

Lapuan Kankurit

no I **WAY OF LIVING** 2017

LINEN & WOOL



YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover:

MAIJA blanket

130x200 cm + fringes, col. white-rose
washed linen-tencel-cotton,
design Lapuan Kankurit

CORONA UNI blanket

130x170 cm + fringes, col. rose
100% wool, design Marja Rautiainen

KETO blanket

130x170 cm + fringes, col. rainy
blue-white and rose-white, 100% wool,
design Lapuan Kankurit

CORONA UNI cushion cover

50x40 cm, col. rose
100% wool, design Marja Rautiainen

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TSAVO scarf

70x200 cm, col. blueberry-mint,
pink-cloudberry, and grey-white
100% washed linen, design Mifuko

**LAPUAN KANKURIT
WAY OF LIVING**

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www.lapuankankurit.fi



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TOGETHER

We are proud to celebrate Finland's Centennial of Independence with the theme: TOGETHER. Working together, we will make this year of 2017 into a year of amazing new and continuing co-operations.

We have already accomplished so much in the first couple of months by coming together with other Finnish brands for International Projects and Exhibitions. One in particular was the beautiful and successful Koti (Home) Project in Paris, designed by the talented *Linda Bergroth*. We have added incredible designs from *Mifuko* and *Teemu Järvi Illustrations* to our Collections. To top all of that off we have begun an environmental campaign with *The John Nurminen Foundation* to cleanse the Baltic Sea!

2017 is not only Finland's 100th year of Independence it is also the 100th anniversary of Textile Craftsmanship in Lapua! In this edition of our magazine, you will dive into the incredible story of our beloved Founders: *Liisa* and *Juha Hjelt*.

We are privileged to continue to weave textiles in Finland, using natural, clean organic materials. We will keep it that way with the opening of our new logistic building in Lapua, which shall be completed this summer and have all the new looms weaving by autumn.

Together we will make 2017 an unforgettable year of new beginnings and new co-operations! We can make this happen...

Together

Jaana and Esko Hjelt

Fourth generation weavers

LH





AALLONMURTAJA design Reeta Ek
supporting the **CLEAN BALTIC SEA** project

towel: 95x180 cm, 100% washed linen / seat cover: 46x150cm, linen-bio-organic cotton
sauna pillow: 20x46 cm, linen-bio-organic cotton with polyester fiber filling





USVA napkin 47x47 cm, col. blue, blueberry, and bright blue 100% washed linen
RUUT runner 48x150 cm, washed linen-organic cotton, col. white-blueberry, design Heini Riitahuhta
KALA tea towel 48x70 cm, washed linen-organic cotton, col. white-blueberry, design Makoto Kagoshima
LIISA tablecloth 150x260 cm, col. white-blue, 100% washed linen, design Lapuan Kankurit

Welcome to visit our stores!

We have a wide selection of our own products and other interesting, delightful lifestyle items that breathe our values – buy them for yourself, as a gift or to remind you of your visit to Finland.

LAPUA OUTLET STORE

In October 2015, we opened our new outlet store in Lapua, at the culture centre Vanha Paukku. Our spacious and charming store is located in the cultural centre Vanha Paukku. We're using the former tool factory premises of Lapua Ammunition Factory (Lapuan Patruunatehdas) – a company that owned and used the buildings until a dramatic accident took place in the factory premises in April 1976.

The former factory complex nowadays houses a number of shops and entrepreneurs, a 200 seat Alajoki auditorium, meeting rooms, a cafeteria, a movie theatre, a local theatre group, the Lapua Art Museum and the municipal library.

The factory surroundings also offer a home for the Music Institute and the Adult Education Centre of Lapua – and of course the historical museum of the Lapua Ammunition Factory.
www.vanhapaukku.fi

Lapua Outlet Store

Kulttuurikeskus Vanha Paukku
Kauppakatu 23

62100 LAPUA, FINLAND

Tel. +358 50 527 57 28

myymala@lapuankankurit.fi

Mon–Fri 11 am–6 pm, Sat 10 am–3 pm

**In July we're open Monday to Friday 10 am to 6 pm,
Saturdays 10 am to 3 pm, Sundays noon to 3 pm.**

HELSINKI STORE & STUDIO

Lapuan Kankurit Store&Studio in Helsinki is located in the Tori Quarter – a unique Empire style centre at the heart of Helsinki between the Helsinki Cathedral and the Market Square, just five minutes from the Central Railway Station and other major landmarks.

