# LAPUAN KANKURIT way of living

FROM THE WEAVERS OF GOOD LIFE

 $\begin{array}{c|c} \text{MASTERS} & \blacksquare & \underline{110} \text{ }\underline{15} \\ \text{OF UNEN}_{\circ} & \\ \text{00% MADE IN EUROPE} & \\ \end{array}$ 



YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover: VILLIYRTIT towel 95x180cm, col. linen-yellow 100% washed linen

design Matti Pikkujämsä

## PAUSSI towel

95x180cm, col. linen-yellow 100% washed linen, design Elina Helenius

## TERVA towel

85x180cm col. white-linen-yellow washed linen-Tencel-cotton, design Team Lapuan Kankurit

Back cover:

**OSMANKÄÄMI** tablecloth/blanket 145x200cm col. grey-lime towel 46x46cm col. linen-yellow 100% washed linen design Elina Helenius

## **KUUTAMO** blanket

130x180cm + fringes, col. beige-yellow cotton-merino wool design Saara Obele

## LAPUAN KANKURIT **WAY OF LIVING**

**WEAVING MILL** info@lapuankankurit.fi tel. +358 6 4338 300 Tervaspuuntie 1 62100 LAPUA, FINLAND

No 15, Spring-Summer 2023 Printed by Copy-Set Oy, Helsinki

Photographer: Katja Lösönen Front page: Teemu Silván







#lapuankankurit

www.lapuankankurit.fi





# A fresh wind is blowing

It's the 50th birthday of Lapuan Kankurit. 50 years filled with exultant joys, heart-breaking hardships, remarkable friendships, bold breakthroughs, beautiful designs 50 years filled with more memories than a mind could possibly hold. Our family's journey in the world of textiles began all the way back in 1917 with Juho Annala, who founded a felt boot factory in Lapua and subsequently laid the groundwork for the founding of Lapuan Kankurit in 1973. The past is the cornerstone on which we ground our work and our mission. And it's from this ground up we peer over the horizon to feel the fresh wind blowing in our faces.

It's a wind that carries promises of more memories to be made, of laughter, of freedom, of dreams. Of a deeper connection between Earth and its denizens. It makes no guarantees of things always being easy, but promises them to be worthwhile. This is the air that our upcoming collection carries too.

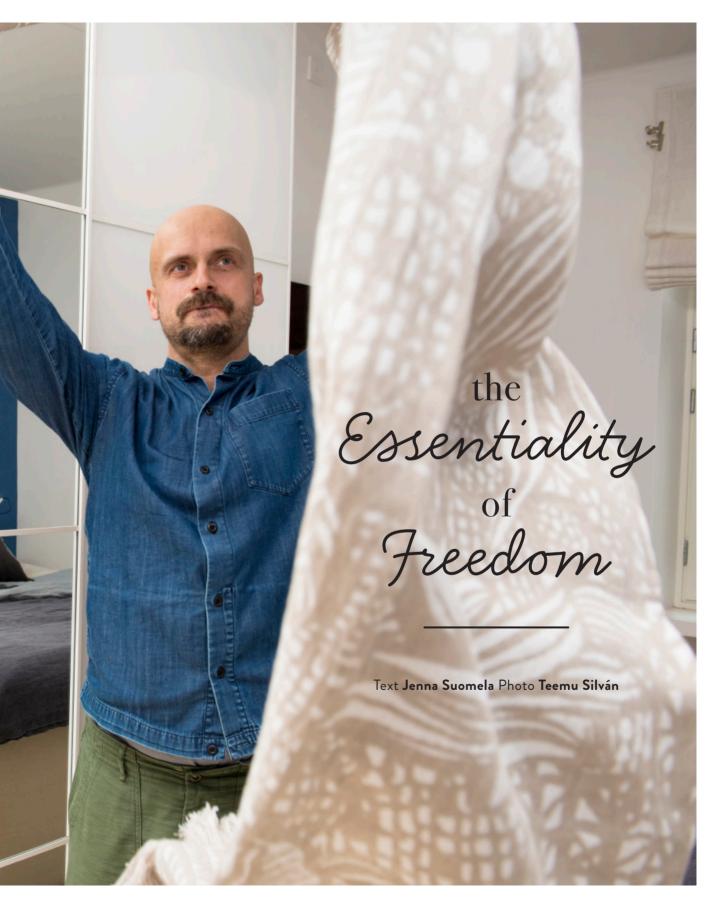
In this publication we learn from the past and evolve beyond it with Matti Pikkujämsä, by facing the future with open eyes, mind and heart. We also stop to enjoy the simple beauty of the current moment through a morning swim in open water. Through these stories, we learn about the power change has in our lives, and what it means to embrace it fearlessly.

