



*Lapuan Kankurit*

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no 3 **WAY OF LIVING** 2017

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**LINEN & WOOL**

YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover:

**PANAMA MINI apron**

70x80 cm, col. linen  
linen-bio-organic cotton  
design Lapuan Kankurit

**LASTU tea towel**

48x70 cm, col. white-grey  
100% washed linen  
design Masaru Suzuki

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**TERVA bathrobe**

col. black-linen, black-graphite  
washed linen-tencel-cotton  
design Lapuan Kankurit

**LAPUAN KANKURIT  
WAY OF LIVING**

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Issue no 3, Winter 2017  
Printed by Copy-Set Oy, Helsinki



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# issue no 3 · 2017

## SOUL WELLNESS IN COLD WINTERS

Winter is once again upon us. Here in Finland, that means spending time indoors with friends and family, and staying warm. We bathe in the sauna and curl up inside a warm blanket. We enjoy what the Danes call hygge.

Our collections have always embraced soul wellness. Warm woollen blankets and linen kitchen towels keep our souls nurtured and warm while the cold winter winds take over. Soul wellness invites us to spend time with family.

Family also inspires our designer Reeta Ek. She was recently chosen as Young Designer of the Year, and her patterns can be inspired by anything from the pavements near her home to playing with her sons.

When days get dark, our homes come alive as we invite friends to share a meal with us. Author and blogger Malin Elmlid trades sourdough bread for stories and experiences. The scent of freshly baked bread reminds her of home.

We're so used to winters that we hardly notice how they affect us. With hygge becoming an international phenomenon, we think perhaps people outside Scandinavia see our winters better than we do. Lapuan Kankurit recently opened a shop in Japan. We're thrilled that Finnish design can bring soul wellness to people all over the world.

We hope you have a warm, beautiful winter with us.

*Jaana and Esko Hjelt*  
**Fourth generation weavers**

**KUKAT runner**

48x150cm, col. white-black  
washed linen-bio-organic cotton  
design Makoto Kagoshima









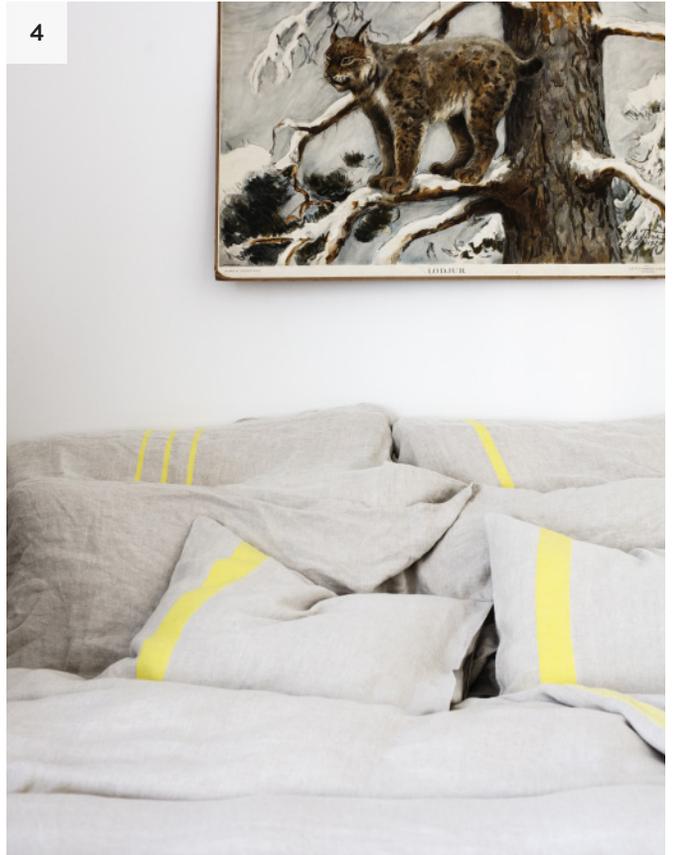
COLLECTING STORIES

# with Bread

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**Stories are always present in author and blogger *Malin Elmlid*'s life, from baking bread to sewing clothes from authentic materials.**

Text Aino Hyyryläinen Photo Katja Lösönen



Malin started her project The Bread Exchange simply because, living in Berlin, she couldn't find white sourdough bread and started baking her own.