The Tori Quarter has many design shops, restaurants, coffee houses, services, museums and summer terraces. It is a fascinating destination for domestic and international visitors to enjoy urban life, shopping, dining and culture. Formerly an area housing mostly administrative offices, the streets and inner courtyards of the district have now been transformed into an area offering relaxation and novel experiences with pedestrian access.

www.torikorttelit.fi

Helsinki Store&Studio

Katariinankatu 2

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Mon–Fri 11 am–6 pm, Sat 10 am–4 pm

**In June–August we're open Monday to Friday 10 am to 6 pm,
Saturdays 9 am to 4 pm, Sundays noon to 4 pm.**

*Suomi
Finland*
100

Woven in Finland 2017



**MADE
BY
FINLAND**

Lapuan Kankurit is part of the Association for Finnish Work's Made by Finland campaign. Part of Finland 100 festivities, the campaign shows how the Finnish welfare is built and encourages us to be proud of Finnish work. In Lapuan Kankurit products the campaign is shown in Woven in Finland 2017 labels.

“We at Lapuan Kankurit have a hundred years of weaving history behind us. We are extremely proud and happy to be able to continue weaving in Finland still today. Our massive 1.5 million euro investment at our weaving mill in Lapua is a clear indication of our determination to build Finland together for the next hundred years to come”, say the owners of Lapuan Kankurit **Jaana and Esko Hjelt**.

Esko Hjelt is putting corporate responsibility into action and believes that the inspiring story of Finnish know-how will bear fruit worldwide.

We stand out in the global market, because we offer high-quality, well-finished designs. Our whole business concept is based on our own production, continuous product development, cooperation with top designers and our own technical innovations, says CEO Esko Hjelt.

LARGE INVESTMENTS BRING JOBS FOR LOCALS

To ensure continuous product development and growth, the family business with 4.8 million euros of revenue wants to invest almost two million euros specifically in Finland over two years.

The investments will expand the mill by about a third, with a local building company in charge of the construction. In terms of building materials and equipment, Lapuan Kankurit puts its trust in Finnish suppliers. The neighbouring area has plenty of building expertise and building material and equipment industry on offer.

SKILFUL WORKERS AND TRACEABILITY

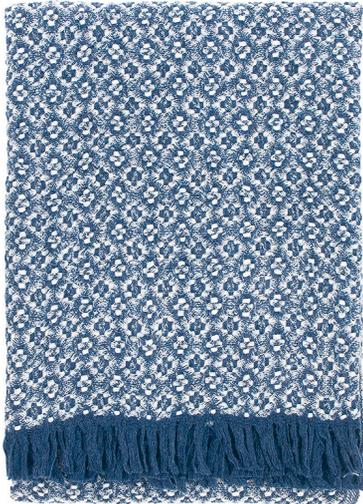
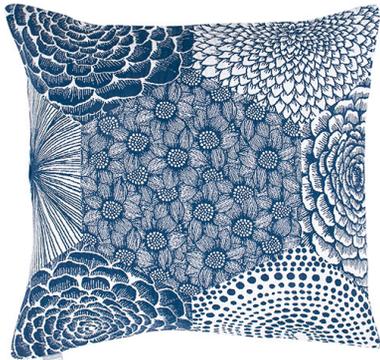
Lapuan Kankurit has their own means of production, therefore not having to

decentralise their manufacturing into a long global chain. The most integral parts of Textile Production: product development, purchasing, programming, warping, preparing, weaving, finishing, drying and inspection all take place at the company's own weaving mill in Lapua. Assembly not done in house are subcontracted to sewing companies in the neighbouring area and at their own associated company's premises in Lithuania.

We know the makers of our products and we are proud of their expertise. As well as our own professionals, our certified European yarn suppliers play an important role in our product development. The linen fibre we use is 100% European, and our yarn is dyed in our European yarn suppliers' own dye-houses and domestically in our neighbouring municipality.

