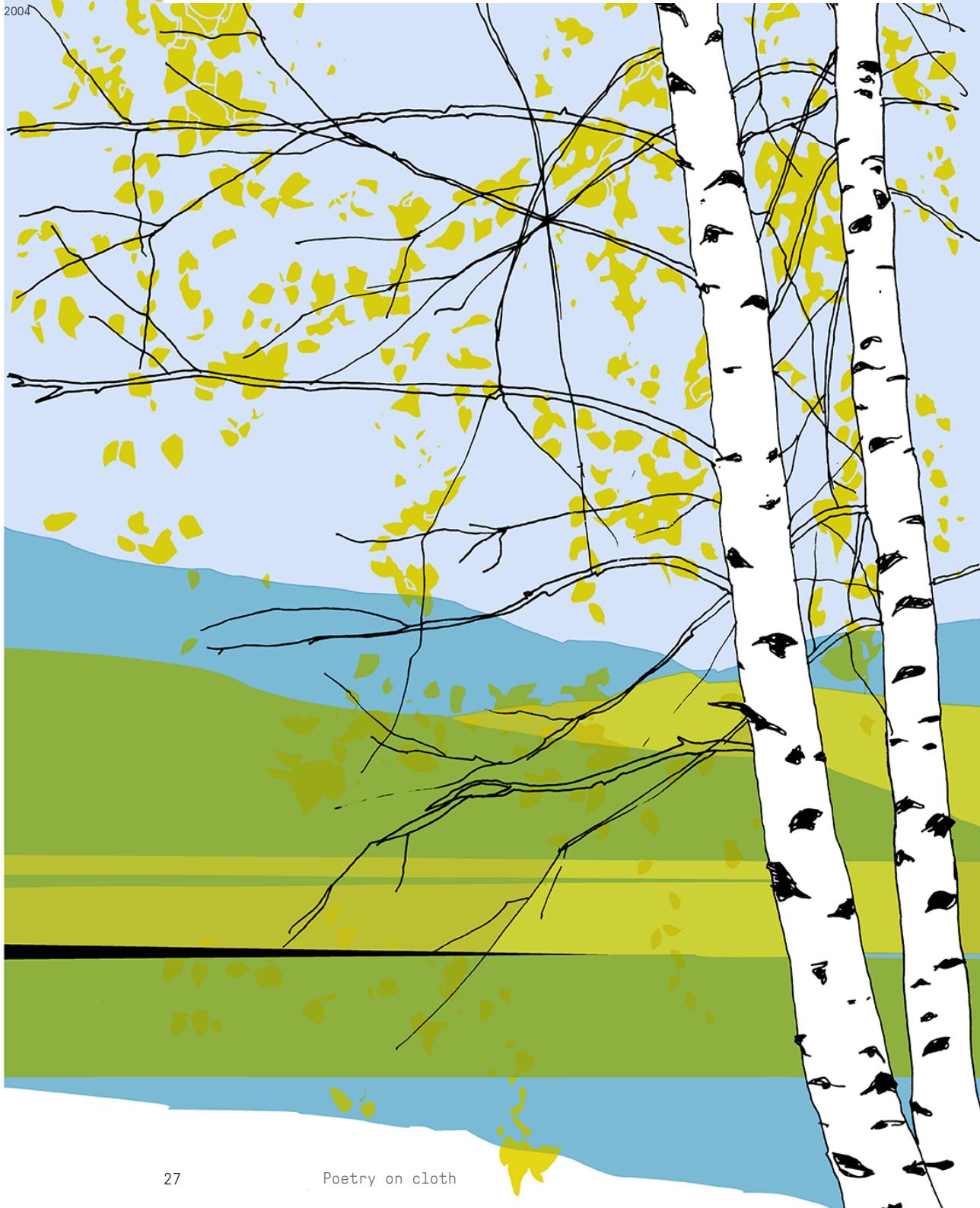
under tall firs I reach  
an old living room  
a butterfly flutters past on its back  
I opened the door without realising it  
I won't be scared even if it closes behind me  
poisonous mainanthema berries on the floor  
like drops of blood  
do you dare to sit on this soft carpet  
someone has left the light burning

Kaiku

Lotta Maija

2004

Designed by Maija Louekari in 2004, the lakeshore and birch trees of the Kaiku (echo) pattern embody the quintessential Finnish landscape.



1. [noun] moon. A celestial body nearest to and orbiting the earth; a celestial body orbiting a planet.
2. [noun] Periodic variation of the Moon's light conditions, phases of the Moon. Full, half, new moon (täysi-, puoli-, uusikuu).
3. [noun] Beginning of the month (kuukausi).

\*kuuhut – moonlight, moonshine

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Eino Leino  
(1878-1926)

Suvi-illan vieno tuuli  
huokaa vuoren alta,  
hongikon polkua hopeoipi  
kuuhut taivahalta.

Hiljaa huojuu korven honka,  
kaukana käköt kukkuu,  
vaieten astuvi vaeltaja,  
mielen murhe nukkuu.

\*\*\*

Translation by Rupert Moreton

Gentle breeze of summer evening  
over fell is sighing,  
and upon the forest silver  
light of moon is lying.

Quivers lonely pine in silence,  
far-off cuckoo's calling,  
dumbstruck paces now the wanderer,  
sorrow's sleep is falling.

**Puu kuutamossa**  
Maija Isola  
1979

Depicting the scenery of the Appalachian Mountains, the Puu kuutamossa (a tree in the moonlight) pattern is based on a painting made by Maija Isola in 1977 when she lived in North Carolina in the United States.



**lehti** /'lehti/ [noun] leaf, sheet  
Meaning: As a singular noun, «lehti» refers to a single leaf or sheet, typically of a book, magazine, or paper. It represents an individual unit rather than multiple leaves or sheets.

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### Kultaisia lehtiä

Saima Harmaja

[1913-1937]

Sateen jälkeen, 1935

On tullut aamu, jota odotin.  
Syyspäivä paistaa sätein kultaisin,  
ja helenevä, harveneva puisto  
taas sydämeeni koskee niinkuin muisto  
sen syksyn, jok' ei palaa takaisin.

On ihmeellinen heinäkuinen puu,  
kun syvää vihreyttäään uhkuu lehti.  
Vaan kun se täyttymyksen rauhaan ehti,  
se ylimaalliseksi kirkastuu.

Alati henkevämmän heleten  
syystuulen syliin lehdet varisevat,  
ja niinkuin kultasade raukenevat  
ne mullan poveen, jok' on iäinen.  
Oi armas väri, poltat sydämeni!  
Syvintä unelmaani loistos on,  
syvintä tuskaa päivän, joka meni,  
ja jok' on ehtymätön, loputon.

Vaan mik' on tuskaa, mikä kuolemaa?  
Kotiinsa pääsee ikävöivä lehti,  
ja puu, mi täyttymyksen rauhaan ehti,  
vain viime unelmansa antaa saa.

Nyt, juurellansa huntu kultainen,  
se kohoo valoon, jok' ei mitään estää,  
ja kuoleman ja eron hyvyydestä  
se hymyy viime kivun jälkehen  
syysvaloon, jot' ei mikään enää estää. translation → [31]

(30) → **Golden Leaves**

Translation by Rupert Moreton

The morning I've awaited now is here.

And glows the autumn day with golden spear,  
outside, the park is gleaming and is thinning,  
again, a hearted memory is set spinning  
of autumn that will never reappear.

For yes, the tree is glorious in July  
when radiates from leaf an emerald brilliance.  
For only when its peace comes with resilience  
does it divinely dazzle 'gainst the sky.

Yet animated, always gleaming gold,  
to bosom of the wind the leaves are falling  
and like a golden rain they're spent in squalling  
and sink into eternal mulch's hold.

Oh, how you burn my heart, beloved colour!  
For in your glitter lies my deepest dream,  
the day that's past in all its painful dolour,  
and all beyond this mortal moment's stream.

But what, I ask, is anguish; what is death?  
It's when the yearning leaf its earth-home dresses  
that tree that won its peace in leafy tresses  
can give itself to dreaming's final breath.

Now, resting at its roots, the golden veil  
to light disclosing all starts elevation,  
and, by the grace of death and separation,  
smiles at the end of final pained travail  
into the light of autumn's revelation.



