

LAPUAN KANKURIT

way of living

FROM THE WEAVERS OF GOOD LIFE



Front cover:

KAAMOS blanket

150x200cm, col. white-black
100% wool, includes Finnsheep wool
design Hanna Galtat

back cover:

CAMP blanket

150x200cm, col. light grey-green
100% wool
design Elina Helenius

<

JUHANNUS blanket

150x200cm, col. white-rose
100% wool, includes Finnsheep wool
design Hanna Galtat

**LAPUAN KANKURIT
WAY OF LIVING**

WEAVING MILL

info@lapuankankurit.fi
tel. +358 6 4338 300
Tervaspunttie 1
62100 LAPUA, FINLAND

No 16, Autumn-Winter 2023–24
Printed by Copy-Set Oy, Helsinki

Photographers: Katja Löönen,
Marja Rautiainen, Viola Virtamo,
Saara Atula

Text: Jenna Suomela, Saara Atula



#lapuankankurit

www.lapuankankurit.fi

change is the only constant

Autumn is here, and with it come new adventures we are eager to embark on with you. Our local Finnsheep wool collection, designed by the talented **Hanna Galtat**, is finished. We are also excited to announce our second collaboration with the Finnish Association for Nature Conservation. Together with the designer **Marianne Huotari**, we have created SUON ÄÄNI / VOICE OF THE MIRE collection to raise funds to protect and preserve the Finnish mires.

Besides Hanna and Marianne, we are honoured to welcome **Samu-Jussi Koski** and **Elisa Defossez** amongst the ranks of our designers. With the help of our new designers – and the return of some old favourites – we wish to bring colour and beauty into the coming autumn and winter.

Beyond these new and exciting developments, the fiftieth anniversary of Lapuan Kankurit has also given us a chance to look back. We have renewed our long-standing partnership with The Friends of Finnish Handcraft by bringing some old designs back into production, starting with the 1991's JUHLADAMASTI. We have also put together an exhibition to showcase our company's storied history. The WOVEN JOURNEY exhibition is running until 9th of September 2023 in the Lapua Art Museum.

This publication is a celebration of change. We get curious about the possibilities change brings into our lives with Samu-Jussi. We try to effect change with The Finnish Association for Nature Conservation and Marianne Huotari to protect our beloved mires. We worry about, but also have great hopes for, the changes to come in the next fifty years. And we stop to enjoy ourselves in the harmony of the ever-changing nature with **Saara Atula's** great food.

Big life events, small everyday surprises. Whatever changes life throws your way, you can trust in one constant: our mission, values and quality will stay the same.

Jaana and Esko Hjelt
Fourth generation weavers



PUNOS blanket

130x180cm + fringes

col. white-cinnamon-black,
white-beige-black, white-olive-black

100% wool

design Team Lapuan Kankurit





A photograph of a man with a beard, wearing a dark jacket over a light shirt, looking out of a window. He is holding a white cup in his left hand and has his right hand near his face. The window has a reddish-brown frame. The background outside the window is a blurred street scene with buildings and parked cars.

Change creates chances

Text **Jenna Suomela** Photo **Viola Virtamo**

The last few years have brought tremendous changes into the life of **Samu-Jussi Koski**. He parted ways with his brand, Samuji, to focus on designing smaller collections for Finnish companies, and to discover what other possibilities life would have in store. One such avenue, costuming theatre productions for the Helsinki City Theatre, is what brought Samu-Jussi and Lapuan Kankurit together.

I've held a deep admiration for Lapuan Kankurit for the longest time. I had met Jaana during my time in Samuji. Though we had talked about working together, the idea truly gained momentum when we met by chance when she came to see a theatre production I had designed the costumes for, Samu-Jussi shares.

Jaana Hjelt, the co-owner of Lapuan Kankurit, remembers the night well.