We firmly believe that the basic concepts behind Lapuan Kankurit's business operations; keeping control of our own production, continuous product development, our own technical innovations and collaboration with top designers will carry us through into the future.

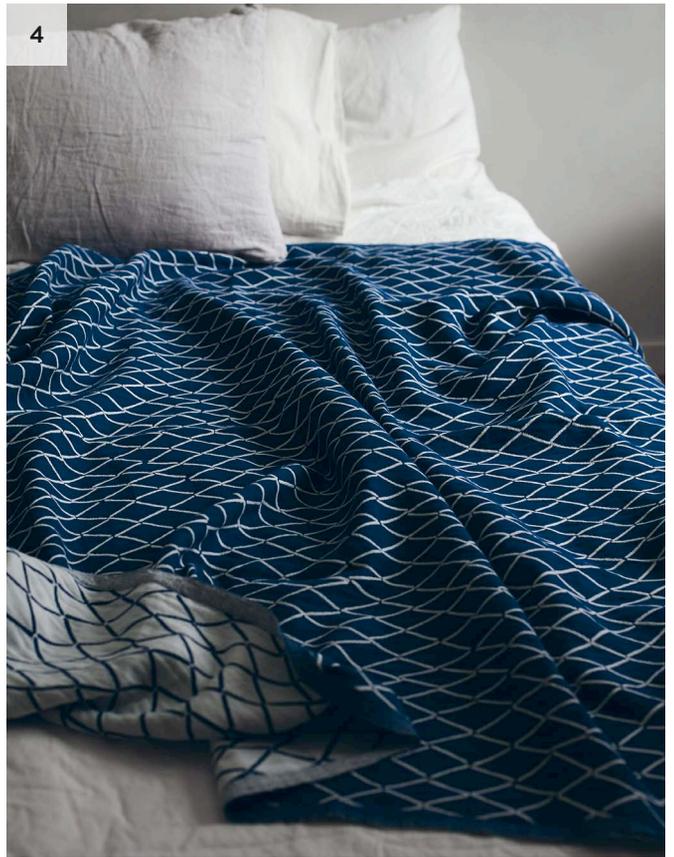
Made by Finland campaign is a part of the Association for Finnish Work's member companies' and cooperative organisations' Finland 100 festivities, celebrating the centenary of Finland's independence in 2017. More than 80 member companies of the Association for Finnish Work are involved in the campaign. Made by Finland is an official part of the 100 years centenary program for Finland.



RUUT cushion cover 50x50 cm, col. white-blueberry, washed linen-bio-organic cotton, design Heini Riitahuhta
KETO blanket 130x170 cm + fringes, col. rainy blue-white, design Lapuan Kankurit

TERVA towel 85x180 cm, col. white-multi-blueberry, washed linen-tencel-cotton, design Lapuan Kankurit
ESKIMO bag 40x60 cm, col. white-blueberry, 100% bio-organic cotton, design Reeta Ek

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- 1 / **AINO blanket** 130x170 cm + fringes, col. blueberry-turquoise, 100% wool, design Aoi Yoshizawa
2 / **RUUT runner** 48x150 cm, col. white-blueberry, washed linen-organic cotton, design Heini Riitahuhta
3 / **MAIJA towel** 48x70 cm, col. white-blueberry, washed linen-tencel-cotton, design Lapuan Kankurit
4 / **ESKIMO tablecloth / blanket** 140x240 cm + fringes, col. white-blueberry, washed linen-bio-organic cotton, design Reeta Ek
ILTA bedding set 150x210 cm + 55x65 cm, col. white and linen, 100% washed linen