Reflection and Existence

**sade** /seɪd/

1. (noun) rain. Water falling from the clouds in the form of raindrops.

Usage notes: Snowfall, hailstorm etc. are also said in Finnish, but are normally used with a modifier, e.g. lumisade ("snowing, snowfall"), raesade ("hailstorm"). It is also possible to use a modifier for rain specifically: vesisade

Sade

Aaro Hellaakoski  
(1893-1952)

## Pöydän takana

akkunan valkeaa silmää

himmenee

S S S

a a a

t t t

a a a soi

a a a kohisee

läiskyy

kadun

ahthaassa

kuilussa

kohinan lävitse

## juoksevain askelten kulku

etenee

S S S S

a a a a

a a

## kivinen katu

S01 S01

S01 translation → (35)

**Pisaroi**  
 Maija Louekari  
 2007

The Pisaroi [rain drops] pattern, designed by Maija Louekari in 2006, depicts rain drops in many delicious colors. In 2008, Marimekko was an official supplier of uniforms for the Finnish women's Olympic team in Beijing, and the outfits were patterned with Pisaroi.

[34] → **Sade**

Translated by Keith Bosley

Behind the table  
the white eye of the window

r r r  
a a a  
i i i sounds  
n n n

splashes  
in the tight  
gulf  
on the street  
through the roar  
the echo of running steps  
advances

r r r r  
away life a fades  
i n i n i i  
n n n n n n

the stony street  
sounds sounds sounds

**tahdenlento**

/tæhdenlento/

[noun] Shooting star. A bright streak of light that appears in the night sky when a small celestial object, such as a meteoroid, enters the Earth's atmosphere and burns up due to friction.

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Hilja Onerva Lehtinen  
(1882-1972)

Mikä olen? Tähdenlento  
Luojan ikuisessa yössä,  
tomujyvä aavan aineen  
lakkaamattomassa työssä.

Mutta sentään! Tahdon antaa  
hehkun hetkelleni tälle,  
tahdon loistaa, tahdon laulaa  
kiitoslaulun elämälle.

Tahdon laulaa: mitä siitä,  
jos ma lopuin, kussa aloin,  
mutta silmänräpäyksen  
valokaarin yössä paloin!

Hetken sykin, liekkisydän,  
aurinkona maailman oman:  
tunsin kauneuden kaipuun,  
rakkauden rajattoman.

Alistukaa, avaruudet,  
pienen tähden välkynnälle!  
Tahdon loistaa, tahdon laulaa  
kiitoslaulun elämälle.

\*\*\*

Translation by Rupert Moreton

What am I? I am a comet  
in Creator's night infernal,  
dusty grain of far-flung matter  
of his labour's task eternal.

Glow upon my moment's fleeting -  
that is all I want to furnish, → (37)

(36) →

song of praise for my heart's beating -  
My desire to sing I'll burnish.

Yes, I want to sing and shining  
even end as I once started  
in a blinking eyelid's moment  
when a flash across sky darted!

Flaming heart that once pulsated,  
sun apart that once was burning,  
boundless love was what I wanted -  
beauty's gift, my ardent yearning.

Space deserted, now surrender  
to the light of my star's beating!  
my desire to sing I'll burnish -  
song of praise for life repeating.

**Rauha**

Eino Leino  
(1878-1926)

Mitä on nää tuoksut mun ympärillään?

Mitä on tämä hiljaisuus?

Mitä tietävi rauha mun sydämessäin,  
tää suuri ja outo ja uus?

Minä kuulen, kuink' kukkaset kasvavat  
ja metsässä puhuvat puut.

Minä luulen, nyt kypsyväät unelmat  
ja toivot ja tou'ot muut.

Kaikk' on niin hiljaa mun ympärillään,  
kaikk' on niin hellää ja hyvää.  
Kukat suuret mun aukeevat sydämessäin  
ja tuoksuvat rauhaa syvää.

**Peace**

Translated by Juha Rämö

What are these flavours all around?

What is this sudden hush?

What is this peace my heart has found,  
unnamed, yet growing flush?

I hear flowers in meadows grow  
and trees in forests swing.  
My dreams mature and wildly flow,  
of hopes and gains they sing.

All is so calm and quiet around,  
all is kind and tender.  
Flowers in bloom my heart has found,  
peace in all its splendor.

**Kesarinkruunu**

Maija Isola

1966

Keisarinkruunu [crown imperial], evocative of an onion-domed church, is a representative example of the large, painting-like patterns Maija Isola created in the 1960s.



**katu** /ka.tu/ [noun] street. A public road or thoroughfare in a town or city. Katu is a common term used to refer to streets in urban areas. It is a vital part of a city's infrastructure, providing a route for vehicles and pedestrians to navigate through the city.

Etymology: borrowed from Old Swedish *gata*, from Old Norse *gata*, from Proto-Germanic \**gatwō*.

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**Dolce far niente**

Aaro Hellaakoski

(1893-1952)

Pöydän takana

Klo 9

illan-virkeä katu

kiiltävin kivin

niinkuin värikäs satu

on kotipolkusi alla lyhtyjen riven

kun

hauska kiire

työstää

soipa jymy

palaat

mannekiinein

tylsä hymy

p u o t i e n l o i s t a v a t a k k u n a t

t u h a n n e t o u d o t k u l k i j a t

autojen

käpälät

katua

kynsivät → (42)

**Dolce far niente**

Translated by Keith Bosley

9 o'clock

evening-lively street

with shining stones

like a colorful tale

your way home under the row of lamps

when

delightful hurry

you get back

sonorous rumble

from work

silly smile of the

smile

mannequins misted

g l e a m i n g s h o p w i n d o w s

t h o u s a n d s o f s t r a n g e r s w a l k i n g

an

car

paws

claw

the street → (44)

(40) →        silmien täydeltä  
                      valoa päähäsi ryöppyää  
                      valkea hansikas  
                      SEIS  
  
                      valkea hansikas ojennetussa kädessä  
  
                      hrr-rr-rh  
  
                      turvallisesti kulje uupunut mies  
                      iltta      iltaties      ties  
  
                      ikkunat akkunat paistavat  
                      aatokset unta jo maistavat  
                      suloinen, suloinen uupumus  
                      illan kiihkeä kauneus  
                      dolce     far     niente

(41) → eyes fill with light

whirling toward your head

white glove

STOP

white glove on an outstretched hand

hrr-rr-rh

walk safely, weary man

evening eveningway way

windows windows are shining

thoughts are already tasting sleep

sweet sweet weariness

ardent beauty of the evening

dolce far niente

**aurinko**

/ 'au\_riŋko /

[noun] sun. The star at the center of the solar system that emits light and heat. It is the primary source of energy for the Earth and provides daylight.

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**\*\*\***

Risto Köykkä

(born 1962, 61 year)

Kesän tuoksu viipyyn  
ruskettuneissa pujoissa  
ja minä olen aurinkoa vahvempi  
valo vanhoissa vaatteissa

**\*\*\***

Translated by Michael Pickering

Scent of summer remains  
in the sunburnt wormwood.  
and I am stronger than the sun  
the light in old clothing

Karuselli  
Katsuji Wakisaka  
1973

The joyous Karuselli (merry-go-round) design is a perfect example of Katsuji Wakisaka's Marimekko prints, characterized by a free and playful approach to pattern composition.



**valon**

/ 'valon/

- 
1. [noun] light, accusative singular of valo. Visible electromagnetic radiation.
  2. [noun] light, accusative singular of valo. A light source, a lamp; a signal light.

**\*\*\***

Risto Köykkä

(born 1962, 61 year)

Ei pääni ole mikään hieno radio  
joka vastaanottaa kaukaisia viestejä  
ei se osaa mitään lähetääkään  
minulla on vain onni  
älyttömän suuren valon sisällä  
ja kun alkaa väsyttää  
kasvan lentäviä taloja ja ihmisiä

**\*\*\***

Translated by Michael Pickering

My head is no kind of wonderful radio  
receiving farflung messages  
it can't even send any either  
just I'm happy  
inside a crazy great light  
and when it starts to get tiring  
flying houses and people grow out of me.

Ryiji

Maija Louekari

2011

The ornamental collage Ryiji (rug), pairing a paper-cut technique with Maija Louekari's signature drawing style, is a happy and colorful striped pattern with the spirit of modern folklore.





