

A person with curly hair, seen from behind, is sitting on a light-colored sofa. They are looking out a large window at a sunset over a body of water, with trees visible in the background. The scene is bathed in warm, golden light.

Lapuan Kankurit

no 8 **WAY OF LIVING** SSI9

WEAVERS *from* FINLAND

YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover:

RUOSTE tablecloth/blanket

150x260 cm, col. linen-rust-grey

100% washed linen

design Anu Leinonen

<

NIITTY table runner

48x150 cm

col. white-aspen green

100% washed linen

design Elina Helenius

NIITTY towel

48x70 cm

col. white-aspen green

100% washed linen

design Elina Helenius

**LAPUAN KANKURIT
WAY OF LIVING**

WEAVING MILL

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www.lapuankankurit.fi



**MASTERS
OF
LINEN®**

100% MADE IN EUROPE



no 8 · SS2019

LEARNING FROM NATURE

When spring finally arrives after the long winter, the season once again opens our eyes to the beauty of nature. Changing seasons have inspired artists and designers through history, and the timeless beauty of nature also inspires us at the Lapuan Kankurit weaving mill in Lapua, Finland. We strive to nurture the nature around us by sustainable, traceable production from natural materials.

We believe authentic, natural materials are good for the soul. Spending time in nature and surrounding yourself with authentic materials increases wellness. Our designers also find inspiration and focus in nature.

Designer **Anu Leinonen** has designed many of our classic patterns. Her aesthetically relaxed linen bath textiles invite us to spend little moments of relaxation in our everyday lives. Linen is the perfect material for bath and spa textiles, breathing authenticity into our products. Compared to other materials, linen is ecological and sustainable, and we use traceable, European linen yarn that has been grown in France and Belgium.

Exploring nature up close inspires us all. We met **Anu Jokela** who finds joy in weaving and floral arrangements. Her philosophy of seeking joy inspires us to find wellness in our daily lives and search for a state of flow.

Through trials and tribulations, nature persists and finds ways to grow through challenges. At Lapuan Kankurit, we are inspired by this constant flow: We nurture our connections and love working with designers through the years. We are constantly developing our weaving mill to ensure that we can continue creating authentic designs that stand the test of time, thus leaving a cleaner, healthier nature for future generations to enjoy.

Jaana and Esko Hjelt

Fourth generation weavers

The Joy of Creativity

**Anu Jokela seeks
flow with things
that bring her joy.**

Text Aino Hyyryläinen Photo Katja Löönen







"There are no mistakes in creative activity, everything you do is right."

Interior designer and entrepreneur **Anu Jokela** describes her past relationship with hobbies as secondary. When work life was hectic, duties often took over and fun free time had to stand back. After losing her life's work and personal history to a fire, Anu started exploring what brought joy to her life.

"I found florals and weaving", she says. "They were important elements in my life." When grief began to surpass, Anu started thinking about pursuing other paths besides interior design. Finally, she founded Hilmala, a course center for freestyle weaving and creative activity. At the same time, she found two guiding principles that are elemental in her life: ease and fun.

According to Anu, finding wellness through hobbies and creative activity begins with ease. When the basic techniques are simple, people are free to focus on creativity and making by hand.

"Easy technique and freedom lead to interesting results", Anu says. Once people have learned the basics, they can immerse themselves into the activity and achieve a state of flow.

Anu also thinks that we need to change our mindset on mistakes.

"There are no mistakes in creative activity", she says. "Everything you do is right." When making things by hand, perfection is boring and mistakes are beautiful.

"They need to be fixed only if they bother you, because that's when they stop bringing you joy", she says.

The other guiding principle in life is fun. Anu thinks that creative activity like weaving or floral arrangement should involve freedom, not strict rules.

"Fun became important to me, when I began searching for wellness through activity", she says. "I explored what happens when you just go for it." While many have unpleasant memories from doing crafts at school, Anu strives to change opinions on the craft itself.

"Schools have to set strict boundaries and standards for evaluation", she ponders. "But the joy you get from succeeding and sharing is empowering."