I spent the whole musical admiring the enchantingly simplistic costuming, becoming surer by the second that we simply had to work together. We agreed to meet up afterwards, and soon enough Samu-Jussi was touring our production line in Lapua. From the beginning it felt like we had a connection, an ease with which we cooperate. We all respect each other's expertise, and this is the key to a fruitful collaboration.

The chance to try his hand at creating textile patterns was welcomed by the self-processed "eternally curious" Samu-Jussi.

The thing that inspires me the most in this line of work is novelty. I'm forever driven to experience new things, to create something unique. Still, the goal is always the same. I

consciously avoid following trends and, instead, aim to create beautiful everyday products that people can actually use and feel good about.

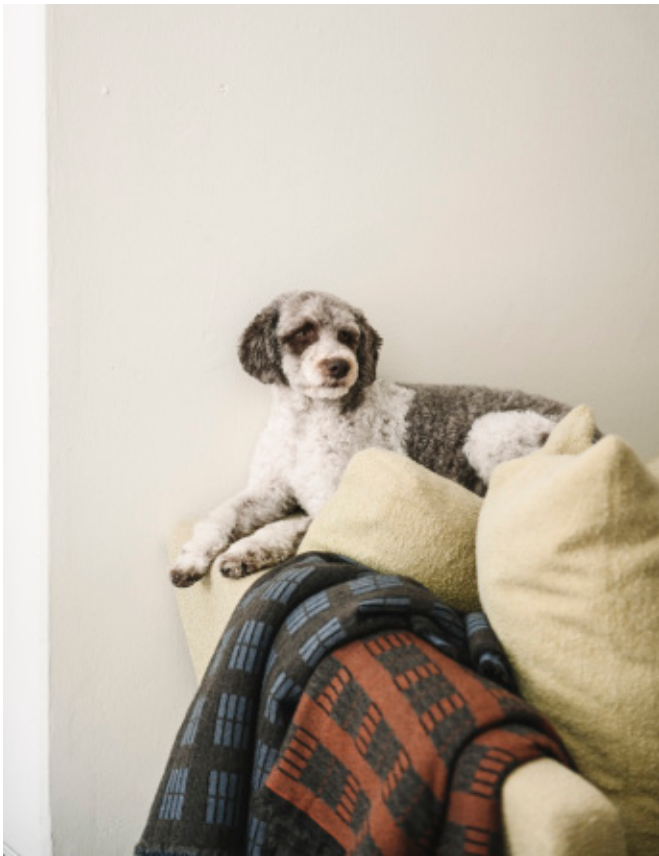
According to Samu-Jussi, a collaboration with Lapuan Kankurit felt natural due to their shared values and mindset. The interest in fashion that drove him to pursue his chosen career has, with time, developed into a true reverence for sustainable, beautiful, high-quality designs that stands the test of time both in quality and style.

The material is the key. I am endlessly inspired by the possibilities of the material I'm working with.

The collection with Lapuan Kankurit was born from the love Samu-Jussi has for the capital city of Finland. It's both an ode to his beloved Helsinki as well as the ideal of it. The designs, called TÖÖLÖ, MERIHAKA, KAAPELITEHDAS and HIETSU, named after important districts and neighbourhoods, play around with the scales and proportions of the windows and architecture of the city that holds a dear place in Samu-Jussi's heart.

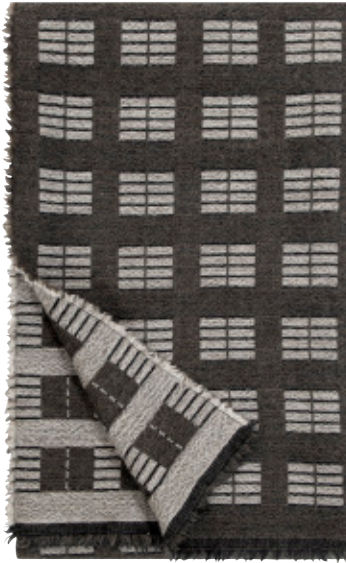
And what chances might tomorrow bring?