Some things don't change. For us, those are our values: we will always care about the environment, about the quality of our craftsmanship, about our clients and partners and employees, and about you. We want to keep weaving good life for you for the next 50 years, too.

So, as the saying goes—something old, something new. There we have a foundation that stands the test of time.

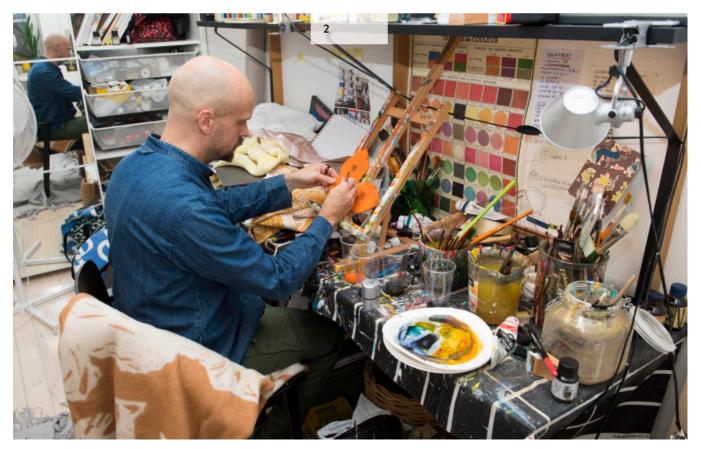
Jaana and Esko Hjelt Fourth generation weavers











METSIKKÖ tea towel 46x70cm col. white-gold linen-bio organic cotton design Matti Pikkujämsä



When speaking with Matti Pikkujämsä, it does not take long for the value of freedom to come up in the conversation. From the liberty of a freelancer to choose the projects that inspire him, to finding inspiration from anywhere and anything, it is clear that to Matti, rigid structures and definitions appear stifling. This desire to evade boundaries carries on to his self-concept.

I trust that my style is strong and recognizable enough that I don't have to limit myself to one particular look or method and can, instead, explore new avenues fearlessly. Still, the heart of it all remains the same. I started out with illustrations for magazines and children's books, and that's where I'd trace the nostalgic and somewhat naïve feel of my works, Matti says.