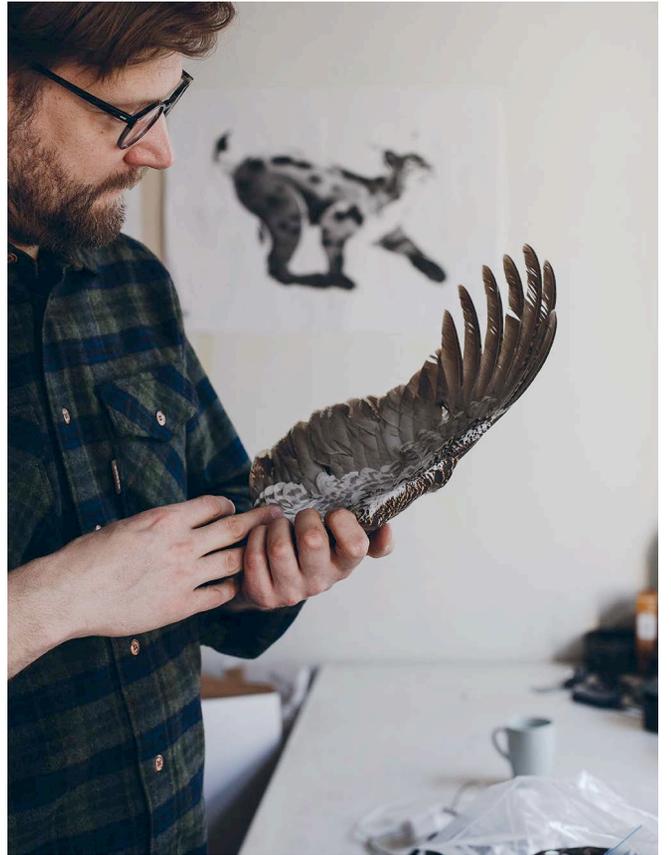




The Wonders of Wilderness

**Artist and designer
Teemu Järvi's work captures
the wild simplicity of nature.**

Text Aino Hyyryläinen Photo Katja Lösönen





MARIA blanket 130x180 cm + fringes, col. grey-white, 100% wool

Previous spread: **KÄPY x Teemu Järvi runner** 46x150 cm, col. white-black, linen-bio-organic cotton, design Teemu Järvi

HUUHKAJA x Teemu Järvi towel 46x70 cm, col. white-black, linen-bio-organic cotton, design Teemu Järvi

Teemu Järvi describes his work as observing and interpreting nature.

“I want to capture that moment of coming face to face with a wild animal, because it’s over in an instant”, he says.

The animals may run away, but drawing them captures the childlike wonder Teemu says is present whenever he’s in nature. Some of these moments are also captured in the kitchen textiles he designed for Lapuan Kankurit. “I’m the type who questions everything. But I don’t question nature”, he says.

Teemu’s background in furniture design is still visible in his work.

“I’m interested in the entire process from idea to finished product”, he says. His designs are always part of a whole, which also reflects his relationship with the forests and lakes of Finland.

“Nature can deepen our understanding of ourselves.”

Teemu’s passion for nature also fuels his cooperation with Lapuan Kankurit. His illustrations are combined with natural materials, which gives them a uniquely authentic feeling: the textiles are made to last for generations.

“I wanted the KÄPY table runner to look like someone just scattered pinecones on the table”, Teemu describes one of his designs.

Lapuan Kankurit has known Teemu for several years and praise him for his passion and commitment to his work. Valuing nature and sustainability connects the designer with Lapuan Kankurit, whose products are known for natural colours, materials, and designs.

Teemu utilises tools that also celebrate Finnish nature.

“I use reed pens and ink”, he explains. While he says he usually likes order and coherence, he enjoys the mystique these tools enable.

“I fell in love with chance. You can’t fix ink and I find that’s where I take risks”, he ponders.

Teemu describes himself as a hunter-gatherer an aspect he also embraces in his work. Instead of bamboo, his pens are made with Finnish reed.

“I feel like I’m drawing nature with nature itself”, he describes his work.

“I’m happiest when I’m roaming in wilderness”, Teemu Järvi says. For him, nature is – and has been ever since he was a child – a place where his thoughts and creativity can develop in peace.

He finds switching from the fast-paced urban life to a calm state of creativity requires effort. Spending time in nature takes him back to a simple way of living.

“Urban life is constantly changing. That’s why roaming in nature feels so grounding”, he says.

“Things don’t require immediate reaction.”

He may be an adult now, but for him, being in nature is the same it’s always been.





