

AINA KARI
A SCENTED FLAME FROM PORTLAND, TO MURANO, TO PARIS



Aina Kari Considered Home Fragrance is a new high-end, sustainable brand of scented candles that thoughtfully combines the unsurpassed craftsmanship, history and prestige of Italian Murano glass with the finest eco-sustainable materials. Merging creative talent from around the world and with a hyper-local production process, Aina Kari is an innovative and plastic-free brand that stands out as a trailblazer in the luxury candle market. Aina Kari's Comedia dell'Arte – Trilogy (On The Stage, Play and With Confidence collections) was recently shortlisted at Isola Design Awards 2021 in the category Best Product Design.

Founded by Marina Cighir between Milan and Venice, at the axis of Italian design, Aina Kari has been meticulously designed to tell a story; one that celebrates both tradition and contemporaneity in art, design and craftsmanship, while making zero compromises on the sustainability of its ingredients and its production processes. Once the scented wax has finished burning, the precious Aina Kari Murano vases are intended to be used as a display object or container, refilled with new wax, or eventually recycled.

Made from a blend of premium natural materials (beeswax, coconut wax, rapeseed oil and soy wax, as opposed to paraffin) sourced from the finest suppliers, the wax developed by Aina Kari is 100% sustainable as well as free from parabens and phthalates. The premium wax blend is prepared and hand-poured in Milan into Murano glass vessels specifically designed for the purpose, while the paper-sourcing and packaging is all made very close to Venice, in Treviso.

AINA KARI'S DIFFUSED CREATIVITY



After years of working in the scented candle industry, Marina Cighir had gained the experience to recognize a truly performing fragrance, as well as the inspiration to take on the challenge to create a 100% sustainable, high-end scented candle. During the pandemic— as the city of Venice marked its 1600th anniversary— Marina was inspired by the city's deserted streets to highlight the history, the culture and the qualities that have made Venice the unique place it is, beloved by tourists around the world.

Aina Kari Considered Home Fragrance is a brand that pays tribute to the elegance and mastery of Italian artisanal craft, where colors and shapes, old techniques and new designs meet to enhance Italian arts and its rich history. The Aina Kari glass vases are hand-crafted by Murano glass master artisans; each collection is created using a different technique in the Murano glass processing such as *vetro incamiciato* (Murano jacketed glass), *rigadin* (graving technique), and *decorazione a macchia* (stain decoration).

Portland-based Designer Irina Flore, Founder of Studio Flore, was in charge of designing Aina Kari's Murano glass vases. Inspired by the characteristic silhouette of the Venetian water wells found in every piazza, Irina Flore designed the vases to be viewed as art objects and cherished for many years to come. Although it was her first time working specifically with Murano glass, Irina's experience in designing glass objects allowed her to manipulate light and form to enhance the experience of lighting the candles. By applying traditional patterns and colours representative of Venice, Irina was able to create caustics— magical refractions around the burning candle that offer a multitude of shades and lights brought to life by the flame within— making it as much a visual experience as an olfactory one.

The Aina Kari's fragrances are exclusively tailored by Perfumers Amelie Bourgeois and Anna Sophie Behagel from Flair Fragrance Creation Studio in Paris, and produced in the homeland of perfume, Grasse, in Southern France. Crafted using only the finest raw ingredients, the bespoke fragrances combine clean, contemporary scents with ancient resins that perfectly complement Aina Kari's storytelling.

Keeping with the Aina Kari's sustainability promise, every little detail has been well thought— Aina Kari uses only high-quality ecological packaging materials that are recyclable, biodegradable and FSC™ certified. Made from a combination of Algapaper (made from Venetian Algae) and Shiro Echo paper from renowned paper company Favini, the packaging boxes have been designed to be treasured as precious caskets and feature whimsical illustrations by Paolo Gallina. The talented illustrator and comic book artist from Treviso has depicted the story behind each Aina Kari collection in each of the four sides of the packaging, granting it with striking originality. Furthermore, Aina Kari uses cushionpaper for all its shipping and deliveries, successfully reducing CO2 emissions, lessening problems related to disposal and reducing the amount of paper needed to make a sheet of corrugated cardboard by up to 70%.

THE AINA KARI COLLECTIONS



Aina Kari's debut is comprised of four collections— **On The Stage**, **Play**, **With Confidence**, and **Coriandoli**. Each collection pays tribute to some of the greatest periods of Italy's artistic legacy: the Italian theaters, the iconic masks of Commedia dell'Arte, the first women who in the seventeenth century first took to the stage, and Venice's 1600th anniversary.

On The Stage Collection

Dedicated to the most iconic Italian theaters, Royal B. Candle and Fenice Candle aim to make you feel and breath the atmosphere of these spectacular theaters, considered real architectural gems. On The Stage Collection features a contemporary look enhanced by the timeless *fenice* pink and royal purple colours of their Venetian glass.

Joyful Soirée Fragrance: featuring trendy and modern notes of milk and leaf fig, headed by Italian citrus and fresh bergamot open us a window to luminous and colorful Naples' morning spirit. All embraced by the oriental elegance of amber wood and powdery white musk.

The illustration representative of On The Stage Collection portrays a *Loggione* as a homage to Italy's magnificent theaters.