I'd love to collaborate more with Lapuan Kankurit. Beyond that, I hope that we, as a society, keep progressing in a more mindful direction and don't regress. I welcome the change we have witnessed in the past years in our industry, how nowadays the quality and origin of your chosen materials genuinely matter. I must keep faith that, ultimately, we understand what's best for our world. In this Lapuan Kankurit is the true forerunner, who keeps creating change for the benefit of us all.



*"I aim to create beautiful
everyday products that
people can actually use
and feel good about."*

SAMU-JUSSI KOSKI



TÖÖLÖ blanket

140x180cm col. white-brown-black
100% wool, design Samu-Jussi Koski

TÖÖLÖ scarf

70x220cm col. terracotta-brown-black
100% wool, design Samu-Jussi Koski

HIETSU towel

48x70cm col. brown-gold
100% washed linen, design Samu-Jussi Koski

HIETSU towel

95x180cm col. cinnamon-gold
100% washed linen, design Samu-Jussi Koski







RINNE towel

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

TOFFEE towel

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

AAMU tablecloth

150x260cm, col. linen, 100% linen
napkin 48x48cm, col. cinnamon, 100% linen
design Team Lapuan Kankurit

LAINA placemat

46x32cm, col. linen-orange, 100% linen
design Elina Helenius



VERANTA tablecloth/blanket 140x240cm + fringes, col. white-linen, washed linen-bio-organic cotton,
design Matti Pikkujämsä **UNI pocket shawl** 60x170cm + fringes, col. cinnamon, chocolate, 100% wool,
design Team Lapuan Kankurit

DUO towel

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

RINNE towel

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

MAIJA towel

48x70cm col. black-aspen green
washed linen-Tencel-cotton,
design Team Lapuan Kankurit

TOFFEE towel

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



A rustic still life photograph. In the foreground, a dark, vintage-style metal kettle with a handle sits on a wooden surface. To its right, a piece of light-colored fabric with vertical stripes is draped over a dark, textured cloth. In the bottom left corner, several logs of wood are stacked. The background is a dark, horizontal wooden plank wall. The overall mood is cozy and traditional.

Back to *the* roots

Text & Photos **Saara Atula**



I sip on pot coffee from the depths of my memory-soaked guksi. With it I am enjoying some home-made, freshly baked cinnamon rolls, as is appropriate.

Wandering in the nature has been my favourite pastime ever since I was a child. I love following the changing of the seasons, especially autumn's swift retreat into hibernation, the descend of the first snow, soon followed by the fresh growth reaching up under the white blankets in springtime. In the embrace of the outdoors the mind unwinds, and we gain new perspective on everything. Add some delicious food to the outing, preferably shared with someone, and you have found the recipe to happiness.

Good food, whether brought from home or cooked outdoors, turns an outing into a true trek.

Cooking food outdoors, especially on a campfire, is not a hurried person's activity. It takes patience. Chopping logs, cutting them up and shaving off pieces of tinder. Lighting them up, waiting patiently for the food to cook in the warmth of the flames. I guess part of the magic of outdoors food is that it forces you to sit down and let things take their required time. While waiting for the food you can just let yourself be. Don't have to answer to a couple of more e-mails, and the thought of scrolling through the social media feed doesn't even cross the mind.

The senses awaken. You notice the silvery shades of a deadwood. How the lines on the pine bark crisscross, each in their own, unique directions. You sense the surrounding sounds and scents – or the lack of them. The thick blankets of midwinter bury everything fragrant under frost and crown snow-load, silencing the rustles and swishes of trees. How wondrous it feels when nature starts brimming with scents again in the late winter and early spring. The resin of conifer needles, the pure water revealing itself under a sheet of ice. When you hear the birds singing and a stream murmuring.

"Good food, whether brought from home or cooked outdoors, turns an outing into a true trek."