Love and Longing

**paikka**

/ 'ajatus/

1. [noun] place, location, spot, site
  2. [noun] space, room
  3. [noun] scene
  4. [noun] berth [position on the field of sports play]. Synonym: makuupaikka.
  5. [noun] job, post, position. Synonym: työpaikka
  6. [noun] patch [on clothes]. Synonym: korjauspaiikka
  7. [noun] filling; inlay [dentistry]. Synonym: hammaspaikka
- 

**\*\*\***

Risto Rasa

(born 1954, 69 years)

Odotan sinua takaisin.

Kulkisimme kaikki tutut paikat

ja ne tuntuisivat minusta melkein uusilta.

**\*\*\***Translated by Anniina Jokinen  
in 2002-2006

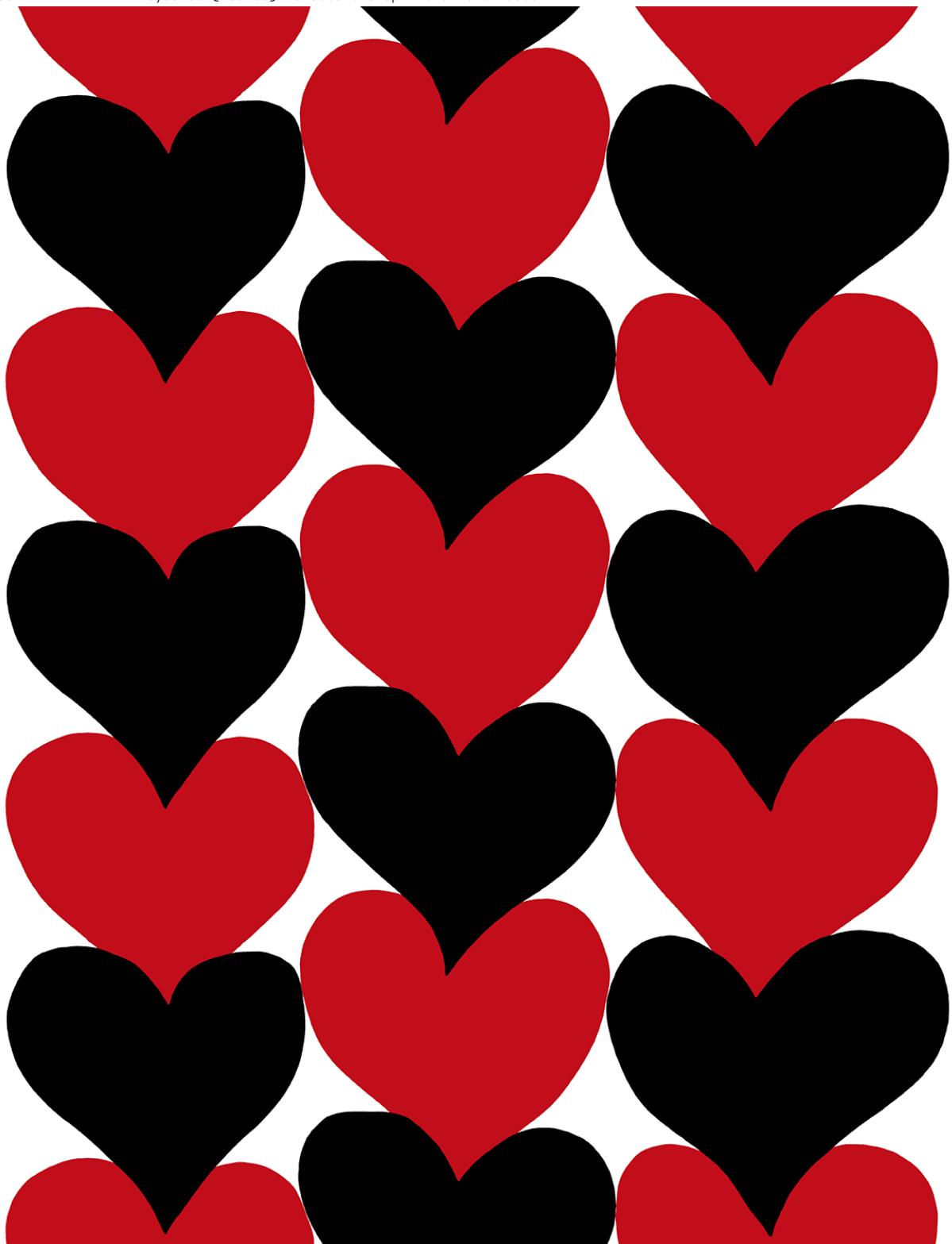
I await your return.

We'd walk through all the familiar places

And they would seem almost new to me.

**Sydämet**  
Maija Isola  
1965

Maija Isola designed more than 500 fabric patterns, which cover an amazingly diverse range of motifs. She drew inspiration for her work from traditional folk art and modern visual art alike. The cheerful Sydämet (hearts) reflects the spirit of the 1960s.



## **Sinä**

Lehto Leevi  
(1951-2019)

Mutta minä kopuloin sinut ja kevättaivaan.  
Olen syönyt enkeleitten lihaa, juonut kuun taivaalta,  
käynyt unessa Kiinassa ja palannut öiseen keittiöön:  
olemaan oman itseni poika ja panemaan kaapin ovet kiinni.

## **You**

Translated by Sarka Hantula

But I will couple you with the spring sky.  
I have eaten angel flesh, drunk the moon from the sky,  
visited China in a dream and returned  
to the kitchen at night:  
to be my own son and close the cupboard door.

**Unikko**  
Maija Isola  
1964

Unikko (poppy), symbolizing creativity, was born in a time when hardly any floral designs were included in Marimekko's collections. Maija Isola, however, was fascinated by the theme of flowers and decided to create an entire range of novel floral prints.



**katse**

/ 'katseɪ /

- 
1. (noun) view, glance. The action of looking; an attempt to see, visual impression.
  1. (noun) gaze. A fixed look; a look of eagerness, wonder, or admiration; a continued look of attention.

**Saatteleva Katse**

Martti Hynnen

(born 1952, 71 year)

lumien paetessa

metsiin

kasvaa käsiessi

värinä

kaipaavaksi siiveniskuiksi  
kuuttomalletaivaalle, yksinäiseksi  
lennoksiomaa valoasi  
kohti**A Lingeriing Look**

Translated by Mike Horwood

as the snows disappear  
into the forestthe shivering of your hands  
is the longingin wing beats  
in a moonlesssky, a solitary  
flighttowards your own  
light

Härkä

Maija Isola  
1967

Maija Isola's output of more than 500 fabric prints is an inexhaustible treasure trove. The Härkä [bull] is one of her geometric designs from the 1960s in which we can see her exploring the constructivist movement that was rising in the Finnish art scene at the time.



**talo** /'talo/

1. [noun] house
  2. [noun] building. Synonyms: rakennus, pytinki
  3. [noun] farm, homestead [now chiefly in compounds]. Synonyms: maatila, tila, farmi
- 

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Risto Rasa

[born 1954, 69 years]

Olen kuin vanha talo.

Jos lakkaat lämmittämästä minua, rapistun.

\*\*\*

I am like an old house,  
If you stop heating me, I will deteriorate.

Translated by Anniina Jokinen  
in 2002-2006

# Mökki

Aino-Maija Metsola

2006

Aino-Maija Metsola's Mökki (cottage) was one of the prints redeemed from the design competition organized by Marimekko in 2006. Inspired by the wooden cityscape along the Porvoon River, the pattern features lit windows in August dusk.



**silmän**

/silmæn/

(noun) eyes, nominative plural of silmä. The organs of vision in humans and animals that allow the perception of light, shapes, colors, and depth. They are often considered windows to the soul and are associated with expressions, emotions, and visual perception.

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**\*\*\***

Risto Köykkä

(born 1962, 61 year)

On sama missä olen  
kun aina kuitenkin olen tässä  
olen siis ihmeellinen  
mutta te olette vielä ihmeellisempiä  
oi te jotka näette kahden silmän läpi

yhtäaikaa

**\*\*\***

Translated by Michael Pickering

It's the same where I am  
when I'm anyway always here  
so I'm amazing  
but you all are still more amazing  
you all who can see through two eyes

at the same time

Ilves

Aino-Maija Metsola

2022

Intuitively painted by Lotta Maija using freehand brushwork, the Tähtiniitty [star meadow] pattern is strongly evocative of movement. Flowers bent by the wind create a vivid, multifaceted surface.



