

LAPUAN KANKURIT

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*way of living*

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FROM THE WEAVERS OF GOOD LIFE

no II  
SS2021



MASTERS  
OF  
LINEN®  
100% MADE IN EUROPE

YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG





*Front cover:*

**LEWA towel**

95x180cm, col. grey-bordeaux

100% washed linen

design Mifuko

# An Ode to the Good Life

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**UNI pocket shawl**

60x170cm + fringes, col. cognac

100% wool

design Team Lapuan Kankurit

Last year made all of us slow down and realise what is really important in life. After many busy years, we also stopped to think about our past and what "a good life" means to us.

When we took over our family's small weaving mill 20 years ago, we had a passion for designing and weaving beautiful linen and wool textiles. Even then we knew, what matters the most, is what we do and how we do it.

A lot has happened since, and we've been growing globally.

But growth has not changed our essence. We are still the same small family business, and we still cherish the same values as 20 years ago: our passion for weaving and design, together with our strong belief that we have to take good care of each other, our culture and nature.

With this magazine we would like to share with you all the wonderful things that surround us. The joy of nature, being with your loved ones and treating each other with kindness. We would also like to encourage you to enjoy life and do the things that you love – whether your passion is dancing by the seashore, or designing and weaving as it is for us.

After all, it is passion that brings us the good life!

*Jaana and Esko Hjelt*

**Fourth generation weavers**

**LAPUAN KANKURIT  
WAY OF LIVING**

WEAVING MILL

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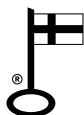
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www.lapuankankurit.fi



**MASTERS  
OF  
LINEN®**

100% MADE IN EUROPE





# Dreaming in Iceland

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Text & Photo Jopsu & Timo Ramu / Musuta













So we are a family of six, me **Timo**, my wife **Jopsu**, and our kids are **Mimi** 9, **Muusa** 7, **Vili** 5 and **Iggy**, who just turned 2. Our gang has always had a strong pull to be on the move. Luckily we've found work together in a field, which allows us to operate on the road. We run a creative studio **Musuta Ltd.** and work mostly in film and animation. Also we aren't too afraid to stretch our comfort zone when it comes to planning where to go and what to do. This summer we decided to head to one of the rare covid-19 free places – Iceland. We packed our tents and other arctic camping gear into nearly bullet-proof cases and rented a big Land Rover Defender equipped to tackle the tricky mountain roads, river crossings, highlands and wastelands of Iceland. Off we were for a 6 week camping trip.

Taking a journey through the barren highlands is exactly like stepping into a lucid dream dropped off from the pages of a Haruki Murakami novel. People often say, that visiting Iceland is travelling to a different planet. I think a more fitting metaphor would be travelling to a different planet, all its moons, and then waking up in another solar system the next day.

What it does is, that it amplifies everything.

Arctic climate is harsh to say the least, and it will slap one in the face, multiple times in a day to be precise. It might go from sweating in a T-shirt in the morning – while wrapping up the campsite – to 90km/h winds by afternoon, with wet snow flying horizontally in one's face. It is no wonder that the old Norse myths and Viking sagas had so many gods for the elements. Storms appearing from nowhere can feel godly indeed, while the nature and vistas are nothing short of divine.

Cooking for 6 can be a feat at home, so when camping, needless to say, even more so. A family

of six also means a lot of dishes. And doing those dishes becomes quite a different chore in the middle of nowhere. Usually the facilities are far or sometimes nonexistent and hot water, even though abundant in hot springs, rarely finds its way into the taps over at the highland campsites.

Washing dishes in cold stormy winds and freezing tap water became a kind of a meditation itself. Instead of shunning away from the cold water, dipping hands into the water, paying very careful attention to that sensation. Strangely enough, it made the process very enjoyable. Somehow the cold exhausts itself and loses its grip. What really underscores this, is the feeling of grabbing a towel to dry the dishes and hands at the end. A linen tea towel has never felt so comforting and warm ever. If a Lapuan Kankurit towel feels luxurious at home, in the cold, in the middle of the highlands it feels out of this world. Even writing this paragraph makes my nerves feel the sensation of cold hands grabbing the linen to rub dry a titanium cup. It is surprising, which moments are the ones, that remind you that you are an actual living being.

