

LAPUAN KANKURIT

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*way of living*

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FROM THE WEAVERS OF GOOD LIFE

no 10  
SS2020



MASTERS  
OF  
LINEN®  
100% MADE IN EUROPE

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*Front cover:*

**TULPPAANI blanket**

140x240 cm + fringes, col. cinnamon-blue,  
wool-linen,  
design Helmi Liikanen

**KASTE tablecloth**

150x260 cm, col. grey-white,  
100% washed linen,  
design Anu Leinonen

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**LEMPI scarf**

70x200 cm + fringes, col. melange white,  
100% washed linen,  
design Lapuan Kankurit

**MAIJA blanket**

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

**TULPPAANI towel**

46x70 cm, col. white-aspen green,  
100% washed linen,  
design Helmi Liikanen

**LAPUAN KANKURIT  
WAY OF LIVING**

**WEAVING MILL**

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#lapuankankurit

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# no IO · SS2020

## INNOVATION IS IN OUR NATURE

When defining innovation, one must start by defining love and passion – two things that we feel strongly about at Lapuan Kankurit. We are passionate about weaving our products, and love exploring new ways to make them even better.

Weaving has run through our family's history for over a century. We use our knowledge of natural materials and skills as weavers to create next-generation textile products. A lot of time and resources are invested in development: improving our processes, investing in advanced technology, and finding new ways to make our products even more ecological, durable and sustainable.

Our innovations are born with the help of our designers. Our new light-weight towel NYTTI is perfect for travelling and very absorbent. These towels are woven in Lapua from sustainable materials. Nytti is designed by the talented **Elina Airikkala**, who shares our passion for woven textiles.

Designer **Helmi Liikanen** turns her family's weaving history and her creative mind into innovative designs such as TULPPAANI, LEHTI and POLKU. Helmi was introduced to us through the Aalto University's weaving course in our Lapua mill, and mentored by **Elina Helenius**, a member of our design team.

Innovating means experimenting and having fun. The more we play, sense and feel, the more creative we become. As Helmi says in her interview – it's all about the feeling, and to us that feeling is love; the love for nature, weaving and sustainability, and the passion to create innovative and functional design that makes a difference.

*Jaana and Esko Hjelt*

**Fourth generation weavers**





# The Intuitive Weave

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Text & Photo Katja Lösönen







**The daughter of a textile artist,  
and granddaughter of a skilled craftswoman, designer Helmi Liikanen  
grew up watching her mother and grandmother experimenting with  
different weaves, dyes and materials. The valuable tradition of textile  
craftmanship passed on to the next generation as she  
became a textile designer.**

“One of my most precious items is my grandmother’s vividly illustrated notebook from 1941, where she documents her remarks on weaves and weaving techniques”, Helmi says. “The notebook also became an essential part of my master’s theses, where I focused on developing new woven structures on linen material by means of hand-weaving.”

Helmi started co-operating with Lapuan Kankurit when she was still studying at the MA programme for Fashion, Clothing and Textile Design at the Aalto University.

“I trust my intuition when it comes to design. When studying, we students were constantly encouraged to try new things and to experiment with materials,” Helmi says. “To me this kind of learning-by-doing method was the best way to understand what weaving is really about. I think that skills are best learned through practice.” Lapuan Kankurit shares this point of view. “We’ve been admiring her weaving skills since the very beginning,” says **Esko Hjelt**, CEO of Lapuan Kankurit. “She works wonders with weaves and materials. It’s easy for us to work with a designer who understands the reality of industrial jacquard weaving, and not only the design side of it.”

Weaving as an experience is something that Helmi feels strongly about.

“To me hand-weaving is an overall physical experience. Through the hands-on connection

with my tools and materials, I can intuitively transform my ideas into new woven structures. It’s both interpreting tradition and creating something new at the same time,” Helmi describes.

“It was stunning to witness how Lapuan Kankurit actually manages to maintain that same weaving magic even though they operate on a much larger scale.”

Helmi’s designs for Lapuan Kankurit, **LEHTI** and **TULPPAANI**, are both part of her studies at Aalto University. **LEHTI**, leaf in English, is a delicate design based on traditional honeycomb weave. **TULPPAANI**, tulip, is a fun and more experimental combination of different weaves and warp densities. “Designing shouldn’t be taken too seriously,” Helmi laughs. “Tulppaani was born out of the joy of playing around with weaves and materials.”

Helmi is specific when it comes to materials too. “To me it’s important to create designs that not only look but also feel good. Touch is one of our most powerful senses – the physical connection also matters in design.”

As a designer, Helmi is inspired by nature and emotions.