**varjo** /'varjo/ [noun] shadow. A dark area or shape produced by an object blocking the path of light.

Additional note: It can also symbolize darkness, obscurity, or the hidden aspects of something.

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Saima Harmaja  
(1913-1937)

Kaukainen maa

Jo puiden varjot pitenevät maassa  
ja päivä kuolee syksyn pilvihiin.  
Niin illan hämärässä uhmakkaassa  
taas mennyt aika palaa takaisin.

Oi, mikään aika ei voi koskaan kuolla.  
Alati, tajuntasi tuolla puolla,  
syin salaisin se sua järkyttää.  
Ja tuskan hetki, kerran kärsimäsi,  
jo unhoitettunakin sisälläsi  
se elää loputonta elämää.

Mut olkoon niin! Kun jälleen rinnallesi  
mun painat, sokaiseman hellyytesi,  
ma kestän kaiken – mikä kohtaakin!  
Voi varjot seurata sun syliis asti;  
ne pysähtyy, kun vavahduttavasti  
mua suutelet sa huulin lämpimin.

Ei ole onnea, mi kestäis iki.  
Vain rakkaus ja tuska kestävät.  
Ah, olkoon niin! Sun sydäntäsi liki  
en pelkää teitä, vallat pimeät.

\*\*\*

Translation by Rupert Moreton

A Distant Land

The tree-cast shadows are already stretching,  
the sun is dying 'midst the autumn clouds.  
And stubborn thoughts the evening twilight's etching  
and times long past are throwing off their shrouds.

Oh, time can never end, for it is deathless.  
its machinations ever leave you breathless -  
beyond awareness they will always lurk.  
An agony, though suffered for a moment, → (59)

**Taivas**  
Fujiwo Ishimoto  
1997

The Taivas [sky] design by Fujiwo Ishimoto was originally included in a collection of fabrics depicting the sky and the effect of light on landscapes in different climates and during different seasons and times of day.

[58] → and though concealed by memory-mist's bestowment,  
still lives for ever underneath the murk.

But so be it! For when again you press me  
in crazed affectionate embrace, caress me,  
whatever then befalls, I will endure!  
Your arms await, by shadows I'm projected  
to feel the tender touch, so unexpected  
of warmest lips, so passionate and pure.

There's no contentment that endures for ever.  
There's only love and anguish at the end.  
Ah. So be it! For in your arms I never  
with fear of powers of darkness will contend.

\*\*\*

Risto Rasa

(born 1954, 69 years)

Hän oli hyvin yksinäinen,  
tilasi lehden  
jotta joku kävisi hänen ovellaan.

\*\*\*

Translated by Anniina Jokinen

in 2002-2006

He was very lonely,  
Ordered the paper  
So that someone would come to his door.

**Albatrossi**  
Maija Isola  
1967

Maija Isola's output of more than 500 fabric prints is an inexhaustible treasure trove. Designed in 1967, Albatrossi (albatross) is a clean, monumental design - like a spatial installation.







**hauta**

['hau̯\_ta]

1. (noun) grave or tomb. It refers to a place where deceased individuals are laid to rest, typically marked by a burial site or monument.

---

\*\*\*

Kaarlo Sarkia

(1902-1945)

Vain henkäyksen verran riemus kesti,  
vain silmänräpäyksen tuskas syvä.  
Maan helmaan lempeään kuin peltoon jyvä  
nukahdat hiljaa, uinut suloisesti.

Niin Kauneus, min täyden kasvun esti  
täään elos vajavuus, nyt täydentyvä  
on kuolemassas, muotoon ylentyvä  
kukoistavaan ja uuteen tuhannesti.

Maa sinut sireenien, niinipuiden  
suo hautaas haparoiviin valkojuuriin,  
vie suonet umpuihin, ja suvikuiden

tulessa kukkiin hunajaisiin, suuriin  
puut puhkeaa - näin untes säteileväin  
suloista täytymystä kantaa keväin.

\*\*\*

Translation by Rupert Moreton

Your joy is only moment's exhalation,  
at most a blink of eye is your dejection.  
As sweetly falls your silent sleep's protection  
you sink in soft earth's breast, like wheat's oblation.

Thus Beauty, whose completed germination  
was hindered by unfinished life's perfection,  
will in your dying see a resurrection -  
a thousand-fold its great reanimation.

For when you're in your grave you're handed over  
to probing roots of lilac and of lime tree,  
to buds the sap is drawn above the clover → [67]

→ (66) aflame to burst in summer's honeyed finery  
of blossomed trees, and so your radiant dreaming  
will sweet fulfilment find in springtime's teeming.

**huhtikuu**

(noun) april. The fourth month of the year in the Gregorian calendar.

['huhti,ku:]

Additional context: Huhtikuu is characterized by the arrival of spring and the awakening of nature after winter. The days are getting longer, and the weather is gradually becoming milder. It is a time when many people look forward to the blossoming of flowers and the return of greenery.

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**Huhtikuu**

Saima Harmaja

(1913-1937)

Tänä yönä jäätyy järvi.  
Vesi tuskin liikahtaa.  
Kuun valkean paisteen alla  
on kuolemanhiljaa maa.  
Vain mykässä vartiossa  
puut seisovat pimennossa,  
puut pitkine varjoineen.  
Ja kaukana koira haukkuu.  
Se on hirveä koira, se haukkuu  
sysimustaan pimeyteen.  
- Tänä yönä jäätyy järvi.  
Kuu pysähtynyt on.  
Pidä kädestäni kiinni,  
sinä Tajuamaton.