No matter how well prepared and geared up, arctic nature will put anyone on their knees if it wants to. In our 6 weeks we experienced quite a few storms. The most memorable one was, when we had been out of coverage for a while and had missed the storm alerts through the local weather service. While the girls were enjoying a hot spring down the stream from our campsite, I was met with the ranger asking if we were absolutely sure that we are able to withstand the coming storm in our tents. 90km/h winds + gusts in scope I don't even want to guess with heavy rain was approaching our mountain region. Judging from how serious the guy looked, a quick decision was made to take up on the offer to evacuate our family to one of their



Previous spread **NYTTI ultra light towel** 95x180cm, col. white-linen, washed linen-tencel-cotton, design Elina Airikkala  
 1/ **NYTTI ultra light towel** 65x130cm col. white-white, white-grey, white-cinnamon, 95x180cm, col. white-white, white-linen, washed linen-tencel-cotton, design Elina Airikkala 2/ **TRIANO tea towel** 48x70cm, col. white-grey, 100% washed linen, design Marja Rautiainen 3/ **TANHU blanket** 140x180cm + fringes, col. brown-white, 60% merino 40% wool, design Team Lapuan Kankurit  
 4/ **NYTTI ultra light towel** 65x130cm col. white-linen, washed linen-tencel-cotton, design Elina Airikkala



huts. And being Iceland, those red cottages were the cutest, sharp roofed elf dwellings sitting on a dreamy, grassy hillside.

In a matter of two hours everything had gone from serene cloudy summer afternoon to a full blow storm reminiscent of Thor having a very bad day at Midgard. When taking down our tents the storm had already flattened both of them, even though they are made to withstand extreme conditions.

When driving across the river to get to our cottage, the wind had already become so severe that a grown man could barely stay on one's feet while trying to dash over the grass to our hut. Everything was wet and battered, together with our gear we looked like a gang of Hobbits drawn out of a washing machine. The storm felt like it was about rip our cottage to pieces, luckily it didn't. The next morning, catching Mimi, wrapped inside a Tanhu wool blanket with one of her Harry Potters is the perfect symbol for any storm – what will come, will also pass.

Iceland is a country of fire, ice and water warm swimming pools and natural hotsprings the latter, which can be nothing short of magical in the cold and harsh surroundings. But this time, braved forward by a friend of ours who is a keen ice swimmer, we started to take brazen swimming trips in the natural waters and lakes. It is difficult to describe that feeling of dipping into a natural pool under a waterfall running straight down from a glacier. Rebirth would be an understatement – dropping through the most translucent, turquoise liquid which feels so cold, that if it would stop flowing, it would freeze solid there and then.

I have to say, that our kids truly embraced Iceland as one giant, natural playground. Still

it was hard to believe one's eyes, when our then 6 year old daughter Muusa was the first of us to take a dip.

We were so happy for having found Nyyti towels. Even for 6 people – two bigger ones for adults and four smaller ones for the kids, our towels didn't take up much space, dried fast for camping and were light enough to carry up and down dormant volcanoes for crater lake swimming trips, needless to say how luscious those were. Merely the contrast of a soft towel against a harsh backdrop can bring a feeling of soft comfort.

Packing for such a trip as ours, is always a compromise. But the few luxury items we were able to pack from Lapuan Kankurit were transformed into almost supernatural items in the Highlands. Folding an Icelandic sweater after a long day's hike into a pillowcase can make a massive difference in how luxurious the night in a tent will feel – and trust me, nights below freezing can make one cast some serious hindsight over one's summer plans.

It is hard to explain how trips like this, can be the most rewarding.

Do you know how sometimes you might see a dream and the dream just sticks with you for years and years – some dreams even as far back as one's childhood might seem so vivid and real decades after.

A trip through Iceland will leave exactly that kind of an impression into the soul. I can still feel the cold rock atop a mountain under me and hear the rumble of a melting glacier wrapped in a blanket of fog. It feels like sitting in conversation with the sky, while taking a breath at the very last edge of the world.







The latest towel innovation NYYTTI comes in its own small pouch and is the perfect companion for travelling and camping.

# Love for linen

**Absorbent, fast-drying,  
durable and ecological.**

**There are many good reasons  
to choose linen towels from  
Lapuan Kankurit.**

Creating the best linen towels in the world has been our goal since the very beginning of Lapuan Kankurit. To us, being the best means not only the highest quality, longevity, and design of our products, but also the transparency and sustainability of our production line. All our linen towels are made of ecological, certified natural materials, and woven in our weaving mill in Lapua, Finland.

This is why we can proudly say that our linen towels are the best in the world.



## Lapuan Kankurit towel guide

Our collection is full of beautiful towels and choosing the right one can be tricky. To help you out, we have created this short guide to our Lapuan Kankurit bath towels.

Our products are mainly made from linen and tencel. There are seven different types of material blends, creating different kind of textures and qualities. Sizes also differ from handy travel sized towels to large bath sheets.