"I had too much and I gave it away", she says. At first, people brought her gifts but when they started offering her money, she refused. To her, stories and people's positive energy are more interesting.

"It was nice to have an area in my life that didn't involve money", Malin says. Soon, Malin started traveling around the world with her sourdough. She documents these travels on her blog The Bread Exchange. She's also written a book with the same name.

Malin's life seems to revolve around stories and a love for people. She celebrated her wedding in early autumn, and describes the day as a patchwork of all the people she's loved. She designed the wedding dress herself from Kaste linen towels woven by Lapuan Kankurit, and combined them with lace from her great aunt.

"We've had our second base in Finland for two years, so it felt natural that the material came from here."

Before the wedding, she took a week for herself and travelled to Bangkok to make the dress together with a familiar tailor. During the same trip, she also sewed linen shirts for her son from Lapuan Kankurit scarves. The process of making linen and wool products draws her to them.

"Lapuan Kankurit tells a story through their material", she says.

History appeals to Malin and is always present in her life. She finds history flowing through

everything, and if something distinctly lacks a history, she doesn't find it very interesting. To her, history is the soul of everything.

"It just makes everything more colourful", she describes.

The same applies to bread. Baking with your mother's or grandmother's recipe will always be better than anything else.

"All the stories of my encounters are the secret fourth ingredient of my breads", she says.

Something as simple as a loaf of bread can connect people in exceptional ways.

"Bread has to be shared, because we don't finish it on our own", Malin describes.

To her, bread is a metaphor for food in general. Being invited to share a meal is a strong gesture – a friendly invitation.

"Bread also plays a role in many religions, but I think it goes beyond that. Bread is the smell of home. It's the definition of home."

It's hard to imagine any other item that would have so much value.

"Bread can't turn against you", Malin says and lets out a warm laugh.

Her journeys have certainly taken Malin to phenomenal places and allowed her to share bread with exceptional people. To her, that means all of them.

"I think that's the key to why The Bread Exchange stayed successful. I didn't capitalize it or choose who to trade with", she analyses. Each moment brings something new and inspiring to her life.

"A trade with a school class can be as inspiring to me as a trade with the biggest art collector in Germany", she says. Each experience carries wonder and a constant passion for story.



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**LASTU tea towel** 48x70 cm,  
col. white-brown, white-petroleum, 100% washed linen,  
design Masaru Suzuki

**VERSO runner** 46x150 cm, col. linen-white,  
linen-bio-organic cotton, design Masaru Suzuki

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**KUKAT cushion cover** 50x50 cm, col. white-petroleum  
washed linen-bio-organic cotton, design Makoto Kagoshima

**KUURA blanket** 130x180 cm, col. petroleum-white  
100% wool, design Laura Laivamaa

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**PANAMA MINI apron** 70x80 cm, col. linen, linen-bio-organic cotton, design Lapuan Kankurit  
**LASTU tea towel** 48x70 cm, col. white-grey, 100% washed linen, design Masaru Suzuki







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**VERSO hot water bottle** capacity 2 liters, col. beige-white  
100% wool cover, design Masaru Suzuki  
**ALVA blanket** 130x170 cm+fringes, col. brown,  
100% wool, design Marja Rautiainen

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**PAANU sauna pillow** 20x46 cm, col. black-brown,  
linen-bio-organic cotton, design Marja Rautiainen