There's rarely time to just be, even if staying still is exactly what I notice I've been missing. The forest wipes the mind clean and lifts a smile on the lips. Where would I have been rushing to, anyway?

After the potatoes have roasted on the campfire it is time to continue cooking. Onions, spices, kale, dried funnel chanterelles that I collected in the autumn as well as some tofu make their way on to the pan. The rest goes by quickly. Indian tofu and funnel chanterelle scramble is ready. I spread a blanket on the glittering, frost-hardened snow in the middle of a white birch forest. I focus on the flavours while I eat, enjoying myself. The simple ingredients have developed a smoky aroma from the campfire. That alone is reason enough to enjoy a dinner out in the woods.

For me, life's luxuries mean being able to live so close to mires, beautiful forests and rustic lean-tos with their campfires that one can visit them even during weekdays after work. Even greater luxury is to gather the edible treasures of nature during the late summer and autumn, all the way up to the frost-bitten cranberries. The preserved colours and flavours of nature bring joy to the long winter. Nothing tops a bowl of oatmeal with honey, cinnamon and golden cloudbberries.

I've always said that I don't need my own yard or a cottage. For me, nature is the place I can retreat to, relax in and where I can prepare delicious food.



- 1/ **MAIJA dishcloth/towel** 25x32cm, col. black-aspen green, washed linen-Tencel-cotton, design Team Lapuan Kankurit
- 2/ **KOLI scarf** 60x220cm + fringes, col. beige-green, 100% wool (merino), design Team Lapuan Kankurit
- 3/ **MAIJA dishcloth/towel** 25x32cm, col. black-aspen green, washed linen-Tencel-cotton, design Team Lapuan Kankurit
- CAMP blanket** 150x200cm, col. dark beige-cinnamon, 100% wool, design Elina Helenius



Tofu pyttipannu à la Saara

The Indian spice mix adds an enjoyable surprise touch to the otherwise familiar taste of the dish.

2 garlic gloves
3 onions
2 tsp Indian spice mix
500 g potatoes
2 kale leaves
approx. 1,5 dl (0,6 cups) frozen funnel
chanterelles*
200 g tofu

canola oil for frying
salt

* You can also use dried funnel chanterelles



A wide smile spreads across my face and my eyes light up whenever my hands touch a camera. I achieve the inner balance of body and mind by trekking in nature. I am Saara Atula. I work in healthcare by day.

www.viimeistamuruamyoten.com

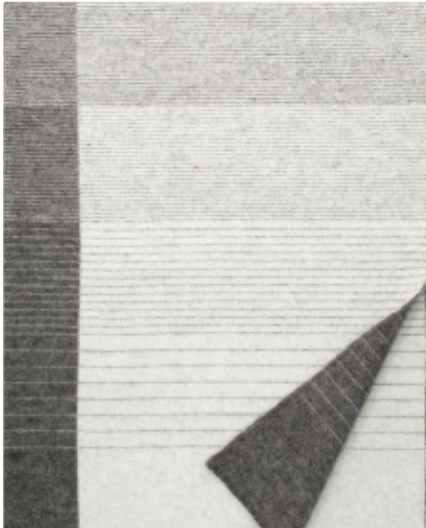
Cut the potatoes into wedges. Wrap them up in aluminium foil and cook on the campfire for about 30 minutes. Meanwhile, cut the onions into half rings and dice the garlic gloves. Heat the oil in the pan and add the onions, garlic and the Indian spice mix. Sauté the onions to the point of caramelizing. Check the potatoes; if they aren't ready yet, take the onions off the heat. When the potato wedges have cooked, add them to the pan. Tear the kale leaves into tinier pieces and add them to the mix together with the funnel chanterelles. Crumble the tofu into the mix as well. Fry the mix until potatoes have achieved a satisfactory colour and everything has heated up.