### From top down

**MERI** a member of our linen terry product family is like Finnish love: coarse at first sight, but softens in use and lasts for a lifetime. Meri is made of 70% linen and 30% cotton.

**KIVI** is a modern version of traditional linen terry. Made of washed linen-cotton, Kivi is your choice if you are looking for a soft and luxurious plush bath towel.

**NYTTI** our lightweight washed linen-tencel towel, feels like a summer breeze on your skin. Nytti is woven with a loose, open weave, resulting in a muslin-like, super soft towel. Nytti is perfect for travelling.

**TERVA** our own material innovation, is made of an absorbent linen-tencel blend. The Terva towel is one of our most popular and colourful products: it comes in array of 25 beautiful colours and three different sizes.

**ULAPPA** is made of heavyweight, luxurious 100% washed linen. Ulappa's biggest size is big enough to wrap all around you.

**USVA** an elegant Lapuan Kankurit classic, is your choice if you love traditional, timeless design. Multi-use Usva is made of 100% washed linen.

**SADE** a double woven 100% washed linen towel, is highly absorbent and durable. The more you use Sade, the softer and better it becomes.












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**DUO tea towel**

48x70cm, col. blueberry-linen  
100% washed linen, design Elina Helenius

**WATAMU towel**

95x180cm, col. grey-bordeaux  
100% washed linen, design Mifuko

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**AALLONMURTAJA sauna pillow**

20x46cm, col. white-blue  
linen-bio-organic cotton, design Reeta Ek

**AALLONMURTAJA towel**

95x180cm, col. white-blue  
100% washed linen, design Reeta Ek



1/ **LEWA towel** 95x180cm, col. blue-red, 100% washed linen, design Mifuko, **WATAMU towel** 95x180cm, col. blue-red, 100% washed linen, design Mifuko 2/ **WATAMU towel** 95x180cm, col. yellow-green, 100% washed linen, design Mifuko









# Horizon views

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Text Aoi Yoshizawa Photo Lotta Djupsund







Harakka island is a place of culture and nature just offshore Kaivopuisto in southern Helsinki. A former chemical laboratory, the main building of the island has been colonised since 1988 by artists and artisans who have occupied studio spaces with a myriad of different practices and creative processes. Our designer **Aoi Yoshizawa** is one of the artists animating this beautiful corner of Helsinki with her work.

Artists reach Harakka by rowing their own boats year-round, and even walk over the ice when it is safe enough during wintertime. “You can really feel the nature while commuting to and working in Harakka. The weather can often be very harsh out on the sea. When it is very windy and rainy, we just get wet.” Working on this island makes Aoi feel one with nature.

Although a native of Tokyo, Japan, Aoi has grown to love Finnish nature: “It is important to observe nature to find beautiful colour compositions and textures.” The new design **SAARI** is inspired by horizon views she observes from the island: “My favourite place in Harakka is the seashore where you can see the long horizon towards the south. I just love to stare at the horizon, exploring the texture of the waves and feeling the fresh air. Being outside on the island is the best way of looking for ideas for design and artworks.” She finds the Finnish seascape very dreamlike and fascinating.

Her design **SADE** is inspired by fresh air and the scents that appear after a rainstorm. “After the rain, the smell of the soil, grass and wood becomes more intense. It feels very fresh, and I felt an urge to express that moment on textiles,” she explains. From her initial watercolour-painted design, Lapuan Kankurit produces the woven towels. “I appreciate Lapuan Kankurit’s deep knowledge in weaving. They can create very complex effects of my




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**SAARI towel**  
48x70cm, col. white-blue  
100% washed linen, design Aoi Yoshizawa

watercolour design with detailed woven structures.” Being a passionate and experienced weaver, Aoi’s understating of textile techniques is also important in turning the initial artistic inspiration into a textile design.

Besides the wilderness on the island, Aoi enjoys the artists’ community. “It is always refreshing to talk to my colleagues at the artist house, who work in different fields.” The collective creativity also drives her artistic practice, as she often collaborates with other artists.