**PAANU sauna seat cover** 48x150 cm, col. black-brown,  
linen-bio-organic cotton, design Marja Rautiainen

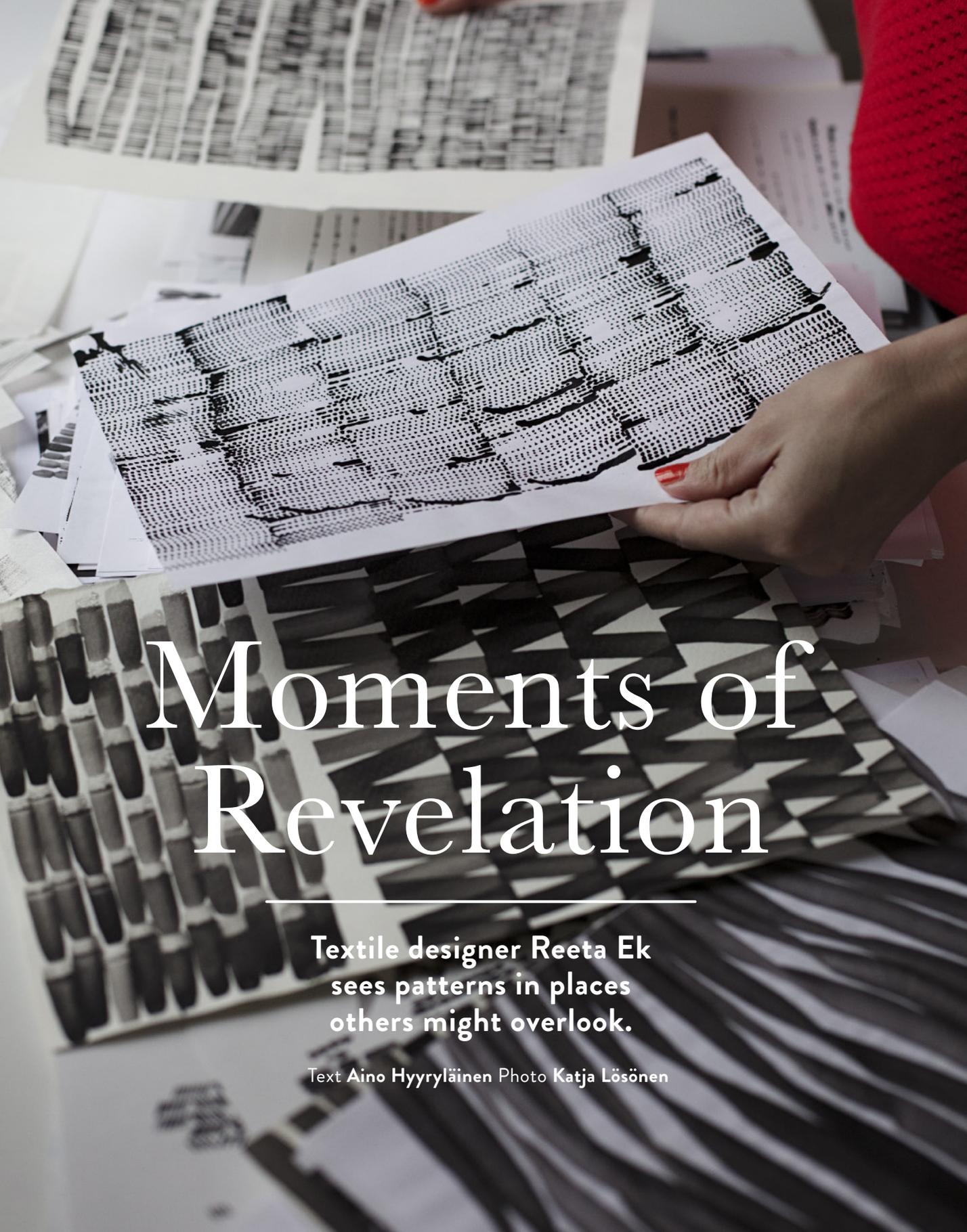


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**TERVA towel** 85x180 cm, col. black-brown, 65x130 cm, col. black-multi-brown, washed linen-tencel-cotton,  
design Lapuan Kankurit