HUUHKAJA x Teemu Järvi apron 120x70 cm, col. white-black,
linen-bio-organic cotton, design Teemu Järvi



HUUHKAJA x Teemu Järvi oven glove
col. white-black, linen-bio-organic cotton, design Teemu Järvi
PORO x Teemu Järvi apron 80x90 cm, col. white-black,
linen-bio-organic cotton, design Teemu Järvi



PORO x Teemu Järvi towel 46x70 cm, col. white-black, linen-bio-organic cotton, design Teemu Järvi

THE 100 YEARS OF TEXTILE CRAFTSMANSHIP

Passion for Weaving

This is a story about love, passion, despair and success. Had the founders Juha and Liisa Hjelt never met in a rural dance hall and fallen in love, there would be no story of Lapuan Kankurit to tell today.

Text **Maria Mäkelä** Photo **Katja Lösönen**

100 YEARS OF WEAVING IN LAPUA, FINLAND

- **1917** Juha's grandfather Juho Annala founds Felt Boot Factory; *Lankilankosken villa- ja huopatossehdas*
- **1930's** Juha's father Esko U.Hjelt and uncle Erkki Annala founded dyehouse and laundry; *Lapuan pesu ja värjäämö*, later becoming a Weaving Mill
- **1939** Juha Hjelt was born
- **1954** Juha starts working for his uncles' Erkki and Esko Annala's Weaving Mill; *Värikutomo*
- **1973** Juha and Liisa Hjelt founded *Lapuan Kankurit* (Weavers of Lapua)
- **1995** Juha's son Esko Hjelt started working at the weaving mill
- **1999** Esko and Jaana Hjelt take charge of Lapuan Kankurit
- **2017** A Hundred Years of Textile Craftsmanship in Lapua, Finland

In 1917 *Juho Annala*, the grandfather of *Juha Hjelt*, founded a felt boot factory in Lapua, Finland. In 1937, Juha's father and uncle bought their first weaving machines. This was the beginning of the story of Lapuan Kankurit.

When Juha turned fifteen and got out of school, he was so eager to work at his uncle's *Esko* and *Erkki Annala's* weaving mill that he was already wearing his working overalls when he went to ask for a job.

I started the same day and worked there for twenty years. We made, for example; wool blankets for the army, but we also elaborated jacquard fabrics. I was an apprentice for an older weaving master who had worked in Belgium. When I thought there was nothing more left to learn, my wife *Liisa* and I started our own weaving mill in 1973 and named it *Lapuan Kankurit* (Weavers of Lapua).

INSPIRING NATURE

Weaving was different in the olden days, tells *Liisa*.



The designs had to be drawn in full-scale, on large paper sheets. There weren't many jacquard weaving machines in Finland, so I had to carefully wrap my designs in a tight package, run to the Lapua post office, ship them to Borås, Sweden. Weeks later, we received a pile of punch-cards in return and could finally start weaving.

When it came to designs, Liisa got inspiration from the Finnish nature; the forest, the fields and rivers of Lapua.

I am happy to see that although Lapuan Kankurit now works with international top designers and weaving is digitalised, everything is still based on nature. I see it in design motives, the colours, the ecological materials and in the way of doing things.

NEW GENERATION: ESKO AND JAANA

Their little son *Esko* – the CEO-to-be – loved spending time at the weaving mill.

At the age of four he would happily build castles out of cardboard boxes, in the middle

of clanking machines. We lived near the mill, and in the evenings if I had to go fix a machine, Esko insisted of coming along, Juha Hjelt says.

Lapuan Kankurit had their share of hardships, too.

Finland suffered in depression in the 1990's, and it hit us hard. From today's perspective we were crazy not to fire anybody – not once! We wanted to take care of our own people, no matter what, tells Juha Hjelt.

In 1999 Liisa and Juha executed succession to their son and his wife. Esko is a fourth generation weaver and was well educated and prepared to run the company, as well as *Jaana* was. They have taken the family's hundred years' skill and expertise to the next level.

We are so proud and happy to see how Jaana and Esko have developed our little company to a highly specialised international weaving mill.