**April**

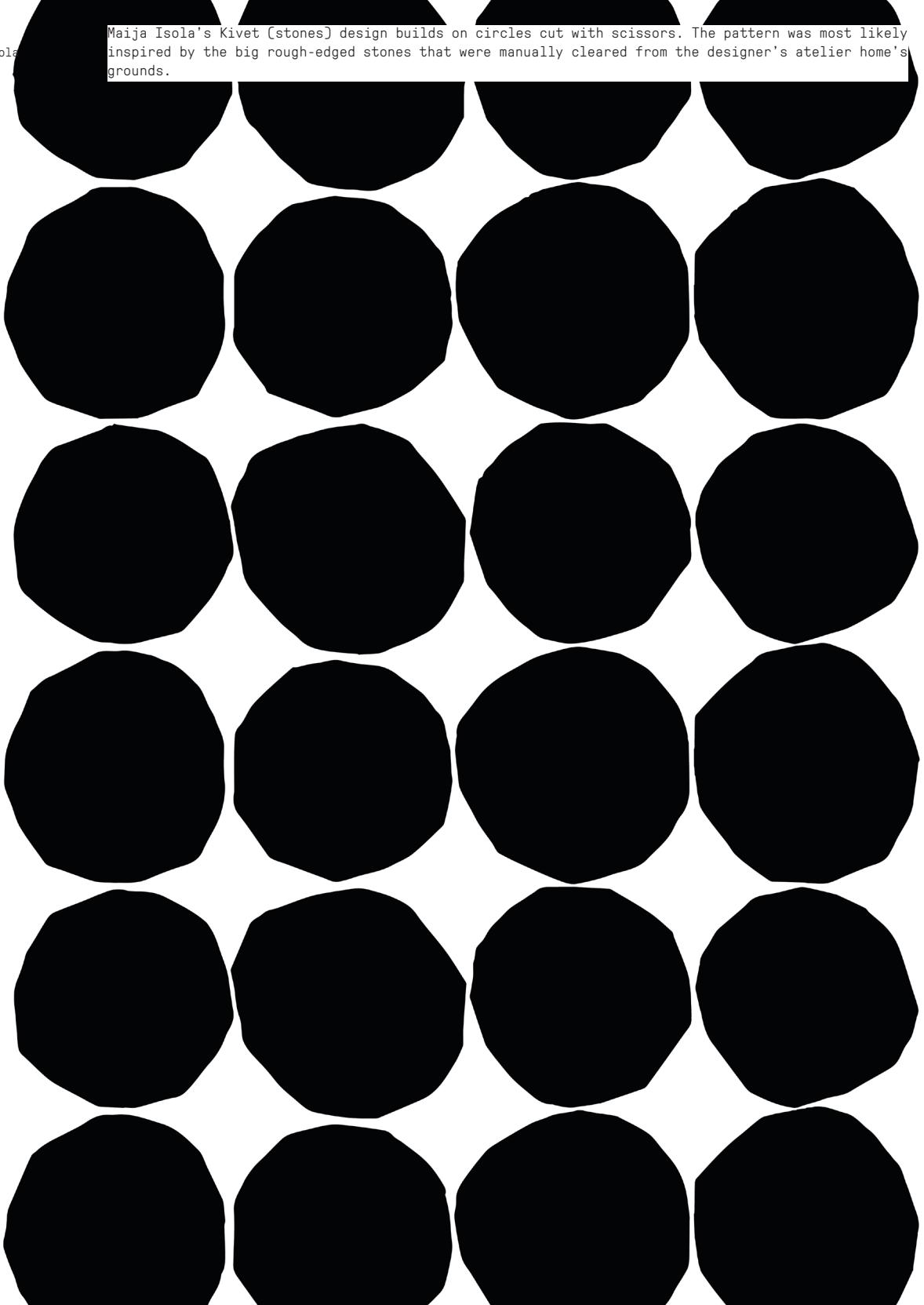
Translation by Rupert Moreton

Here, tonight, the lake is freezing.  
Hardening water barely stirs.  
And under the glint-white crescent  
death-silent, the earth defers.  
The trees in the dark are standing  
in silence, alone, commanding,  
the trees with their shadows' cast.  
A dog far away is barking.  
Dreadful dog of the night it is barking  
as the inky blackness holds fast.  
“Here, tonight, the lake is freezing.  
The moon has stopped, is still.  
Take my hand in yours and hold it,  
Senseless One, amidst the chill.”

## Kivet

Maija Isola  
1956

Maija Isola's Kivet (stones) design builds on circles cut with scissors. The pattern was most likely inspired by the big rough-edged stones that were manually cleared from the designer's atelier home's grounds.



### **Ensimmäinen kevätpäivä**

Saima Harmaja  
(1913-1937)

Ensimmäinen kevätpäivä jää  
vielä väreilemään yllä pihan.  
Pieni talvilintulivertää  
uusin äänin, uupumatta ihan.

Hopealta kuori oksien  
hohtaa hämyn tihetessä hiukan.  
Keveä on ilma hiljainen.  
Kaikki aarteet elämäni niukan,

kaikki armo, minkä ikänään  
sydän omisti, lie läsnä tässä:  
valossa, mi kätkee hymyään,  
sädehuntuisessa hämärässä.

### **The First Day of Spring**

Translation by Rupert Moreton

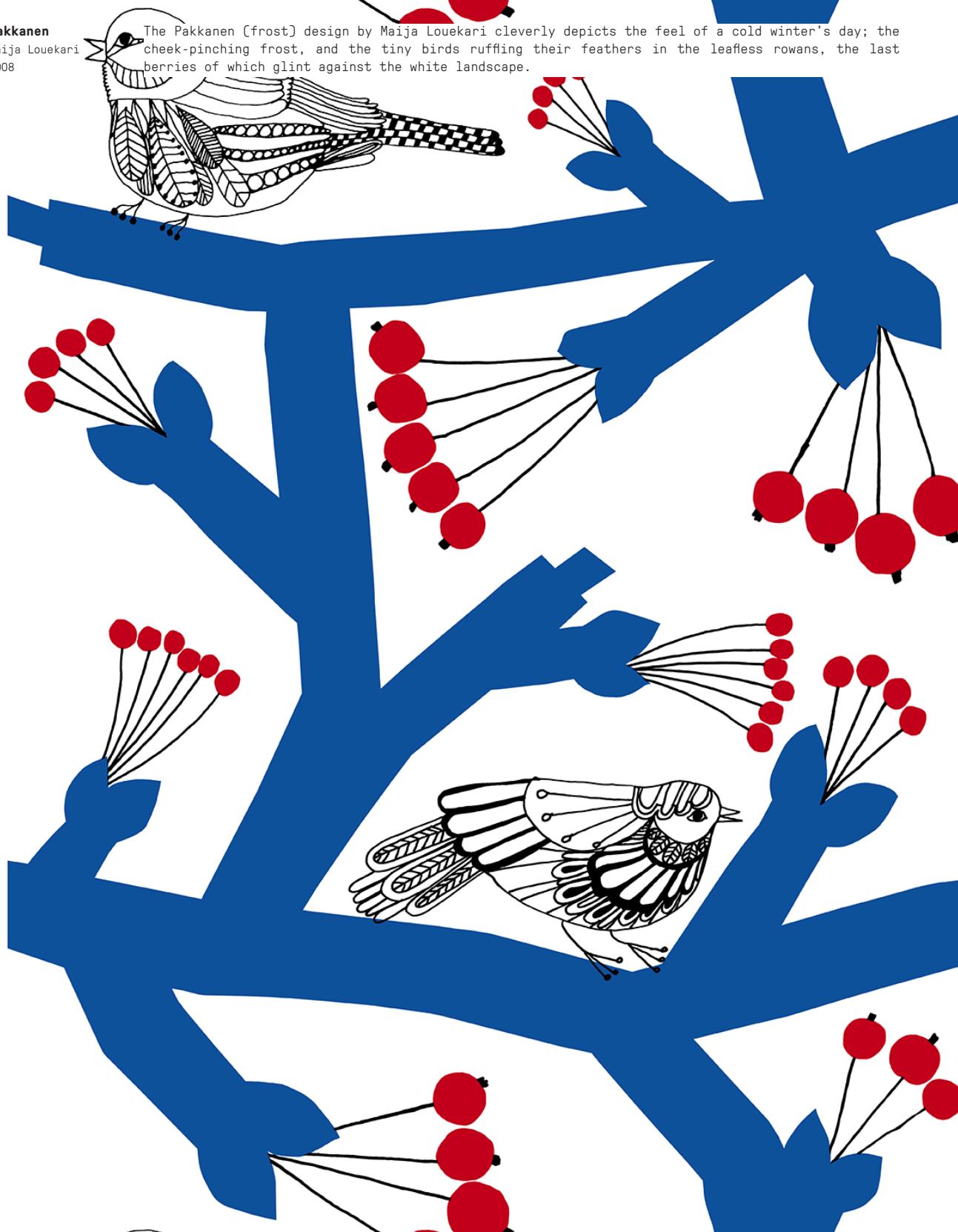
Lingers still the first of vernal days,  
hangs above the yard its coruscation.  
Little bird of winter sings its praise,  
effortlessly lovely, new creation.

Silver sheen of branches' peeling bark  
shimmers now as twilight starts to thicken.  
Light are silent breezes in the dark.  
All the treasure of my life so stricken -

all this heart of mine once had of grace -  
maybe on this moment now encroaches  
in the light that hides its smiling trace  
as the shrouding gloaming now approaches.

**Pakkanen**  
Maija Louekari  
2008

The Pakkanen (frost) design by Maija Louekari cleverly depicts the feel of a cold winter's day; the cheek-pinching frost, and the tiny birds ruffling their feathers in the leafless rowans, the last berries of which glint against the white landscape.



**\*\*\***

Vilja-Tuulia Huotarinen

[born 1977, 46 year]

Jos lehmät päästää ulos maanantaina  
ne menevät metsään, painuvat pitkälle  
pyrkivät putouksiin, kallionkoloon ja alas jyrkänteeltä.  
Kuolleet palaavat pihatieta pitkin:

Rebekka, Isolde, Rosamunda.  
Allison, Eulalia, Eufrosyne.  
Ne eivät tule kummituksina vaan vanhoina ystävinä.  
Ketä ne, siivettömät, täällä suojelevat?  
Laihaa likkaa, laihaa likkaa.

**\*\*\***

Translated by Michael Pickering

Poem from a book "Poems of a happy cow"

Let the cows out on Monday  
and they'll enter the forest, wander far  
aim for the waterfalls, the hole in the rock  
and down the precipice.  
The dead come back along our the road to our yard:

Rebecca, Isolde, Rosamunda.  
Allison, Eulalia, Euphrosyne.  
Not as ghosts but as old friends.