Anu finds inspiration and energy in nature. Her floral arrangements are inspired by colours found in the wild: they can be discovered when we stop and really look.

"You need to get really close to observe", Anu describes. She grows her own flowers, but also looks for them in nature. She makes sure to never pick any rare species. Fast-spreading invasive flowers like lupins also grow in beautiful colours and picking them benefits the environment as well.

"Nature is important to me, both the urban nature in cities, as well as the open fields of Ostrobothnia. That's where I feel most at home", Anu concludes.



*Previous spread: **KASTE tablecloth/blanket** 150x260cm, col. linen-white,*

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

***HALAUS scarf** 70x200 cm, col. light rose, 100% washed linen, design Lapuan Kankurit*

*1/ **TERVA bathrobe with hood** col. white-grey, washed linen-tencel-cotton, design Anu Leinonen **TERVA towel** 85x180 cm, col. white-mint, washed linen-tencel-cotton, design Lapuan Kankurit 2/ **TERVA towel** 85x180 cm, col. white-turquoise, washed linen-tencel-cotton,*

*design Lapuan Kankurit 3/ **TSAVO towel** 95x180 cm, col. blueberry-mint, 100% washed linen, design Mifuko*

***HALAUS scarf** 70x200 cm, col. rust, 100% washed linen, design Lapuan Kankurit*



HIMMELI towel 48x70 cm, col white-linen
100% washed linen, design Eri Shimatsuka

MAIJA towel 48x70 cm, col white-aspen green
washed linen-tencel-cotton, design Lapuan Kankurit

MAIJA dish cloth 25x32 cm, col white-olive,
washed linen-tencel-cotton, design Lapuan Kankurit



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

Bouquets in Bloom

Anu Jokela gave us her top tips for getting started with floral arrangement.

1. Pick flowers late in the evening.
2. Leave the flowers to rest in water overnight.
3. Mix weeds with garden flowers. Roadsides are perfect places to look for weeds, because the prettiest ones grow in dry places.
4. When choosing flowers, look for different textures. Explore what excites you.
5. Mixing multiple colours can be quite challenging. Instead, start out with one or two colours in your arrangement. Exploring the shades of a single colour often yields beautiful results.
6. Place flowers at different heights. Start with the lowest flowers and work your way upwards.
7. *Most importantly:* Floral arrangement is all about having fun and unleashing your creativity. Remember to stop and smell the flowers as you go.







TERVA towel 48x70 cm, col. white-multi-aspen green, washed linen-tencel-cotton, design Lapuan Kankurit

RUUSU X HVITTRÄSK bag 37x54 cm, col. white-grey, linen-bio-organic cotton, design Reeta Ek

HVITTRÄSK – a gem of design and architecture.

Hvitträsk was built between 1901–1903 by famous Finnish architects **Herman Gesellius**, **Armas Lindgren** and **Eliel Saarinen**. The main building, designed in National Romantic style, built of logs and natural stone, was both a common studio and a home for Eliel Saarinen and Armas Lindgren for some years after it was completed. The Saarinen home is a museum today, and within the courtyard there is a restaurant and a rental sauna. Hvitträsk and its lovely English style garden are surrounded by beautiful nature near the shore of Lake Vitträsk in Finland.

A collaboration between The National Museum of Finland and Lapuan Kankurit resulted in a sauna collection designed by **Reeta Ek**. Reeta is a textile designer from Helsinki and a MA graduate from Textile Art and Design department in the Aalto University.

In the HVITTRÄSK sauna collection, Reeta was inspired by national romanticism, especially the roses that are found in the garden and in many interior details in Hvitträsk. The collection combines traditional patterns and rhythm with relaxed ink painted strokes that flow beautifully on the woven surface.

Design Forum Finland awarded Reeta Ek with The Young Designer of the Year prize of 2017.