“Designing and being in nature have many things in common. In both it’s important to experience, observe and enjoy what you’re doing,” Helmi says.

“To me, it’s all about the feeling.”



*Previous spread & opposite page: First weaving samples of **LEHTI**, **POLKU** and **KUMPU***






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**MAIJA blanket**

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

**HALAUS scarf**

35x200 cm + fringes, col. brown, 100% washed linen,  
design Lapuan Kankurit

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**MAUSTE tea towel**

48x70 cm, col. white-aspen green,  
100% washed linen, design Elina Helenius

**SADONKORJUU tea towel**

46x70 cm, col. white-black,  
linen-bio-organic cotton, design Elina Helenius

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**TULPPAANI blanket** 140x240 cm + fringes, col. cinnamon-blue, wool-linen, design Helmi Liikanen

**KASTE tablecloth/blanket** 150x260 cm, col. grey-white, 100% washed linen, design Anu Leinonen

**LEMPI scarf** 70x200 cm + fringes, col. melange cinnamon, 100% washed linen, design Lapuan Kankurit

**KASTE apron** col. linen, 100% washed linen, design Anu Leinonen











# Intelligent Nature

**Authentic, natural materials are close to our heart at Lapuan Kankurit. We love weaving with linen and wool because of their unique qualities.**

Text Aino Hyryläinen



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Lapuan Kankurit's own material innovation:

**TERVA towel**

48x70 cm, col. white-rainy blue,  
washed linen-tencel-cotton, design Lapuan Kankurit

Linen is a truly ecological material. It grows with rainwater without irrigation, which saves groundwater and maintains a healthy ecosystem. We use European linen that is produced according to Öko-Tex standards. As part of Masters of Linen, all our linen products are 100% European.

The absorbent and breathable qualities of linen make it the perfect material specially for towels. It repels dirt and dries fast. Linen feels pleasant and cool to the touch, and it pampers your skin by improving circulation.

What makes linen especially beautiful is its durability: textiles soften with use and laundering. It's also a sustainable choice, because linens can be passed down generations.

The wool we use is for example high-quality new wool from New Zealand and South Africa. Our wool is mainly spun in Europe according to Öko-Tex standards, and we ensure that our production is mulesing-free.

Wool is well-known for its good insulation properties, meaning that you will stay warm in the winter and cool in the summer. Wool has a coating that naturally repels water and makes the textiles antimicrobial. Wool is anti-static, as well as odour and stain resistant, so it doesn't gather dust mites or require regular washing.


Wool is one of the most durable natural materials. Textiles can last for generations, but they are also suitable for recycling – an ecological and sustainable choice.



1/ **USVA towel** 70x130 cm, 95x180 cm, col. linen-white / linen-bright blue / linen-grey, 100% washed linen, design Anu Leinonen 2/ **KOLI scarf** 60x220 cm + fringes, blanket 135x170cm+fringes, col. beige-black, 100% merino wool, design Lapuan Kankurit **SARA blanket** 140x180 cm + fringes, col. beige, 100% wool, design Lapuan Kankurit **HIMMELI cushion cover** 50x50 cm, col. beige, 100% wool, design Eri Shimatsuka





A man is sitting on a mossy log in a forest, leaning against a tree trunk. He is wearing a tan jacket, a grey scarf, blue jeans, and brown boots. A light blue blanket is spread out on the mossy log in front of him. To his left, a dark green backpack with a red logo is lying on the moss. The background is a dense forest with many thin trees and moss-covered logs.

# When being is enough

Text & Photo Katja Löönen







**As Finland is the most heavily forested country in Europe, it's no wonder that our myths and stories are saturated with forest spirits, elves and sacred animals. Our dense forests have given us food, remedies and a living for centuries—nature truly is the quintessence of Finland.**

Thanks to our strong connection with nature, we Finns have always acknowledged the forest as a powerful entity. Now there is also strong scientific proof that spending time in a forest is good for your body and soul. Time spent in the forest reduces stress, lowers blood pressure, and stimulates your senses.

Many of us are familiar with the most common outdoor activities, such as picking berries and mushrooms, camping or hiking, but there are also other ways of enjoying nature.

Forest bathing, *metsäkylpy* in Finnish or *shinrin-yoku* in Japanese, means immersing yourself in a forest. It's a form of natural therapy where you experience your surroundings with all your senses: by touching, observing and breathing consciously. We Finns have always enjoyed the peace and quiet of the forest, but the actual method of forest bathing was first developed in Japan. With our mutual love of nature, it's no wonder that forest bathing has become extremely popular in both countries.