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*Previous spread* **SADE towel** 95x180cm, col. white-rainy blue, 100% washed linen, design Aoi Yoshizawa

1/ **SADE towel** 95x180cm, col. white-rainy blue, 100% washed linen, design Aoi Yoshizawa

2/ **SAARI towel** 95x180cm, col. rose-blue, 100% washed linen, design Aoi Yoshizawa




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**KIVI hair turban zero waste**

col. black-linen, washed tencel-linen terry, design Elina Helenius

**KIVI shower puff zero waste**

col. white-linen, linen terry, design Elina Helenius

**SAIMAANNORPPA bag**

30x35cm col. white-grey, linen-bio organic cotton, design Kaarina Tiainen

**ONNI slippers**

col. linen, linen terry, design Anu Leinonen

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**LAUANTAI sauna cover** 46x150cm col. linen-brown 100% linen, design Elina Helenius  
**PAUSSI towel** 95x180cm col. linen-rust & linen-grey, 100% washed linen, design Elina Helenius













# Design classics



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**TERVA towel**  
 48x70cm  
 col. white-multi-linen-aspen  
 washed linen-tencel-cotton  
 design Team Lapuan Kankurit

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**1/ METSÄ sauna cover**  
 46x150cm col. linen-green  
 linen-bio-organic cotton  
 design Tong Ren

**2/ Terva bathrobe**  
 col. white-linen  
 washed linen-tencel-cotton  
 design Team Lapuan Kankurit

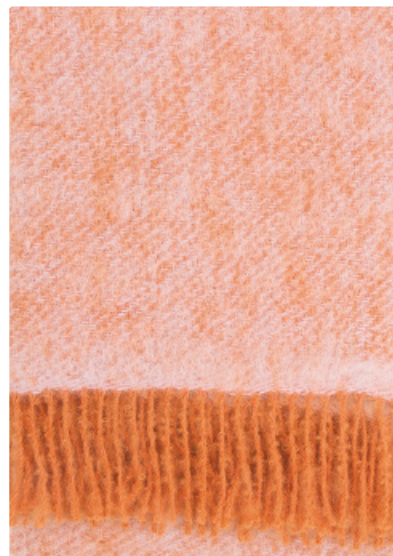
**3/ Terva towel**  
 65x130cm & 85x180cm  
 various colours  
 washed linen-tencel-cotton  
 design Team Lapuan Kankurit




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**RUUSU x HVITTRÄSK sauna cover**  
 60x60cm, col. white-aspen green  
 linen-bio organic cotton, design Reeta Ek

**USVA towel** 95x180cm & 70x130cm, col. linen-aspen green  
 100% washed linen, design Anu Leinonen




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**RUOSTE cushion cover**

45x45cm, col. linen-rust-grey, 100% washed linen  
design Anu Leinonen

**HALAUS scarf**

35x200cm+fringes, col. blueberry, 100% linen  
design Team Lapuan Kankurit

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**VILLIYRTIT tablecloth/blanket**

150x200cm, col. blueberry-cinnamon, 100% washed linen  
design Matti Pikkujämsä

**REVONTULI mohair blanket**

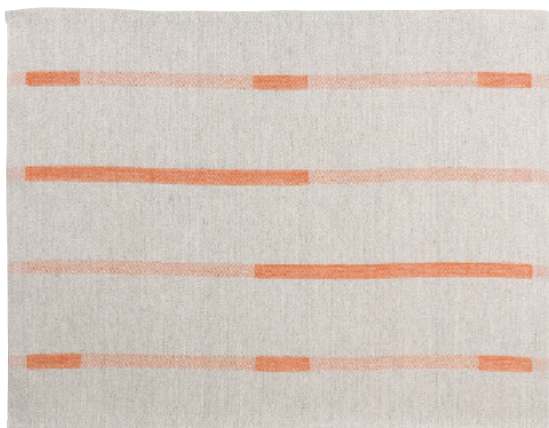
130x170 cm + fringes, col. rust-rose  
70% mohair-30% wool, design Elina Helenius

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- 1/ **VILLIYRTIT tablecloth/blanket** 150x200cm & **towel** 48x7 cm, col. rose-petroleum, 100% washed linen, design Matti Pikkujämsä  
2/ **VILLIYRTIT tablecloth/blanket** 150x200cm, col. black-linen, 100% washed linen, design Matti Pikkujämsä  
3/ **SARA blanket** 140x180cm + fringes, col. lingonberry, 100% wool, design Team Lapuan Kankurit  
**UNI pocket shawl** 60x170cm + fringes, col. dusty rose, 100% wool, design Team Lapuan Kankurit  
**LEMPI scarf** 35x200cm+fringes, col. melange white, 100% linen, design Team Lapuan Kankurit










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**PAUSSI towel**

48x70cm, col. linen-rust 100% washed linen  
design Elina Helenius

**LINNEA placemat**

48x32cm, col. linen-orange, 100% linen  
design Kaksikko

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**TULPPAANI blanket** 130x180cm + fringes, col. cinnamon-blue, wool-linen, design Helmi Liikanen

**KASTE apron** col. linen, 100% washed linen **LEMPI** linen scarf 35x200cm+fringes,  
col. melange cinnamon, 100% linen **KASTE tablecloth / blanket** 150x260cm col. grey-white,  
100% washed linen, design Anu Leinonen