*Juha and Liisa Hjelt,
the founders of Lapuan Kankurit 1973–1999*



KASTE bathrobe one size
100% washed linen, col. grey, design Anu Leinonen

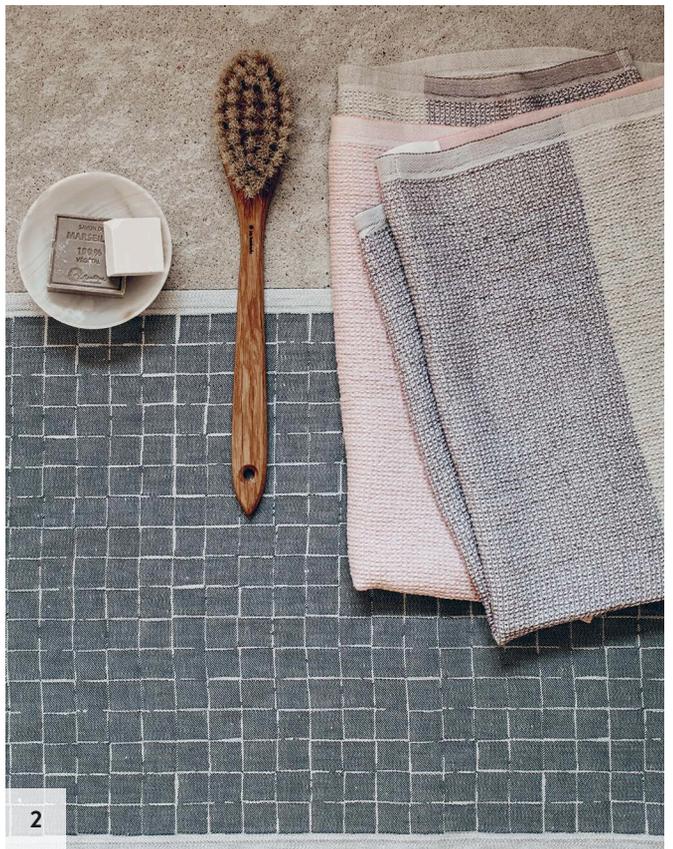


HALAUS scarf 70x200 cm+fringes, col. forest green,
100% washed linen, design Lapuan Kankurit



LASTU towel 48x70 cm, col. white-rose,
100% washed linen, design Masaru Suzuki

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- 1 / **SALKA runner** 46x150 cm, col. white-rose, linen-bio-organic cotton, design Marja Rautiainen
2 / **LASTU seat cover** 46x150 cm, col. white-grey, linen-bio-organic cotton, design Masaru Suzuki
TERVA towel 85x180 cm, col. white-multi-rose, washed linen-tencel-cotton, design Lapuan Kankurit
3 / **MAIJA dishcloth** 25x32 cm, col. white-rose, washed linen-tencel-cotton, design Lapuan Kankurit
4 / **UITTO towel** 95x180 cm, col. linen-black, 100% washed linen, design Reeta Ek
TERVA towel 65x130 cm, col. white-grey, washed linen-tencel-cotton, design Lapuan Kankurit
ONNI slippers linen terry, col. graphite, design Anu Leinonen







CORONA UNI poncho 125x75 cm + fringes, col. light grey,
100% wool, design Marja Rautiainen



TSAVO scarf 70x200 cm, col. grey-white,
100% washed linen, design Mifuko

MAIJA blanket 130x200 cm, col. white-grey,
washed linen-tencel-cotton, design Lapuan Kankurit



USVA tablecloth 150x260 cm, col. linen-grey, 100% washed linen, design Anu Leinonen
CORONA UNI blanket 130x170 cm + fringes, col. light grey, 100% wool, design Marja Rautiainen

Back cover: **KETO blanket** 130x170 cm + fringes, col. rainy blue-white, 100% wool, design Lapuan Kankurit

TSAVO pillow case 50x60 cm, col. blueberry-mint and grey-white, 100% washed linen, design Mifuko

USVA pillow case 50x60 cm, col. linen-grey, 100% washed linen, design Anu Leinonen



Lapuan Kankurit

SOUL WELLNESS — SUSTAINABLE DESIGN — NATURAL MATERIALS