Forest bathing practice consists of walking slowly through the woods, touching the trees

and enjoying the sounds, colours and scents of nature. The most important thing is to slow down and create a connection with nature.

There are no rules for how long a forest bathing session should last. Even a couple of minutes can have a positive impact on our health. A two-hour forest bath will definitely reduce stress levels and give you a sense of calm, peace and harmony.

Most people feel restored and refreshed after forest bathing. A slow, meditative walk gives us a chance to quiet our minds and truly concentrate. Feeling connected with nature is something that cannot be achieved via digital devices; it requires your actual presence in nature.

When slowing down and admiring the perfection in every natural detail, you have to agree that time spent amongst the trees is never wasted.



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*Previous spread:* **LEMPI scarf** 35x200 cm + fringes, col. melange grey, 100% washed linen, design Lapuan Kankurit  
**MAIJA blanket** 130x200 cm + fringes, col. white-aspen green, washed linen-tencel-cotton, design Lapuan Kankurit

*Opposite page:* 1/ **LEMPI scarf** 70x200 cm + fringes, col. melange linen, 100% washed linen, design Lapuan Kankurit  
**MAIJA blanket** 130x200 cm + fringes, col. white-aspen green, washed linen-tencel-cotton, design Lapuan Kankurit  
2/ **NYTTI ultra light towel** 38x38 cm, col. white-green, washed linen-tencel-cotton, design Elina Airikkala  
3/ **METSÄ heavy weight towel** 35x50 cm, col. white-aspen green, 100% washed linen, design Tong Ren



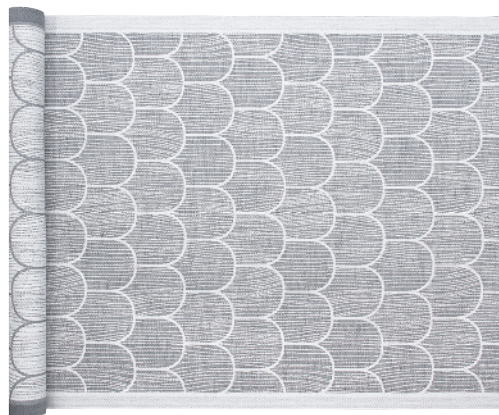

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**HIRVI X TEEMU JÄRVI tea towel**

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

**RAUTU X TEEMU JÄRVI tea towel**

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




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**NYTTI ultra light towel**

95x180 cm, col. black-grey,  
washed linen-tencel-cotton, design Elina Airikkala

**PAANU sauna pillow** col. white-grey,  
linen-bio organic cotton, design Marja Rautiainen

**PAANU sauna cover** 48x150cm, col. white-grey,  
linen-bio-organic cotton, design Marja Rautiainen

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**NYTTI ultra light towel** 95x180 cm, col. white-linen, washed linen-tencel-cotton, design Elina Airikkala





# How to do forest bathing

1. Find a perfect spot. Any natural setting with some trees is fine – nature is everywhere, just take your pick.
2. Forget about the digital world. You don't need any electronical devices, cameras or cellphones now.
3. Let your senses guide you. It doesn't matter where you go, just walk aimlessly, slowly.
4. Let nature speak to you. Take a deep breath and admire all the different shades of greens, enjoy the golden sunbeams or soothing raindrops on your skin. Smell, touch and feel your surroundings!
5. Connect with nature. Take your time.  
Just be, that's enough.







# Arigato, Omotesando!

**In the beginning of October 2019, Lapuan Kankurit opened their first flagship store in Omotesando, Tokyo in co-operation with their long-term distributor. With this store Lapuan Kankurit strengthen their presence in Japan and bring their company values and way of life closer to the customers.**

“Japan is a significant market area for us, and several of our reliable partners are located here. Opening a store in the distinguished area of Omotesando felt like a natural step,” Marketing Director of Lapuan Kankurit **Jaana Hjelt** states.

Trendy Omotesando is situated within walking distance from Shibuya, the busy shopping area in Tokyo. The store is located by one of the charming little streets in this distinguished area.

**Mana** and **Takashi Kobayashi** from IMA design, Tokyo have designed the store, where the fresh, Nordic decoration displays Finnish materials and colours. In the store monthly events are arranged at which the products, history, production and designers of Lapuan Kankurit are presented, along with Finnish lifestyle and culture.

The high quality of Lapuan Kankurit products, and the transparency and responsibility of the production are appreciated in Japan.

“The Japanese and the Finns are united by a similar fondness for aesthetics, as well as a sincere appreciation of nature and natural materials,” Hjelt concludes. “The Finnish brand is an enormous trend here.”