**WATAMU tablecloth / blanket** 150x260cm col. grey-bordeaux, 100% washed linen, design Mifuko











1/ **DUO tea towel** 48x70cm, col. bordeuax-brown, 100% washed linen, design Elina Helenius  
**MAIJA tea towel** 48x70cm, col. white-bordeuax, washed linen-tencel-cotton, design Lapuan Kankurit  
 2/ **DUO tea towel** 48x70cm, col. linen-aspen green, 100% washed linen, design Elina Helenius

> **DUO tea towel** 48x70cm, col. bordeuax-brown, 100% washed linen, design Elina Helenius  
**USVA tablecloth / blanket** 150x260cm col. linen-yellow, 100% washed linen, design Anu Leinonen  
 >> **HALAUS scarf** 35x200cm+fringes, col. linen, 100% linen, design Team Lapuan Kankurit





# Wild about greens

*In summer, Finnish nature is filled with hundreds of edible plants, flowers, and herbs. Wild greens are rich in vitamins, minerals and antioxidants, and have been used for centuries as food, and to promote wellbeing.*

Picking and using wild herbs has become more popular than ever. This kind of wild green foraging, or hortoilu in Finnish, is a fun way to spend a day outdoors. Learning to identify wild plants gives us a new perspective on nature and its possibilities.

An easy way of getting started on wild green foraging is making your own herbal tea.

Many plants can be used as tea, with varying tastes and colours. Fermentation is a traditional microbial process used in tea manufacturing to improve the taste and remove bitterness. Fermenting hand-picked natural herbs creates unique, delicate flavours and improves the quality of the tea.

Making your own herbal tea is easy. Use safe herbs, such as raspberry, chamomile, or blackcurrant, and remember to consume in moderation. Make sure that you have identified the plant correctly before harvesting.

- 1. After picking the herbs, let them wilt for a couple of hours.**
- 2. Take a handful of herbs and roll them gently between your palms. It is important to break the cellular structure of the leaves to ensure fermentation.**
- 3. Place bunches of leaves tightly in a glass jar and close the lid loosely. Place the jar in a warm place and let it ferment for 48 hours, or even longer according to your preferences. During the fermentation process the leaves will start to smell sweet and turn brownish in colour.**
- 4. Spread the fermented herbs over a linen towel and leave them to air-dry until they are crisp.**
- 5. Enjoy! Your home-made herbal tea is ready to brew.**








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#### ONLINE MOST WANTED:

##### **METSÄ** sauna cover

46x150cm, linen-bio-organic cotton  
design Tong Ren




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#### TOKYO MOST WANTED:

##### **LINNEA** towel

48x70cm, 100% linen  
design Kaksikko

#### 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** 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 countries:

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

**Register as BtoB customer** to order your business gifts online:

<https://www.lapuankankurit.fi/en/business-gifts>

#### 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)






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#### OUTLET MOST WANTED:

**VILLIYRTIT tea towels**  
48x70cm, 100% washed linen  
design Matti Pikkujämsä




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#### HELSINKI MOST WANTED:

**KIVI soap scrub mitt zero waste**  
tencel-linen terry  
design Elina Helenius

#### 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)







NOTE! Giftcard comes its own small linen pouch

# Great gift ideas!

More ideas for personal  
and business gifts online  
(Register as BtoB customer  
to order your business  
gifts.)

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

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## 1/ WATAMU scarf

70x200cm+fringes  
col. blue-red  
yellow-green  
grey-bordeaux  
100% linen  
design Mifuko

## 2/ LINNEA apron

48x70cm  
col. linen-white, 100% linen  
design Kaksikko

## 3/ LAUANTAI sauna cover

46x150cm col. linen-black  
100% linen  
design Elina Helenius

## LAUANTAI sauna pillow

20x46cm, col. linen, 100% linen

## 4/ MAIJA dishcloth

25x32cm  
available in 21 colours  
washed linen-tencel-cotton  
design Team Lapuan Kankurit

>

## PUIKKO bag

40x60cm, col. white-linen  
100% washed organic cotton  
design Reeta Ek

## HALAUS scarf

70x200cm+fringes,  
col. rainy blue, 100% linen  
design Team Lapuan Kankurit

## NIITTY tablecloth/blanket

150x260cm col. white-grey  
100% washed linen  
design Elina Helenius







PAUSSI towel 95x180cm col. linen-rust & linen-dark grey, 100% washed linen, design Elina Helenius

LAPUAN KANKURIT  
*weavers from Finland*