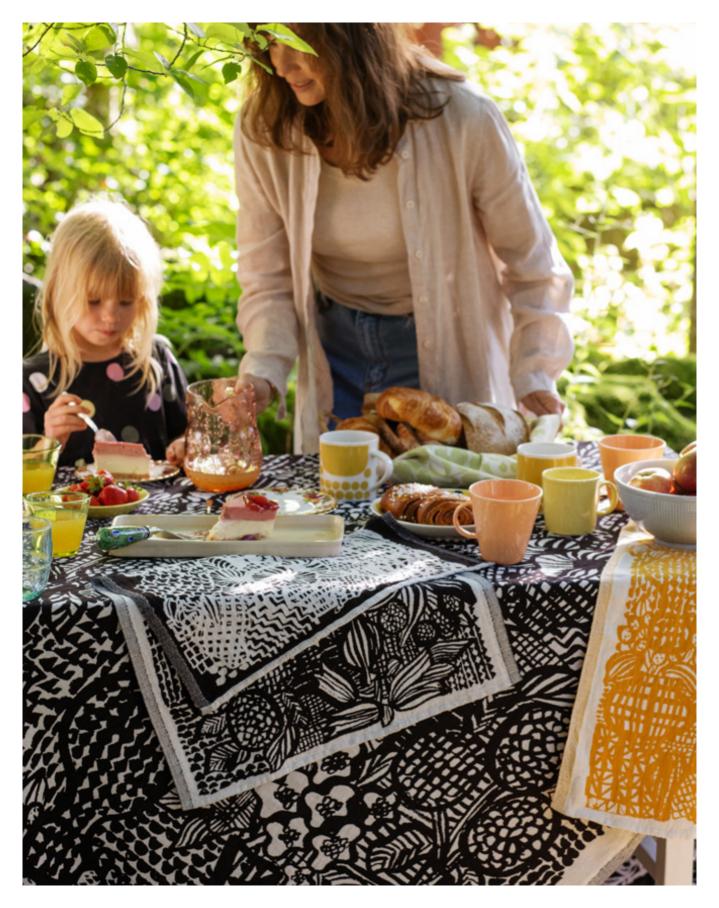
To Matti, inspiration can appear from completely unexpected sources. I've found that I'm easily inspired, and that inspiration can strike completely out of the blue, Matti reveals. To satisfy his curiosity for new avenues of inspiration, Matti collects anything from books to Pinterest boards. Inspiration is not bound to the medium for him—a new idea for a magazine illustration can begin with a fabric pattern.

Like his inspiration, Matti's relationship with Lapuan Kankurit originates from an unexpected source. The acquaintance was made through a common friend from Japan while Lapuan Kankurit was looking for a new sauna product design. Thus were conceived both the MIESTEN SAUNA and NAISTEN SAUNA designs. as well as the 10-year-long working relationship between Lapuan Kankurit and Matti. I enjoy working with them tremendously. Lapuan Kankurit places a lot of trust in their designers, allowing me to work freely, which I find essential. I'm also free to focus on the design itself, as I can count on the quality of the product from the start. I'm proud that I can call them my clients, says Matti.

Matti's newest design for Lapuan Kankurit, VERANTA, found inspiration in the atmosphere of a grandma's home, with ceramic vases filled with hand-picked flowers, together with the graphic style of 40's and 50's. I wanted it to be familiar yet exciting, combining elements of old and new. I challenged myself to make black-and-white feel colourful, to make the viewer imagine colours in the design, Matti describes.

As for the future? Unsurprisingly, it has a lot to do with freedom. I'll keep finding inspiration in the new things Lapuan Kankurit comes up with their innovations are endlessly exhilarating. Besides that, I wish to continue working freely, not knowing where I will end up or what I will end up making. I think it's a very comforting thought, not knowing. Turns the future into a great, big adventure.

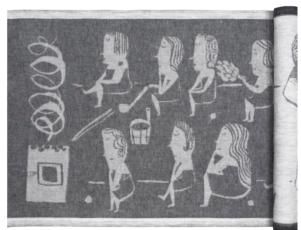
Previous spread VERANTA tablecloth/blanket 140x240cm + fringes, col. white-linen, washed linen-cotton, design Matti Pikkujämsä











## VILLIYRTIT tablecloth/blanket

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

## KISSANPÄIVÄT blanket

130x180cm, col. cognac-white 100% wool, design Matti Pikkujämsä

## NAISTEN SAUNA sauna pillow 20x46cm sauna cover 46x150cm col. white-black

linen-bio organic cotton design Matti Pikkujämsä

VERANTA tablecloth/blanket 140x240cm + fringes, col. white-black, washed linen-cotton, design Matti Pikkujämsä VERANTA towel 46x65cm, col. white-cloudberry & white-black, washed linen-cotton, design Matti Pikkujämsä





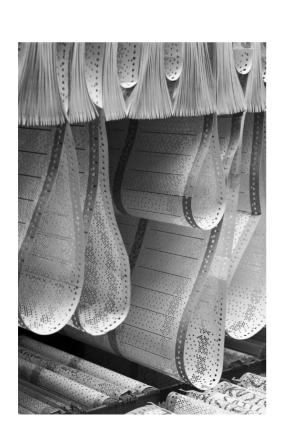
# Respecting the past...











