

marimekko

Marimekko blends design, gastronomy and culture into a joyful exploration of the Art of Flowers at Milan Design Week 2026

Presenting *Osteria Fiori di Marimekko*

Under PR embargo until 29 March 2026 08:00AM CET



For Milan Design Week 2026, Finnish design house Marimekko presents *Osteria Fiori di Marimekko*: a holistic lifestyle activation that blends design, gastronomy and culture into a joyful exploration of the Art of Flowers. The playful activation invites visitors to immerse themselves in the creative lifestyle universe of Marimekko where the idea of flowers stretches from literal to abstract and where the optimistic Marimekko way of life comes to full bloom. The activation highlights one of Marimekko's newest floral designs *Kukasta kukkaan* by Erja Hirvi in the form of bold textile installations and a shoppable curation of ceramics. *Osteria Fiori di Marimekko* is located at Via Ascanio Sforza 75. The space celebrates its soft opening on Sunday 19 April at 15.00 and is officially open for visitors between 20-22 April from 11.00-21.00.

Flowers have played a significant role at the heart of Marimekko's design DNA since the 60s when artist **Maija Isola** created the first series of floral prints for the house. *Osteria Fiori di Marimekko* highlights the ever-evolving role of flowers as a signature motif in Marimekko's art of printmaking. The playful activation creates a dynamic play of the senses: bold textile installations meet with a fragrant whiff of wisteria and jasmine blossoming in the garden while flower-infused beverages and aperitivo bites by Helsinki-based restaurant Maukku by Chef **Maud Saddok** reference the shapes and colors of Marimekko floral prints. The Finnish-inspired aperitivo menu is available for visitors throughout the day and can be enjoyed around the colorful surroundings, including a patio, a glazed terrace, a private dining room, and garden where daily Bocce tournaments excite those with a competitive spirit.

"Marimekko has always existed in the intersection of art, design, fashion and architecture. For Milan Design Week 2026, we build an even deeper meeting between creative disciplines as we create a holistic exploration into the Art of Flowers. *Osteria Fiori di Marimekko* is an engaging dialogue between the abstract and the literal nature of flowers, and an ode to florals as an ever-evolving subject in Marimekko's art of printmaking. With this concept, we apply flowers to stimulate all our senses and showcase the Marimekko way of life in full bloom", says Marimekko's Creative Director **Rebekka Bay**.

Introducing Kukasta kukkaan by Erja Hirvi

The activation features iconic Marimekko floral designs across decades from Maija Isola's playful abstractions and **Fujiwo Ishimoto's** captivating interpretations to improvised floral designs by **Antti Kekki**. Each designer's work exemplifies Marimekko's unique take on capturing the Art of Flowers in the science of printmaking.

One of the focal points at *Osteria Fiori di Marimekko* is the new *Kukasta kukkaan* print by **Erja Hirvi**. The hand-painted flower pattern depicts a joyful ensemble of hand-painted blossoms, and its name translates to "from flower to flower"—a nod to the playful flit of bumblebees. *Osteria Fiori di Marimekko* showcases the print as bold textile installations, varied fabric elements and limited-edition tableware items ranging from small plates and espresso cups to playful 3D shaped plates that feature individual shapes of the *Kukasta kukkaan* print. Visitors at the activation are offered the unique opportunity to purchase an exclusive edition of ceramics on-site—a perfect souvenir to make aperitivo hour as part of the everyday life outside of Milan Design Week.

For more information, please contact: press@marimekko.com

[DOWNLOAD IMAGES](#)