

Press release, March 2014

R-COLLECTION – PARTY 28 March–25 May 2014

The R-Collection – Party exhibition opened at Design Museum Gallery on Friday, 28 March. The exhibition working group Laura Väinölä, Kaarle Hurtig and Leo Karhunen along with CEO Pekka Saastamoinen met with members of the media at the opening.

There are some everyday design products and brands which become timeless classics that are renewed. This has been the history of the R-Collection brand of Finland. Pekka and Marjo Saastamoinen founded Rockseri, a family-owned company, in Kajaani in 1978 to produce the brand. The company's highly popular anoraks and sweatshirts have found their way into the wardrobes of many Finns over the course of four generations.

R-Collection celebrated its 35th anniversary last autumn, and a birthday party is being held in honour of the event at Design Museum Gallery. A birthday party is a celebration for friends and family. It is an occasion for looking back on the past, meeting new friends and a recalling the life and times of the one being celebrated. The present exhibition invites visitors to take a look at the passion with which this family company works and at its straightforward, no-frills approach to apparel. It tells a beautiful tale of a period of the Finnish fashion industry that has almost disappeared.

R-Collection – Party presents the history of the company through the tales and narratives of collections, old photographs and items of clothing. Of the friends of R-Collection, graffiti artist EGS, the designer duo Ensæmble and Kasino Creative Studio consider possible new directions for the company as their birthday present for the exhibition.

The R-Collection brand in a nutshell

What? The Rockseri company is a manufacturer and retailer of leisurewear. Its products are sold under the R-Collection brand.

When? The company was founded in 1978.

Where? Rockseri has operated in Kajaani since 1978 and its factory outlet is located there. It also has shops in Oulu, Kuopio, Rovaniemi, Joensuu and Helsinki, in addition to a webstore. The company's cutting facility and textile printing works are in Kajaani.

What? Rockseri is particularly known for its anoraks, t-shirts and hoodies.

Design Museum, opening hours: Tue 11 a.m. – 8 p.m. Wed. – Sun. 11 a.m. – 6 p.m., Mondays closed.

Entrance: Adults €10, pensioners €8, students €5, comprehensive school pupils and children free of charge. Design Evening with free entrance for all visitors is held from 5 p. m. to 8 p.m. on the last Tuesday of the months.

For more information, please contact:

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