HAVU X TEEMU JÄRVI placemat 46x38cm, col. white-black, linen-bio-organic cotton, design Teemu Järvi



ARVO blanket
 130x180cm + fringes
 col. white-nature's beige
 100% wool, includes local
 Finnsheep wool, design
 Team Lapuan Kankurit



KAAMOS blanket
 150x200cm, col. white-nature's brown
 100% wool, includes local Finnsheep wool
 design Hanna Galtat



MEHILÄISPESÄ blanket
 150x200cm, col. white-nature's brown
 100% wool, includes local Finnsheep wool
 design Reeta Ek



ALL BLANKETS 100% WOOL, INCLUDE LOCAL FINNSHEEP WOOL: 1/ **HYVÄÄ YÖTÄ blanket/duvet** 150x200cm, col. beige, design Team Lapuan Kankurit 2/ **KAAMOS blanket** 150x200cm, col. white-woad, design Hanna Galtat, **JUHANNUS blanket** 150x200cm, col. white-woad, 100% wool, design Hanna Galtat 3/ **KAAMOS blanket** 150x200cm and 100x150cm, col. white-olive, design Hanna Galtat 4/ **JUHANNUS blanket** 100x150cm, col. white-rose, design Hanna Galtat





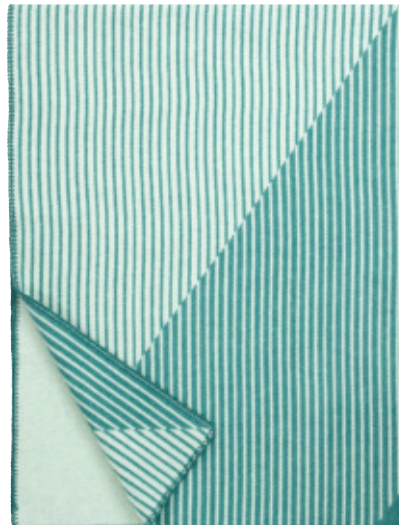
>

RINNE towel

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

TOFFEE towel

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



<

1/ TUPLA hot water bottle

2 liters, col. orange, yellow,
blue, green, rose, beige
100% wool
design Elina Helenius

TUPLA blanket

130x180cm, col. beige-white
100% wool, design Elina Helenius

2/ TOFFEE blanket

130x180cm, col. brown-orange
100% wool, design Elina Helenius

TUPLA cushion cover

45x45cm, col. orange, rose
100% wool, design Elina Helenius



RINNE blanket

130x180cm, col. green-mint
100% wool, design Elina Helenius

TOFFEE blanket

130x180cm, col. orange-rose
100% wool, design Elina Helenius



What the Mires Would Tell Us

Text **Jenna Suomela** Photo **Katja Lösönen**

What would the mires tell us if they had a voice? Perhaps they would whisper about the secret gatherings of the golden cloudberry, hiding where only the worthy may find them. Maybe they would sigh about the gentle caress of a twig of a shrub on your ankle, as a tuft of moss gives way. Or maybe they would ask to share with you a moment in the peace of a pure spring fen, watching as the swirls form ever-changing patterns. Mires do not guard their secrets jealously. They share generously with anyone who wishes to lend an ear.

Unfortunately, many of the Finnish mires have been silenced, as over a half of the original areas have been drained. In cooperation with the The Finnish Association for Nature Conservation and with the help of the designer **Marianne Huotari**, Lapuan Kankurit has created the VOICE OF THE MIRE collection to answer our precious wetlands' cry for help.

Mires mean a lot to Marianne. Her parents are from Kainuu, and she spent the summers of her childhood gathering berries and fishing in the mire areas. To her, they speak of home. When Marianne was asked to design a collection to help raise funds for them, inspiration came instantly. – I wanted to let the mires tell their own story, with their own voice. All the designs in the collection came to life by using the mire plants as brushes: it was the mosses, brush twigs and small pine cones that painted the gentle lines on the paper. I felt that my mission here was to be the messenger, Marianne says. – We need bold and loud discourse to protect the mires, and the colours and the designs of the collection reflect that.