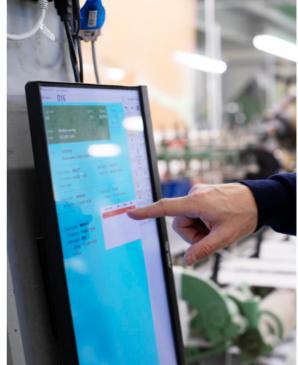


A lot has changed for Lapuan Kankurit in their fifty years of business. And yet, to the owner Esko Hjelt, much more remains the same way it always has been. Our family's textile legacy began when Juho Annala founded a felt boot factory in Lapua in 1917. His grandson, Juha Hjelt, started his own weaving mill with his wife Liisa in 1973, naming it Lapuan Kankurit. The core business concept has remained the same ever since. To this day, we utilize the same techniques to make traditional jacquard-woven products. We are a family business with values to match, and the concept of family extends to our employees. We focus on human-sized production scale, so that the entire chain is traceable, and the bare minimum is going to waste. Juha saw that there was little future for mass-scale production in Finland and found

50 STOURNESS



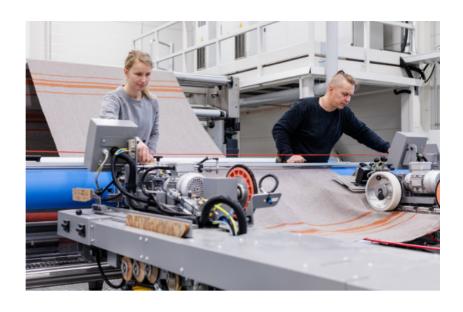




Lapuan Kankurit to focus on special items in smaller quantities. This is still the way we operate.

Breakthroughs in technology have seen improvements in production efficiency and quality. Before electrification, jacquard weaving machines required paper cards to produce a desired pattern, and bigger patterns required more paper, with considerable size limitations. Nowadays patterns are designed and executed with the help of computers, allowing for near-limitless sizes, patterns and colour combinations. The quality control of fabrics has also been perfected with technological advancements.

Ever the trailblazers, the visionaries of Lapuan Kankurit have not been satisfied with solely improving upon the old. They have also trekked on new-found areas of expertise—or more aptly, areas which have been found anew. We are taking steps to incorporate plant dyes into our production cycle and have made heavy investments to build our own finishing plant and spinning mill for Finnish sheep wool products. A lot of these crafts and knowhow vanished from Finland altogether for a time.



## weaving the future

Our aim is to not only bring these traditions back to life, but to also bring them to the 21st century with developed techniques and advanced machinery, says Jaana Hjelt.

Though the heart of Lapuan Kankurit has remained the same since Juha Hjelt's time, each new generation has brought something new to the midst. Juha and Liisa had their own dreams for the company. For Esko and Jaana, the dream today is to focus on the future: what we leave behind for the future generations, what is required to keep doing what we are doing in the future and how to do it with the environment in mind. We take matters of responsibility, circular economy, locality and the sourcing of materials seriously. This is why we invest in things such as Finnish sheep's wool, plant dyes and education it's all investing in the future. We may not see short-term profits with these actions, but hopefully, in 10 or 20 years' time, the results will speak for themselves.



