Play Collection

Inspired by the famous Venetian *Fazzoletto* (Venetian Handkerchief), Lively Candle and Fancy Candle perfectly combine traditional techniques with a contemporary design. Crafted using the techniques of overlay glass "Murano jacketed glass", Play Collection's curious shapes are obtained by submerging the blown artifact, still attached to the pipe, in a series of pots containing glass of different colours, resulting in the chromatic poetry of this candle masterpiece.

Mysterious Venice Fragrance: featuring a scent inspired by the enigmatic voyages of Marco Polo into exotic lands, where 1001 nights were mixed with sumptuous perfumers conjuring up ideas of far away luxuries.

The illustration of Play Collection pays tribute to the beauty and originality of the characters of Commedia dell' Arte, when masks were symbols of playful and joyful moments.

With Confidence Collection

Diva Candle and The First Candle were designed as a homage to women's emancipation journey, from the first women taking to the theatre stages in the early 1600s to the catwalks of today in Milan, Capital of Fashion. The sinuosity of these Venetian vessels is reminiscent of the curves in a woman's body and has been designed with passion for an effortless sense of craftsmanship. With Confidence is a collection for sophisticated design lovers that dare to be bold while enjoying a unique bespoke fragrance.

Cosmopolitan Fragrance: featuring a sweet, cool mixture of sage tones and feminine vibrant florals, where iris' earthy notes are perfectly combined with the woody violet and softened by warm vanilla, almond and cherry scents, like in a perfect cosmopolitan night out.

Coriandoli Collection

This precious collection was designed as a tribute to the 1600 years of history and beauty of Venice; to celebrate joy, fun and happiness. Presenting Mille and 600, each item of the Coriandoli Collection is mouth-blown to show its uniqueness and celebrate a truly unique city in the world. The simple, rounded forms of the vases were inspired by the city fountains, a vital element in Venetian daily life. Coriandoli Collection features a very particular handmade technique, *decorazione a macchia*, created by layering applications of coloured pigments so the transparency of the Murano glass leave space to a cheerful fantasy.

Jardin Fleuri Fragrance: Immerse yourself into a delightful garden walk, wrapped up by Egyptian jasmine and Petitgrain. Feel seduced by a bright floral blend of cyclamen and precious orange blossom during on your joyful pace.

The illustration of Coriandoli Collection pays tribute to Venice's 1000-year-old tradition of artistic glass crafts.

NOTES TO EDITORS

Aina Kari's Comedia dell'Arte – Trilogy (On The Stage, Play, and With Confidence collections) was recently shortlisted at **Isola Design Awards 2021** in the category Best Product Design.

During **Milan Design Week 2021**, Aina Kari's With Confidence Collection will be showcased at AQVA Project, an exhibition of bespoke artisanal pieces inspired by water and curated by Artmest, at the prestigious Senato Hotel Milano.

Aina Kari is expected to showcase at **EDIT Napoli 29th-31st October 2021**, a selective and an innovative design fair created to support, promote and celebrate a new generation of designers.



About Aina Kari Considered Home Fragrance

The name Aina Kari relates to a Persian style of architectural decoration dating back to the 15th century, where fragments of Venetian glass were used to decorate the interior of royal Persian palaces. The colorful glass had shattered during transportation from the old continent so was used by Iranian artisans to create beautiful mosaics that reflected and refracted light to dazzling effect.

Born at the axis of Italian design, between Milan and Venice, Aina Kari Considered Home Fragrance is the result of a transparent and collaborative creative process between talented and eco-conscious individuals that strive to change the world for the better. Founded by Marina Cighir, Aina Kari Considered Home Fragrance is a brand proudly "Made in Italy", handcrafted and meticulously curated to be the world's first brand of high-end candles that thoughtfully combines sustainable materials with ancient artisanry, cultural heritage, and contemporary designs.

The Aina Kari manifesto is built upon considering people and the planet when making their products, honouring traditional craft whilst involving young artists and creative designers in every process. Aina Kari Considered Home Fragrance pays tribute to the elegance and mastery of Italian artisanal craft, where colors and shapes, old techniques and new designs meet to enhance Italian arts and its rich history.

www.aina-kari.com

About Marina Cighir

Inspired by a desire to create a brand that was sustainable and ethical without compromising on the design, Marina Cighir decided to create her own home fragrance brand. After having worked for different world-renowned brands in Italy as well as abroad, most recently for Newell Home Fragrance, Marina Cighir was capable of recognizing the truly performing fragrances before embarking on a new project for a greater good, one that incorporates two of her passion: home fragrance and high-end design. Thanks to her long working experience for renowned scented candle brands, she now pairs Italian craftsmanship with world designers interested with the aim to preserve the heritage of artisanship.

Marina's mission is to give a voice to the incredible Italian artisans in a sustainable and conscious manner; to promote the legacy of Italian art and beauty at the same time creating awareness on the impact behind production processes and sourcing materials— not only towards the consumers, but also with the suppliers.

About Irina Flore

Irina Flore is a multidisciplinary designer based in Portland, USA and the founder of Studio Flore. Fascinated by her surroundings and inspired by nature, Irina Flore works in constant research on materials and shapes, focusing on the importance of designing objects that improve our everyday life experience while also preserving the human connection with nature. Growing up in a family of craftspeople in Romania, she grew up building furniture for her dolls instead of playing with them. Today, craftsmanship is essential to her design practice.

www.irinaflore.com

To request further information, hi-res images, interviews or Q&A's, please contact:

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