RUUSU X HVITTRÄSK sauna pillow 20x46 cm, col. white-grey, linen-bio-organic cotton with polyester fiber filling
RUUSU X HVITTRÄSK towel 95x180 cm, col. white-aspen green, 100% washed linen – all design Reeta Ek





Classics in the Making

**Natural materials
are dear to designer Anu Leinonen.
Her bath products have become
Lapuan Kankurit classics.**

Text Aino Hyyryläinen Photo Katja Löönen



“I can feel my energy changing here. The surrounding nature centres my thoughts.”

When designer **Anu Leinonen** travels to her cabin to work, the surrounding nature immediately takes effect.

“I can feel my energy changing here”, Anu describes. “The surrounding nature centres my thoughts.” Work days at the cabin begin with a morning swim and necessary breaks are taken as walks in nature.

“Working here is peaceful and focused, so I often concentrate on planning and designing here”, says Anu, who also uses birch bark in her crafts. The forest surrounding her cabin is not only a source of inspiration, but also a treasure chest of available materials to gather.

Anu has worked with Lapuan Kankurit for years, and is one of their house designers.

“My cooperation with Lapuan Kankurit began as a set of coincidences”, she says. Before, she had designed clothing for a French company in Paris and upon returning to Finland, decided she wanted to do something different.

“I went swimming and really wanted to have a light-weight towel to throw on”, Anu says. Such a towel did not exist, until she was introduced to Lapuan Kankurit and began designing bath textiles for them.

“I had previously used a lot of linen and wool in my own collections”, she says. “Working with Lapuan Kankurit is a natural progression to my previous work.”

Her work for Lapuan Kankurit has also been awarded: the KASTE pattern was given the MUOTO 2012 award.

Anu’s designs at Lapuan Kankurit are known for their aesthetically relaxed and soft shape. She often begins designing by exploring colours and trying the patterns out by hand. While many designers work on computers, Anu says that doing by hand comes to her more naturally.

“That way, I can see what my idea would look like on an actual product”, she says. Ideas will circulate in her mind for years before she actually begins working on them. Testing out yarns gives her the opportunity to see the stripes and surfaces concretely.

When she has sketched her idea and made examples, Anu discusses their realisation with Lapuan Kankurit.

“We dye the shades and test out weaves.”

Weaving the prototype often reveals what elements need to be rethought, and Anu says that this stage of work often comes with pleasant surprises.

“When we encounter challenges, solving them leads to new discoveries. It’s interesting to see the entire process of weaving linen fabrics.”

Anu has also visited international trade fairs with Lapuan Kankurit. She says that the textiles’ high quality and the company’s vision have paid off, and have clearly been noticed internationally.

“It gives me loads of positive energy to witness how high quality and ecological focus matter to people more each year”, she says. Sustainable designs made from authentic natural materials are sought for.

Previous spread: **RUOSTE tablecloth/blanket** 150x260 cm, col. linen-rust-grey, 100% washed linen **USVA duvet cover** 150x210 cm, col. linen-grey, 100% washed linen **SAANA scarf** 70x220 cm + fringes, col. dark grey, 100% merino wool – all design Anu Leinonen

1/ **KIVI bathrobe** col. black-linen, washed linen-cotton-tencel 2/ **RUOSTE tablecloth/blanket** 150x260 cm, col. linen-blue-turquoise, 100% washed linen 3/ **USVA towel** 70x130 cm, col. linen-white, 100% washed linen **KIVI towel** 80x140 cm, col. black-linen, washed linen-cotton-tencel – all design Anu Leinonen





HALAUS scarf 70x200 cm, col. petroleum,
100% washed linen, design Lapuan Kankurit

SARA blanket 140x180 cm + fringes, col. petroleum,
100% wool, design Lapuan Kankurit



KASTE ladies garment col. grey
100% washed linen, design Anu Leinonen



RUOSTE tablecloth/blanket 150x260 cm, col. linen-blue-turquoise, 100% washed linen
RUOSTE cushion cover 45x45 cm, col. linen-blue-turquoise, 100% washed linen
USVA duvet cover 150x210 cm, col. linen-grey, 100% washed linen **USVA pillow case** 50x60 cm,
col. linen-yellow & linen-white, 100% washed linen – all design Anu Leinonen