46x46cm col. white-olive linen-bio organic cotton, design Saara Obele

## AAMU tablecloth

150x260cm, col. cinnamon, 100% linen design Team Lapuan Kankurit



## FRIIDA tea towel

48x70cm, col. linen-lavender, 100% washed linen design Helmi Liikanen

## DUO tea towel

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

1/ **EEVA dishcloth** 25x32cm, col. linen-rose, linen-blueberry, linen-lavender, linen-grey, linen-gold, linen-olive washed linen-Tencel-cotton, design Team Lapuan Kankurit

3/ KISSANPÄIVÄT tea towel 46x70cm col. white-cinnamon, linen-bio organic cotton, design Matti Pikkujämsä 3/ PUUTARHA towel/napkin 46x46cm col. white-rose, linen-bio organic cotton, design Saara Obele 4/ KIELO 150x150cm, col. linen, 100% linen, design Dora Jung 1967









# design Elina Helenius

MERELLÄ

**Towel** 95x180cm, col. linen-rainy blue 100% washed linen









KIVI soap scrub mitt zero waste col. white-linen & black-linen, linen-terry design Elina Helenius

## SAARI towel

95x180cm, col. rose-blue 100% washed linen design Aoi Yoshizawa







# Immersed in Vature

## Text Sara Bengts Photo Teemu Silván

I wake up when the rest of the house is still sound asleep. The soft breathing of dreaming children can be heard in the otherwise quiet house. Dressed only in my emerald green swimsuit and linen bathrobe, I close the door silently behind me. Barefoot, I walk down to the beach. It is a calm, grey morning, which adds to the stillness. The birds sing in a more mellow tune and the trees have nothing to tell me.

Mornings by the beach are usually busy. There are many of us who like to start our day with a swim. Wet footsteps on the wooden dock tell me I am not the first here this morning, although right now I am alone. I leave my towel and bathrobe on the railing and let myself merge with the grey water. The morning mist erases the horizon, making the totally calm sea float together with the grey sky. From my waterbug perspective, the mallards seem elevated in the air. I try to swim without making too much noise, so as to not disturb the awakening of nature—although I am aware that from the birds' point of view, it is already late in the day.

For me, my morning swim is both a meditative and a physical exercise. I take it slowly and every now and then I take a break by floating on my back like a starfish, gazing up at the sky. Glimpses of blue sky are starting to show, birds fly high in the air. I simply lie there and feel totally immersed in nature. I let myself be mesmerised by mysteries that are not for me to solve, but to belong to.

When I return to the shore I am greeted by a smiling old man, standing with a gracefully aged linen terry towel on his shoulders, clogs on his feet. He has not yet been refreshed by the sea and asks me how the algae situation is this morning. "Not too bad," I answer, and we both acknowledge how privileged we are to live by a clean sea something we have learnt not to take for granted. Numerous are the mornings when the surface has been painted in thick green, matching my emerald swimsuit, and I must postpone my dawn dip until the wind changes and carries the algae further out to open waters. The smiling old man must have noticed that our conversation has brought a sadness upon me, so he points out that he has observed a noticeable improvement in the last few years the water is clearer and the bladderwrack has returned. "Remember, life is beautiful," he says, before he dives gracefully into the sea.









## SAIMAANNORPPA bag

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

## < 1/ MERELLÄ towel

46x70cm, col. linen-rainy blue 100% washed linen design Elina Helenius

## 2/ OSMANKÄÄMI tablecloth/blanket

145x200cm, col. grey-cinnamon 100% washed linen design Elina Helenius

## TERVA towel

85x180cm col. white-linen & white-rainy blue washed linen-Tencel-cotton design Team Lapuan Kankurit

## 3/TERVA towel

85x180cm col. white-linen-yellow washed linen-Tencel-cotton, design Team Lapuan Kankurit