Young Designer of  
the Year 2017





# Moments of Revelation

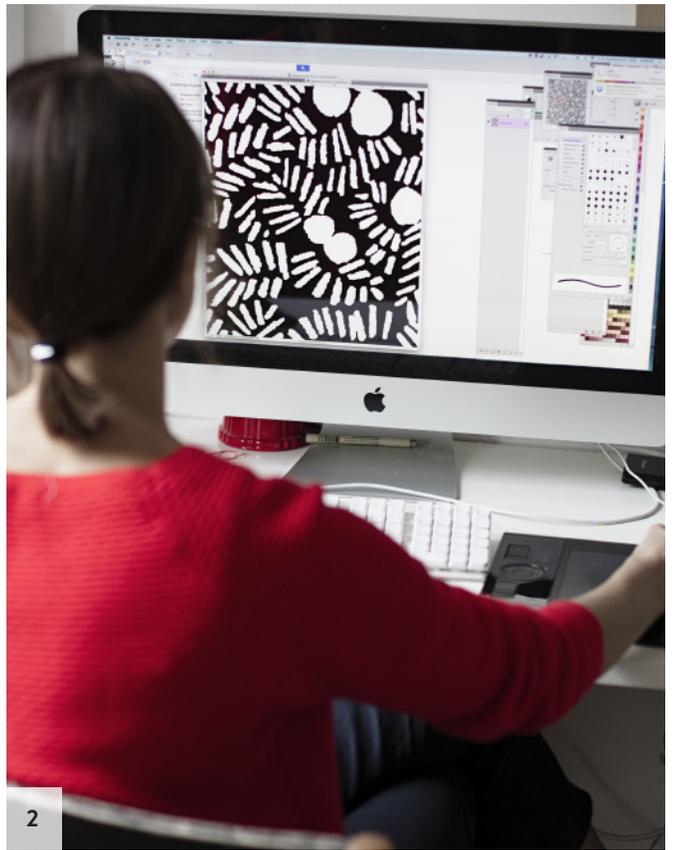
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**Textile designer Reeta Ek  
sees patterns in places  
others might overlook.**

Text Aino Hyryläinen Photo Katja Lösönen



1



2



3



Previous spread: **ESKIMO bag** 40x60 cm, col. beige-white, 100% bio-organic cotton, design Reeta Ek

1/ **AALLONMURTAJA** inspiration at the Lauttasaari Bridge 2/ **KATAJANMARJA** sketches  
3/ **MESI blanket** 140x180 cm + fringes, 100% wool, design Reeta Ek **ESKIMO cushion cover** 50x50 cm, col. blueberry,  
100% wool, design Reeta Ek (other cushion covers private)

Surface, structure, rhythm. These elements are at the heart of textile designer Reeta Ek's work, and they can be found everywhere, even in the smallest of details. They are patterns on the pavement and art her children paint.

"My son brought me a drawing. He'd poked the paper with a felt pen so that the colour spread", Reeta describes. He thought it might make a nice pattern – and she agreed.

"The sketch is saved on my computer", she says and smiles.

As a visual person, Reeta is constantly discovering new ideas. Her computer stores hundreds of sketches that she regularly revisits to find inspiration.

"You develop an intuition for what makes ideas interesting", she says. "Ultimately, it's the work itself that inspires. You have to go through many scribbles to find the one good concept." To her, any idea has the potential to grow into an intriguing design.

**AALLONMURTAJA**, one of Reeta's most recent designs for Lapuan Kankurit, was inspired by the Lauttasaari Bridge. She was walking around with her camera, ready to photograph anything that might stir her imagination. The wavy surface on the bridge pavement reminded her of sketches she'd made.

"It was a moment of revelation, noticing that my sketches were linked to the things I saw around me."