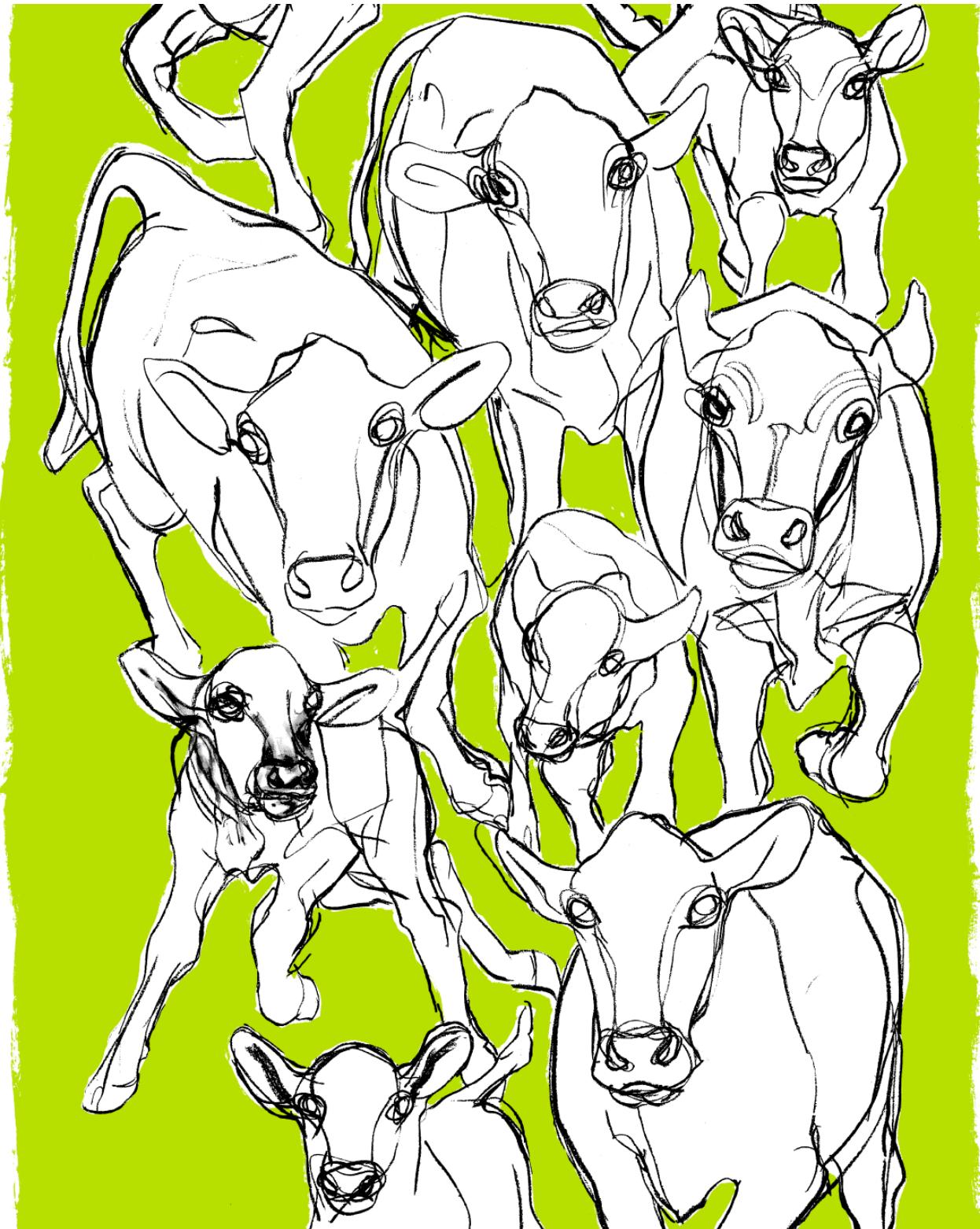
Whom will they, the wingless ones, protect here?  
A lean lass, a lean lass.

**Kevätjuhla**

Miina Äkkijyrkkä

2007

Embodying the joy of newborn calves rushing through spring fields, Kevätjuhla (spring celebration) by Miina Äkkijyrkkä pays homage to freedom and daring, to new beginnings.



**\*\*\***

Vilja-Tuulia Huotarinen

[born 1977, 46 year]

Anne kastetaan Prinsessaksi mutta hallitseminen  
on vaikeaa.

Kesällä Prinsessa A karkaa kolmen sonnin kanssa metsään,  
hullu heinäkuu, ei niitä saa kiinni kukaan,  
niillä on vakoojia ja maja puussa.

Syksyllä naapuri ilmoittaa:

Teidän lehmänne pää on ladon ovessa,  
siihen se on juossut, ei pääse eteen eikä taakse.

Se on Prinsessa A: lle muutoksen paikka.

Myöhempinä vuosinaan se työskentelee  
kehitysyhteistyön parissa ja taisteleee maamiinoja vastaan.  
Prinsessa A oppii vilkuttamaan punaisella matolla katse  
syttyy, sammuu, katoaa, sytptyy taas,  
alolle arka villimansikan tuoksu, väistämätön ja vaarassa.

**\*\*\***

Translated by Michael Pickering

Poem from a book "Poems of a happy cow"

Anne's christened Princess but reigning's a hard job.

In summer Princess A flees to the forest  
with three bulls,

a crazy July, nobody can catch them,  
they've got spies and a house in a tree.

In the autumn a neighbour says: your cow's head's  
stuck in the barn door,

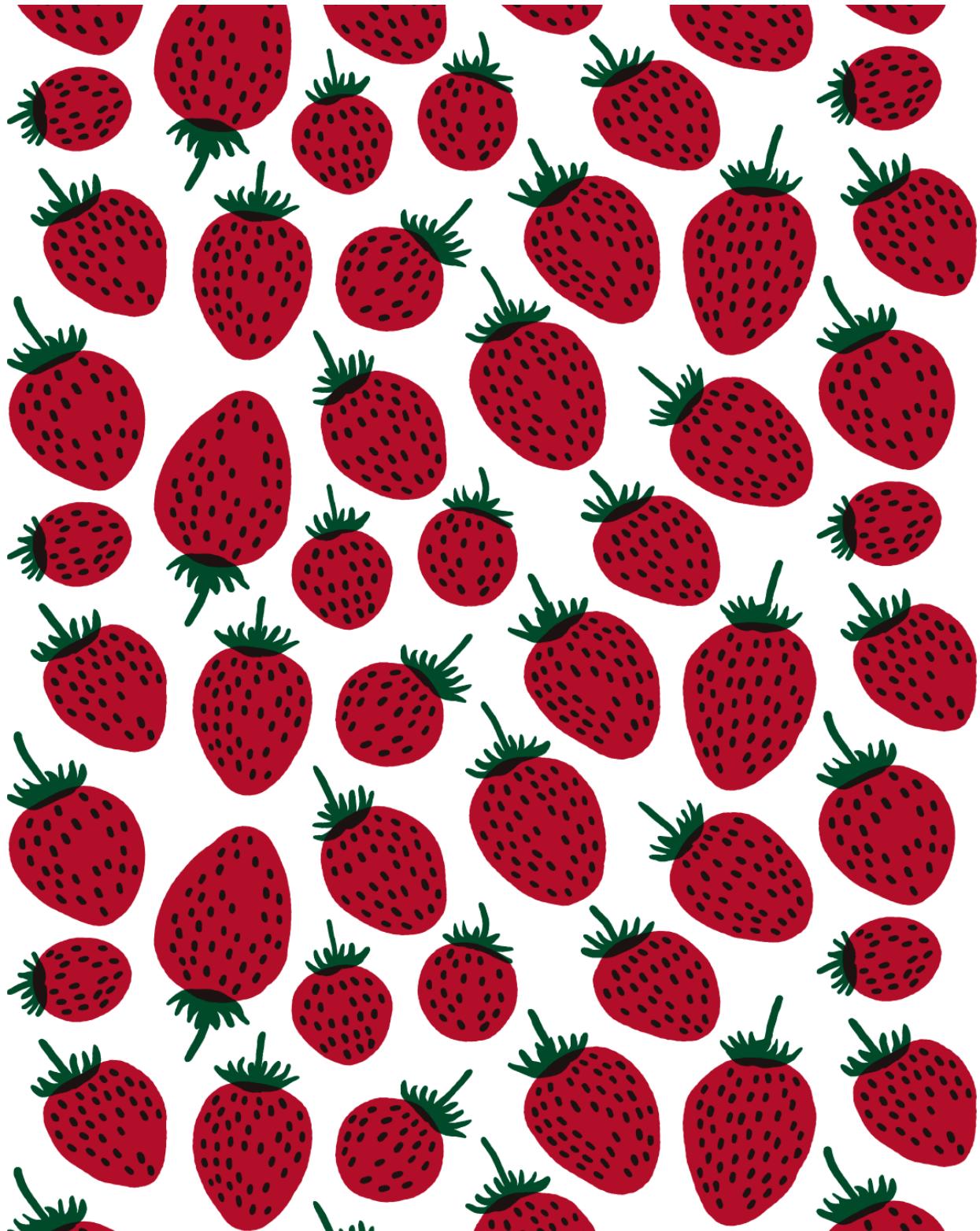
she's run in there, can't shift forward or backward.  
It's a change of place for Princess A.