HIMMELI cushion cover 50x50 cm, col. beige & grey

100% wool, design Eri Shimatsuka

ILTA duvet cover 150x210 cm, col. white-linen

100% washed linen, design Lapuan Kankurit



JOKI towel 95x180 cm, col. white-linen & white-grey, 100% washed linen, design Aoi Yoshizawa
LAINE towel 85x175 cm + fringes, col. white-linen, washed linen-tencel-cotton, design Lapuan Kankurit



ONLINE MOST WANTED:

TÄKKI bag 40x60 cm, col. white-blueberry
100% washed bio-organic cotton,
design Jenni Rope & Matti Pikkujämsä



TOKYO MOST WANTED:

JOKI towel 95x180 cm, col. white-aspen green,
100% washed linen, design Aoi Yoshizawa

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 mill and the production of our lines at 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.

We ship to the following EU countries:

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

TOKYO FUTAKO TAMAGAWA SHOP

Lapuan Kankurit's distribution network in Japan extended when, with company's local distributor Biotope corp., they opened the first shop-in-shop outside Finland in September 2017. The shop can be found in Slowhouse in Futako Tamagawa in Tokyo.

The spacious shopping centre is only a few minutes away by train from busy Shibuya. The location is perfect for Lapuan Kankurit, and Slowhouse clients appreciate the authenticity and connection with nature that Lapuan Kankurit stands for. Located next to the relaxing riverside, the area is home to many design and interior shops, restaurants, cafés, and beautiful terraces.

info@lapuankankurit.jp
www.lapuankankurit.jp

Slowhouse / Lapuan Kankurit Shop

Tamagawa Takashimaya SC Marronnier Court 2F 2-27-5,
Tamagawa
Setagaya-ku, Tokyo 158-0094, Japan
Tel. +81-(0)3-3708-9515
Mon-Sun 10am-9pm
www.slow-house.com



OUTLET MOST WANTED:

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



HELSINKI MOST WANTED:

USVA duvet cover 150x210 cm, col. linen-yellow, 100% washed linen, design Anu Leinonen

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

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

Check website for Summer opening hours

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 it's past, which was that of an area housing mostly administrative workers.

www.torikorttelit.fi

Helsinki Store&Studio

Katariinankatu 2

00170 HELSINKI, FINLAND

Tel. +358 50 538 82 44

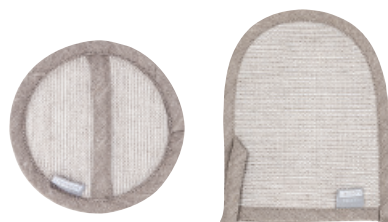
helsinki@lapuankankurit.fi

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

Check website for Summer opening hours

www.lapuankankurit.fi





TERVA towel 85x180 cm, col. white-multi-rust, washed linen-tencel-cotton, design Lapuan Kankurit

NIITY tablecloth/blanket 150x260 cm
col. white-brown, 100% washed linen
design Elina Helenius

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

ONNI cosmetic sponge diam. 15 cm, col. linen, linen terry,
ONNI wash mitten 15x23 cm, col. linen, linen terry,
all design Anu Leinonen



TERVA towel 48x70 cm, col. white-multi-rust, washed linen-tencel-cotton, design Lapuan Kankurit

TERVA towel 65x130 cm, col. white-rust, washed linen-tencel-cotton, design Lapuan Kankurit

NIITY towel 48x70 cm col. white-rust, 100% washed linen, design Elina Helenius

NIITY towel 95x150 cm col. white-brown, 100% washed linen, design Elina Helenius

Back cover: **JOKI towel** 95x180 cm & 48x70 cm, col. white-turquoise, 100% washed linen, design Aoi Yoshizawa

LAINE towel 85x175 cm + fringes, col. white-grey, washed linen-tencel-cotton, design Lapuan Kankurit



Lapuan Kankurit

SOUL WELLNESS — SUSTAINABLE DESIGN — NATURAL MATERIALS