Making that new connection sparked her interest in the design.

"It expressed my thinking back to me", she describes the experience.

One of Reeta's first designs for Lapuan Kankurit was **TULITIKKU** in 2012. Since then, she's worked together with the company on several projects and finds the work a joy.

"I think every Finnish designer wants to work

with them. They represent honest, down-to-earth work", she says. "It's wonderful that they weave their products in Finland."

Reeta describes her design process as part of a whole, and working with Lapuan Kankurit ensures that each step of the process works, from choosing the right materials to packaging and presenting the finished product.

Design Forum Finland recently chose Reeta as Young Designer of the Year – an honour which has since resulted in many interviews and events. Normally, her workdays consist of everything from sketching to ordering prints and answering e-mails.

"If I'm sketching, I like to dedicate the day to just that", she says. Ideally, she'd reserve several days in a row for discovering new ideas.

Once the sketches are done, she scans them onto her computer. Reeta says that employing technology feels like a natural part of her design process.

"Adding colours helps me see the repeatable patterns the sketch could turn into."

Although the computer is a pivotal part of her work, Reeta says that she always begins sketching by hand.

"I think my design process has become more precise over the years", Reeta analyses. Experience has taught her what interests her and how to focus on those elements.

She also mentions that kindness towards yourself and your work is an important part of finding and maintaining inspiration. Downplaying your own ideas never works.

"I hope that the more I work, the kinder I become towards myself", she says, then lets out a laugh.

"I'd like to remember that things aren't always that serious."

*Suomi  
Finland*  
**100**



**MADE  
BY  
FINLAND**



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**USVA duvet cover + pillow case** 150x210 cm, 50x60 cm,  
col. linen-grey, 100% washed linen, design Anu Leinonen

- > **VINTERSTUGA tea towel** 46x70 cm, col. white-petroleum,  
linen-bio-organic cotton, design Anna Savolainen  
>> **SADE tea towel** 46x70 cm, col. white-grey,  
linen-bio-organic cotton, design Aoi Yoshizawa



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**KAARNA scarf** 27x200 cm, col. light grey,  
100% wool, design Lapuan Kankurit

< **AALLONMURTAJA towel** 95x180 cm  
col. white-blue, 100% washed linen, design Reeta Ek

## 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.

*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.*



#### EXPANDING OUTSIDE FINLAND

### **The first Lapuan Kankurit shop outside Finland opened in Tokyo, Japan in early September. Similar views unite Finnish and Japanese people.**

Lapuan Kankurit exports over a half of their products and their connection with Japan and Japanese clients is especially strong. Marketing Manager **Jaana Hjelt** says that Lapuan Kankurit has worked with their importer for almost ten years. “Now it seems people want more than individual products – they want to immerse themselves into our lifestyle.” This need was fulfilled in September, when Lapuan Kankurit opened their first shop-in-shop outside Finland. Lapuan Kankurit can be found in the Slowhouse shop in Futako Tamagawa.

In Finland, Lapuan Kankurit shops are located near cultural centres, so they searched for a similar location in Tokyo. Last summer, they visited different shopping centres before finding the one in Futako Tamagawa. “It’s different than the shopping centres in central Tokyo”, Jaana says. “There’s more space and the surroundings are greener.” Finding a suitable place is no easy feat, and locations like the one in Futako Tamagawa are

hard to come by. Jaana is pleased that Lapuan Kankurit found its place. “People are clearly interested in our products. The shop really looks like us”, she rejoices.

The Japanese shop opened in early September. Jaana took part in the opening, and introduced Finland and Lapuan Kankurit to interested clients and reporters. “They were keen to learn about Finnish design and our company”, she says.

Finnish design appeals to Japanese clients because people in both countries share an appreciation for nature and craftsmanship. “Finnish and Japanese design also resemble each other”, Jaana describes. Lapuan Kankurit always maintains a spirit of craftsmanship in their weaving, and nature inspires many of their designers. “Japanese people appreciate authenticity and knowing the origin of the products they buy”, Jaana says. She’s planning to visit the shop in Tokyo again in November.