In her later years she works in a development  
co-operation

and fights against land mines. Princess A is learning  
how to wave  
on the red carpet her gaze lights up goes out,  
disappears, lights up again  
a wild-strawberry scent, sensitive to light,  
inescapable and threatened.

**Mansikka** Maija  
Isola  
1967

The charming Mansikka (strawberry) pattern by Maija Isola makes your mouth water and evokes memories of the endless summers of childhood.



**aalto**

/'aa:lto/

(noun) wave. A moving swell or undulation on the surface of water or other liquids. Aalto can also refer to a wave-like motion or pattern in other contexts, such as sound waves or waves in fabric. It symbolizes fluidity, movement, and rhythm.

Additional context: Aalto holds cultural significance in Finnish art and design, particularly associated with the renowned architect and designer Alvar Aalto. His organic and flowing architectural style, inspired by natural forms and the concept of harmony with the environment, is often referred to as «Aalto style.» Aalto's designs, characterized by their sculptural and wave-like shapes, have had a significant impact on Finnish and international design. The term «aalto» is sometimes used metaphorically to describe any wave-like form or pattern, whether in nature, art, or other creative expressions.

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Risto Rasa

(born 1954, 69 years)

Niin kuin aalto uittaa aallon  
yli valtameren,  
niin selviydymme mekin  
toinen toisiamme tukien.

\*\*\*

Translated by Anniina Jokinen  
in 2002-2006

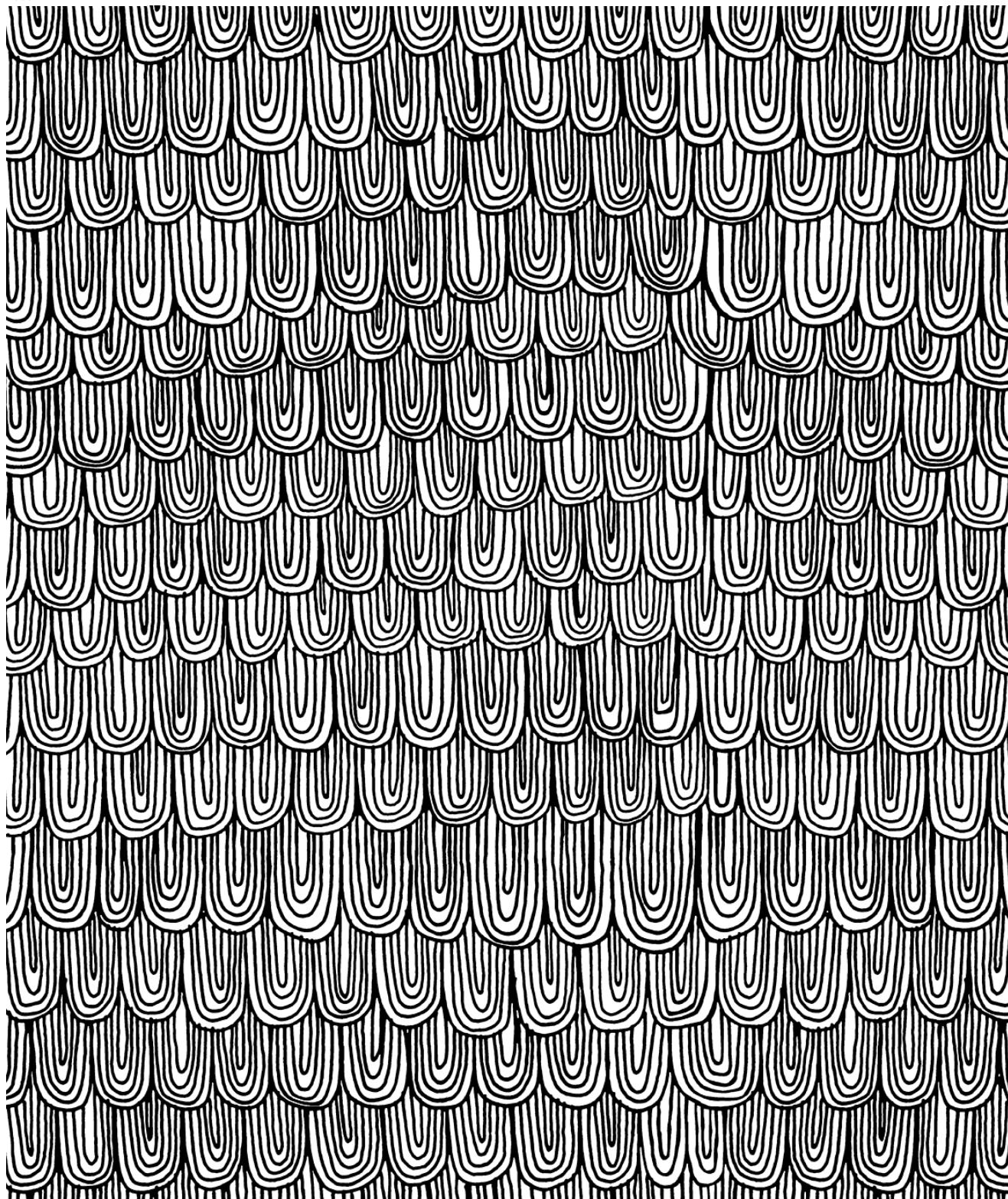
Just as one wave carries another wave  
Across the ocean,  
So we, too, survive  
One supporting the other.

**Vellamo**

Maija Louekari

2009

Designed by Maija Louekari, the Vellamo (female first name) pattern, an interpretation of moving water, was inspired by the Finnish national epic Kalevala.



**ajatus**

[noun] thought. Form created in the mind.

/ 'ajatus/

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**Pienet mustat ajatukseni**

Risto Köykkä

(born 1962, 61 year)