## VILLIYRTIT towel

95x180cm, col. linen-yellow 100% washed linen design Matti Pikkujämsä

## PAUSSI towel

95x180cm, col. linen-yellow 100% washed linen, design Elina Helenius

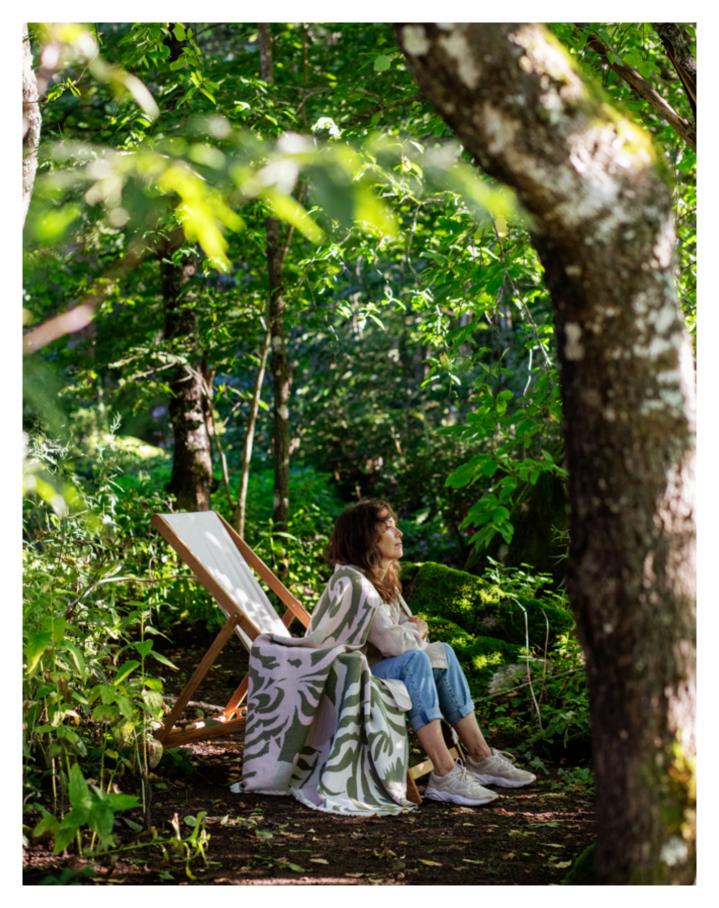






## TERVA towel

32x50cm & 65x130cm, col. white-multi-lavender washed linen-Tencel-cotton design Team Lapuan Kankurit







## **HUVILA** blanket

150x170cm + fringes, col. beige-yellow 100% merino wool design Elina Helenius

## SHAKKI blanket

130x180cm, col. beige-yellow-white cotton-merino wool design Ida Korsström





## HALAUS scarf

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

## TULPPAANI hot water bottle zero waste

2 liter, col. rose-blue, wool-linen design Helmi Liikanen



## ONLINE MOST WANTED:

## KOIRA x Teemu Järvi tea towel

46x70cm, col. white-black linen-bio organic cotton design Teemu Järvi

## **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

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, Portugal, Slovenia, Sweden and Switzerland.

**Register as BtoB customer** to order your business gifts online: www.lapuankankurit.fi/en/business-gifts



## TOKYO MOST WANTED:

## RUUT tablecloth/blanket

140x240cm, col. white-linen washed linen-cotton design Heini Riitahuhta

## **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 www.lapuankankurit.jp



## **OUTLET MOST WANTED:**

## **KOLI** scarf

60x220cm + fringes, col. beige-olive 100% merino design Team Lapuan Kankurit

## 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
Vanhan Paukun tie 1
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 MOST WANTED:

## **AALLOKKO**

sauna pillow 20x46cm, sauna cover 46x150cm col. linen-blue, linen-bio organic cotton design Reeta Ek

## **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
Mon-Fri 11 am-6 pm, Sat 10 am-4 pm
Check website for Summer opening hours
www.lapuankankurit.fi









# Gift ideas!

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

1/ PUUTARHA towel/napkin 46x46cm, several colours linen-bio organic cotton design Saara Obele

2/ KISSA x Teemu Järvi tea towel 46x70cm, col. white-black linen-bio organic cotton design Teemu Järvi

3/ PAANU sauna pillow 20x46cm sauna cover 48x150cm, col. white-grey linen-bio organic cotton design Marja Rautiainen

4/ AAMU napkin 48x48cm, several colours 100% linen design Team Lapuan Kankurit

> NYYTTI ultra light towel comes in many sizes & colours washed linen-tencel-cotton design Elina Airikkala



