

Meet Vaarnii

New 'brutally Finnish' design brand celebrates pine with inaugural collection



A composite of the Finnish terms for 'dowel' (vaarna) and 'ash tree' (saarni), Vaarnii's name represents the combination of – and connection between – making and material. Contact us for product loans and interviews.

Rediscovering the beauty of pine

This unexpected material choice is typical of Vaarnii's approach and a key part of their mission. Pine is an abundant and readily replenished resource in which Finnish woodworkers have generations of expertise. Although it was popular as a furniture material in the 1990s, pine has since been overlooked in favour of hardwoods. Now, as devotees of its distinctive grain (Frederik Paulson describes it as 'psychedelic'), the character it acquires over time, and the practical fact it doesn't crack like many other woods, Vaarnii want to bring it back and reinvent it for the modern age – in its full, all-natural, unlacquered glory. Pine is the starting point for the future collections celebrating other single materials in the years to come.



"Our furniture will endure for generations, and in doing so begin a new era of furniture-making. I want to see people dancing on our tables in ski boots. The patina will provide great memories in decades to come."

– Antti Hirvonen, co-founder of Vaarnii

A 'brutal yet sophisticated' aesthetic

As you'll see from the images, Vaarnii's cohort of designers have succeeded in using this neglected wood to create a highly distinct aesthetic. Robust, functional, and materially honest to the point of stridency, the designs combine brutality of form with sophistication and attention to detail – you could easily imagine them at home in both a log cabin and a loft apartment. Every piece – from Sarah Kaye Rodden's sculptural Circle Wall Hooks to Max Lamb's brawny block of a lounge chair and Soft Baroque's ingeniously jointed hulk of a coffee table – fulfils its intended purpose with directness and clarity, finding beauty in sheer, unapologetic materiality.



Max Lamb's stunning 006 Lounge chair is made from local materials and local manufacturers in Finland, as are all Vaarnii products.

Local material, local manufacture

Vaarnii's Finnish identity informs every aspect of the brand, going beyond the aesthetic of its products to the materials and process behind them. Vaarnii is committed to using raw materials that are plentiful in Finland, finding inspiration from what is on their doorstep rather than evolving global design trends. Vaarnii's makers – whether they are small independent workshops or long-standing manufacturers able to work at scale – are all based in Finland, and chosen for the expertise that will bring to the finished product.



Frederik Paulsen's 002 Dining Table Round and 001 Dining Chair designed for Vaarnii's launch in 2021.

Inaugural collection presents a new Finnish design language

The inaugural Vaarnii collection is set to make its global debut at London Design Festival, with planned events including a launch at twentytwentyone's Back and Forth exhibition in the design store's Clerkenwell showroom. twentytwentyone will be presenting Vaarnii's designs alongside a collection of classic pieces chosen from its 25-year history, thus positioning the brand within a continuum of modern design that reaches from the likes of Aalto to Vaarnii and its bold, new – but unmistakably Finnish – vernacular.

- 001 Dining Chair – Fredrik Paulsen
- 002 Dining Table Round – Fredrik Paulsen
- 003 Ast Stool – Dimitri Bähler
- 004 Stilts Side Table – Philippe Malouin
- 005 Coffee Table – Soft Baroque
- 006 Lounge Chair – Max Lamb
- 007 AA Bench – Kwangho Lee
- 008 Alter Mirror – Industrial Facility
- 009 Bowls – Mac Collins
- 010 Trays – Livia Lauber
- 011 Circle Wall Hooks – Sarah Kaye Rodden
- 012 Door Stop – Vaarnii