## ONLINE STORE

Shop from where and when you like. Shopping at our online store is convenient and hassle free.

Our online store has all of our great products, but it also gives you a peek into the real workings and the people behind Lapuan Kankurit. Take a look at some detailed information on the designers, materials, our weaving mills and the production of our lines at [www.lapuankankurit.fi](http://www.lapuankankurit.fi)

Get inspired and share your own thoughts, photos and ideas about our products using our hashtag **#lapuankankurit** on Instagram. Browse through our lifestyle image gallery and our brochures to help you become inspired.

**Subscribe to our newsletter** to stay abreast with our latest news, special offers, events and new products.

**We ship to the following EU countries:** Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Holland, Italy, Luxembourg and Sweden.

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## LAPUA OUTLET STORE

Our outlet store at the cultural centre, Vanha Paukku in Lapua opened in October 2015. It is an open spacious store full of charm with an interesting history as the Lapua Ammunition factory (Lapuan Patruunatehdas) whom resided in the building until a dramatic accident closed their doors in 1976.

The former factory today houses a number of shops, museums, a 200 seat Alajoki auditorium, meeting rooms, a restaurant, a movie theatre, the Lapua Art Museum and the municipality's library.

Inside the old factory is the home of the Music Institute and the Adult Education Centre of Lapua.

[www.vanhapaukku.fi](http://www.vanhapaukku.fi)

### Lapua Outlet Store

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Tel. +358 50 527 57 28

[myymala@lapuankankurit.fi](mailto:myymala@lapuankankurit.fi)

Mon-Fri 11 am-6 pm, Sat 10 am-3 pm

**Check website for December opening hours**

[www.lapuankankurit.fi](http://www.lapuankankurit.fi)

## HELSINKI STORE & STUDIO

In the heart of Helsinki, between the Helsinki Cathedral and the Market Square lies our Lapuan Kankurit Store & Studio. It is nestled in the Tori Quarter, a unique Empire style area downtown just a few minutes from the Central Railway Station and other notable landmarks.

You will find many design shops, restaurants, cafés, services, museums and beautiful terraces to enjoy. It is a hint of the fascinating urban life for either locals or visitors of our great little city. Shopping, dining and culture packed between a few quaint streets. You can walk through the whole area which has been transformed into a relaxing novel experience from its past, which was that of an area housing mostly administrative workers.

[www.torikorttelit.fi](http://www.torikorttelit.fi)

### Helsinki Store&Studio

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Mon-Fri 11 am-6 pm, Sat 10 am-4 pm

**Check website for December opening hours**

[www.lapuankankurit.fi](http://www.lapuankankurit.fi)





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**HETA scarf** 65x205 cm + fringes, col. beige-black-orange, wool-linen, design Heta Vajavaara



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**CORONA UNI hot water bottle** capacity 2 liters, col. brown  
100% wool cover, design Marja Rautiainen  
**CORONA UNI cushion cover** 50x40 cm, col. brown  
100% wool, design Marja Rautiainen



**KASTE penny** Unisize, col. linen-red, 100% washed linen, design Anu Leinonen  
**KASTE tea towel** 48x70 cm, col. linen-red, 100% washed linen, design Anu Leinonen **LASTU tea towel** 48x70 cm,  
col. linen-red, 100% washed linen, design Masaru Suzuki

*Back cover:* **PAANU sauna seat cover + sauna pillow** 48x150 cm / 20x46 cm, col. black-petroleum,  
linen-bio-organic cotton, design Marja Rautiainen **TERVA towel** 48x70 cm, col. black-petroleum,  
washed linen-tencel-cotton, design Lapuan Kankurit



*Lapuan Kankurit*

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SOUL WELLNESS — SUSTAINABLE DESIGN — NATURAL MATERIALS