Pienet mustat ajatukseni  
törmäävät kylmään sateeseen  
yhtymisen ilo

**My small black thoughts**

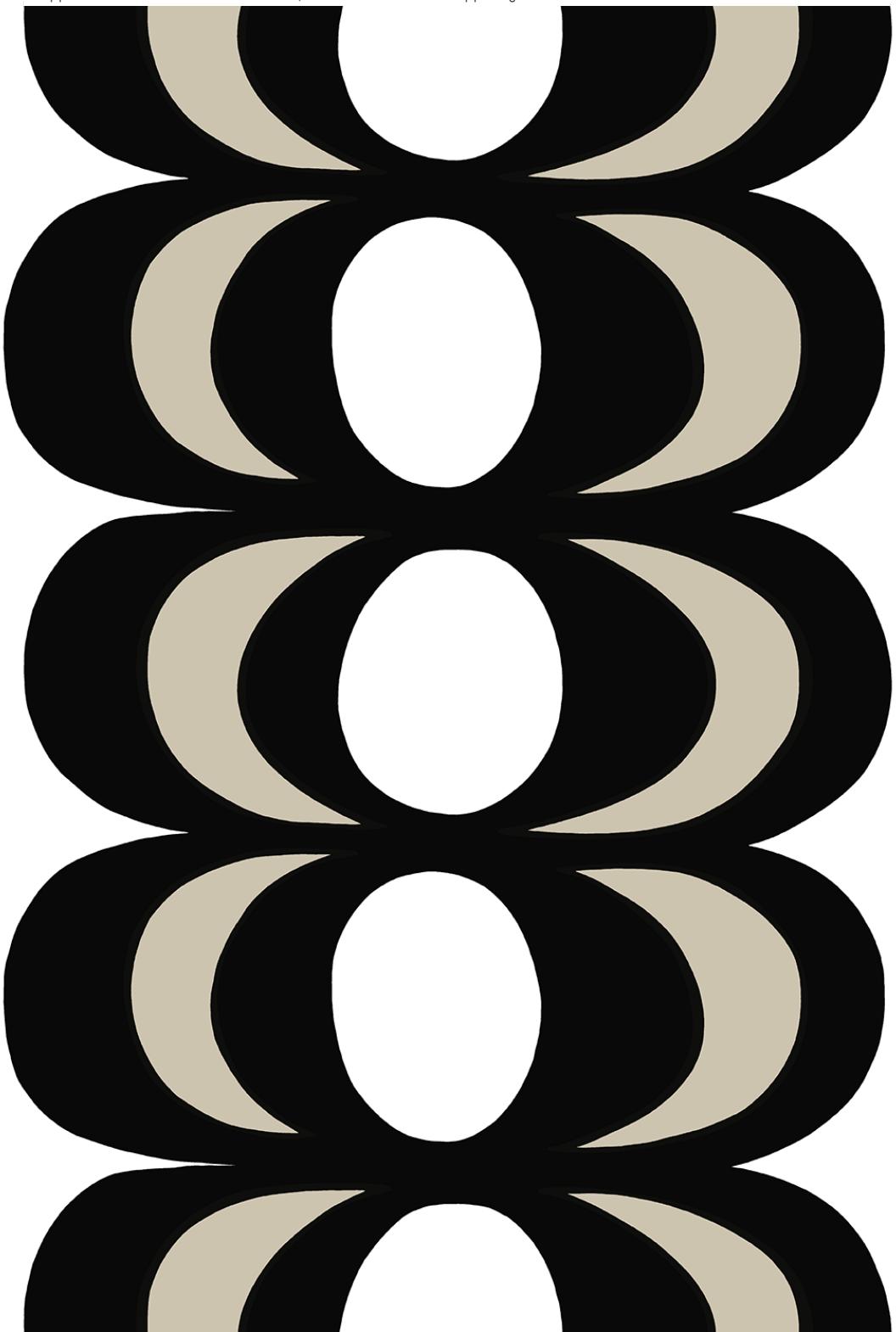
Translated by Michael Pickering

My small black thoughts  
collide with the cold rain  
joy of becoming one

**Kaivio**

Maija Isola  
1964

Maija Isola got the idea for the Kaivo (well) pattern when she was fetching water from a well. Having dropped the bucket into the well, she watched how rippling circles formed on the surface of the water.



**ajatus**

[noun] thought. Form created in the mind.

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---

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**Kaivo**

Maija Isola  
1964

Maija Isola got the idea for the Kaivo (well) pattern when she was fetching water from a well. Having dropped the bucket into the well, she watched how rippling circles formed on the surface of the water.

Aaro Hellaakoski (1893-1952):

Aaro Hellaakoski, born on June 22, 1893, in Oulu, Finland, was a notable Finnish poet known for his distinctive style and use of language. His poetry often combined symbolism, nature imagery, and folklore elements. Hellaakoski published several collections of poetry, which garnered critical acclaim. He also worked as a translator and essayist. Hellaakoski passed away on November 23, 1952, in Helsinki, Finland.

Eeva Kilpi (1928-present):

Eeva Kilpi, born on February 18, 1928, in Hiitola, Finland (now in Russia), is a highly regarded Finnish poet and novelist. Her poetry explores themes of love, nature, and social issues. Kilpi's works often reflect a strong feminist perspective and a keen observation of human emotions. She has received numerous literary awards and her works have been widely translated. Kilpi is still living as of my knowledge cutoff date in September 2021.

Lassi Nummi (1897-1967):

Lassi Nummi, born on November 9, 1897, in Oulu, Finland, was a Finnish poet known for his lyrical and philosophical verses. His poetry often reflects a deep appreciation for nature, spirituality, and the human condition. Nummi published several collections during his lifetime, exploring themes of love, longing, and the search for meaning. He passed away on February 20, 1967, in Helsinki, Finland.

Edith Sodergran (1892-1923):

Edith Sodergran was a Swedish-speaking Finnish poet born on April 4, 1892, in St. Petersburg, Russia. She is considered one of Finland's foremost modernist poets. Sodergran's poetry explores themes of love, death, and existential questions, often characterized by rich imagery and intense emotions. She published several collections of poetry before her untimely death from tuberculosis at the age of 31 in 1923.

Eino Leino (1878-1926):

Eino Leino, born on July 6, 1878, in Paltamo, Finland, is one of Finland's most celebrated poets. He was an influential figure in Finnish literature, known for his romantic and nationalistic poetry. Leino's works often encompassed themes of nature, love, and Finnish mythology. He wrote prolifically and published numerous collections during his lifetime. Leino passed away on January 10, 1926, in Tuusula, Finland.

Kaarlo Sarkia (1902-1945):

Kaarlo Sarkia, born on March 20, 1902, in Lempaala, Finland, was a prominent Finnish poet and playwright. His works often explored themes of social injustice, war, and human suffering. Sarkia's poetry reflected his own personal struggles and his experiences during World War II. He published several collections of poetry and was an influential voice in Finnish literature. Sarkia died on August 16, 1945, in Turku, Finland.

### Viljo Kajava (1909-2000)

Kajava was also an influential literary critic and essayist, known for his sharp analysis and thoughtful commentary on Finnish literature. In addition to his own works, Kajava translated a wide range of international poets into Finnish, introducing their works to the Finnish audience. He was a prolific writer and remained an important figure in Finnish literary circles until his death on March 2, 2000, in Helsinki, Finland.

### Uuno Kailas (1901-1933)

Uuno Kailas, born on March 26, 1901, in Helsinki, Finland, was a Finnish poet known for his romantic and introspective verses. His poetry often explored themes of love, nature, and the human experience. Kailas had a short but impactful career, publishing several collections of poetry before his untimely death at the age of 32 on August 5, 1933, in Helsinki, Finland.

Eino Leino 1878-1926

I have grown weary of crawling on the earth. I  
want to walk with my head held high and breathe  
in the air of heaven.

Eino Leino was a highly influential Finnish poet. Born in Paltamo, Finland, he became one of the key figures in Finnish literature during the late 19th and early 20th centuries.

**Writing Style:** Leino's poetry is characterized by its romantic and mystical style. He often incorporates elements of nature and folklore, exploring themes of love, longing, and the beauty of the Finnish landscape.

**Influences and Impact:** Leino drew inspiration from Finnish folklore and mythology, as well as from the European romantic tradition. His works had a significant impact on Finnish literature, helping to shape the emerging national identity.

## Aino-Maija Metsola

Aino-Maija Metsola is a Helsinki-based freelance illustrator and designer who creates bold yet subtle prints in which colors play a significant role.

Aino-Maija is a versatile, visual storyteller with a sense of nuance. She uses different techniques ranging from watercolor to ink, markers, and gouache. Aino-Maija has been collaborating with Marimekko since 2006. Her most recognizable designs for Marimekko are Jurmo (name of an island) and Juhannustaika (Midsummer magic) as well as the Saapaivakirja (weather diary) series of painterly patterns. Aino-Maija graduated from the University of Art and Design Helsinki.

## Colophon

Colophon



BIRD DESIGN studio is a multidisciplinary studio founded by young designers, the concept and goal of bird design studio is to be an important platform for the creation of quality design that matters and makes a difference. The design philosophy is rooted in the multiculturalism and is based on the fundamental ideas of simplicity, clarity, openness and innovation.

In this book is presented view on Scandinavian culture, Poetry and national patters are something that addes each other and draw unfamiliar picture of poetic Finland.

96 pages

112 illustrations

Published in Chishinau, 2023