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**Lapuan Kankurit team has several Japanese designers**

**SADE towel**  
95x180 cm, col. white-grey,  
100% washed linen,  
design Aoi Yoshizawa




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#### ONLINE MOST WANTED:

##### LEMPI scarf

70x200 cm + fringes & 35x200 cm + fringes,  
100% washed linen, design Lapuan Kankurit




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#### TOKYO MOST WANTED:

##### KOIVU runner and towel

35x120 cm and 46x70 cm, col. white-grey,  
linen-bio-organic cotton, design Marja Rautiainen

#### ONLINE STORE

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 mill 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](https://www.instagram.com/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.

#### To consumers we ship to the following EU countries:

Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Italy, Luxembourg, the Netherlands, Poland, and Sweden.

**Register as BtoB customer** to order your business gifts online:  
[www.lapuankankurit.fi/en/b2b-sale](http://www.lapuankankurit.fi/en/b2b-sale)

#### TOKYO OMOTESANDO STORE

Lapuan Kankurit and their long-term distributor opened their first flagship store in Omotesando, Tokyo in the beginning of October 2019.

The fresh Scandinavian decoration in the Tokyo store displays Finnish materials and colours. The light wood and concrete are accompanied by Finnish furniture.

In the concept store, monthly events are arranged at which the products, history, production and designers of Lapuan Kankurit are presented, along with Finnish lifestyle and culture. In the flagship store you will also find other Finnish lifestyle products.

#### Omotesando Store

5-13-12 1F, Jingumae  
150-0001 Shibuya-ku  
Tokyo, Japan  
Tel +81 3 6803 8210  
[info@lapuankankurit.jp](mailto:info@lapuankankurit.jp)  
[www.lapuankankurit.jp](http://www.lapuankankurit.jp)





#### OUTLET MOST WANTED:

##### **ZERO WASTE bread bag**

28x40 cm, assortment 100% washed linen,  
design Lapuan Kankurit



#### HELSINKI MOST WANTED:

##### **TULPPAANI towel**

46x70 cm, 100% washed linen,  
design Helmi Liikanen

#### LAPUA OUTLET STORE

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

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

In summer it is possible to hop on a river cruise with the local ferry, which takes you through the area's history.

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

##### **Lapua Outlet Store**

Kulttuurikeskus Vanha Paukku

Vanhan Paukun tie 1

62100 LAPUA, FINLAND

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 Summer opening hours**

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

#### HELSINKI STORE

In the heart of Helsinki, between the Helsinki Cathedral and the Market Square lies our Lapuan Kankurit flagship store. 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.

We have combined traditional Finnish elements with Japanese minimalism to create a light infused and peaceful environment in our completely renewed Helsinki Flagship store.

Locals and Tourists of Helsinki are now able to enjoy their new "living room". In the space, you can enjoy Finnish textiles, flip through design, food and lifestyle books or just come in from the hustle and bustle of our busy capital and relax.

##### **Helsinki Store**

Katariinankatu 2

00170 HELSINKI, FINLAND

Tel. +358 50 538 82 44

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

Mon–Fri 11 am–6 pm, Sat 10 am–4 pm

**Check website for Summer opening hours**

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









# Great gift ideas!

More ideas for personal  
and business gifts online  
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[www.lapuankankurit/giftideas](http://www.lapuankankurit/giftideas)




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**VIIRU scarf** 35/75x220 cm+fringes, col. cinnamon,  
100% merino wool, design Elina Helenius

**AAMOS tablecloth/blanket** 140x240 cm + fringes,  
col. white-black, washed linen-bio-organic cotton,  
design Heini Riitahuhta

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**NYTTI ultra light towel** 95x180 cm, col. white-linen,  
washed linen-tencel-cotton, design Elina Airikkala

**TRIANO tea towel** 48x70 cm, col. white-cinnamon,  
100% washed linen, design Marja Rautiainen




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**MAIJA dishcloth** 25x32 cm, col. white-aspen green, washed linen-tencel-cotton, design Lapuan Kankurit

**MAUSTE tea towel** 48x70 cm, col. white-aspen green, 100% washed linen, design Elina Helenius

**TULPPAANI towel** 46x70 cm, col. white-gold, 100% washed linen, design Helmi Liikanen

**LEMPI scarf** 70x200 cm + fringes, col. melange green, 100% washed linen, design Lapuan Kankurit

*Back cover:* **ULAPPA heavy weight towel** 90x180 cm, col. white-blue, 100% washed linen, design Elina Helenius



LAPUAN KANKURIT

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*weavers from Finland*