Perhaps, what the mires would tell us is that they need help. That they are doing their best, but they can't do it alone.



←
MUURAIN towel, col. white-orange

~~~~~  
**HIPASU** towel, col. white-mint  
**LÄHTEIKKÖ** towel, col. white-blue  
**MUURAIN** towel, col. white-orange  
**MUURAIN** towel, col. white-bordeaux  
**LÄHTEIKKÖ** towel, col. white-lime  
**HIPASU** towel, col. white-rose

**ALL:** 46x70cm, linen-bio-organic cotton  
design Marianne Huotari




---

**VIIRU scarf**

35x220cm + fringes, col. grey  
100% wool (merino), design Elina Helenius

**TAITO sauna cover**

46x150cm, col. linen-blue-brown,  
100% washed linen, design Elisa Defossez

---

**JÄKÄLÄ hot water bottle**

2 liters, col. white-grey, 100% wool  
design Saara Obele

**UNI pocket shawl**

60x170cm + fringes, col. midnight blue  
100% wool, design Team Lapuan Kankurit

- 
- 1/ **KISSANPÄIVÄT blanket** 130x180cm, col. dark grey-white, 100% wool, design Matti Pikkujämsä  
2/ **TAITO towel** 95x150cm, col. linen-green-grey, linen-blue-brown, 100% washed linen, design Elisa Defossez  
3/ **TOIVO sauna pillow** 20x46cm, **sauna cover** 46x60cm, col. linen-black, linen-bio-organic cotton, design Team Lapuan Kankurit  
4/ **TULITIKKU sauna pillow** 20x46cm, **sauna cover** 46x150cm, col. linen-black-green,  
linen-bio-organic cotton, design Reeta Ek







#### ONLINE MOST WANTED:

##### **KOODI towel**

48x70cm, 100% washed linen  
design Elina Helenius



#### TOKYO MOST WANTED:

##### **ELÄINTEN SAUNA**

**sauna pillow** 20x46cm, **sauna cover** 46x60cm  
col. linen-green, linen-bio-organic cotton  
design Matti Pikkujämsä

#### 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, Slovenia, Sweden and Switzerland.

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






---

#### OUTLET MOST WANTED:

**TOFFEE blanket**  
130x180cm, 100% wool  
design Elina Helenius




---

#### HELSINKI MOST WANTED:

**NYTTI ultra light towel**  
38x38cm, col. black-grey, white-grey  
washed linen-Tencel-cotton  
design Elina Airikkala

#### 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 Christmas 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 Christmas opening hours**

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





# 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)

<  
**1/ USVA tablecloth/blanket**  
150x260cm, col. linen-yellow  
100% washed linen  
design Anu Leinonen

**UNI pocket shawl**  
60x170cm+fringes, melange beige,  
100% wool, design Team Lapuan  
Kankurit

**2/ TOFFEE towel**  
48x70cm, comes in many colours  
100% washed linen  
design Elina Helenius

**3/ HAVU X TEEMU JÄRVI runner**  
46x150cm, col. white-black  
linen-bio-organic cotton  
design Teemu Järvi

**4/ TERVA towel**  
comes in many sizes & colours  
washed linen-Tencel-cotton  
design Team Lapuan Kankurit

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

>  
**ARVO blanket**  
130x180cm + fringes  
col. white-nature's brown, white-wood,  
white-nature's beige, white-melange  
grey, 100% wool, includes local  
Finnsheep wool, design Team Lapuan  
Kankurit



NOTE! Giftcard comes with its own small linen pouch



*Dear world of 2073,*

We hope you are doing well.

As we are celebrating the 50th anniversary of Lapuan Kankurit, it feels proper to not only gaze back to the past half a century, but to also set our sights on you, the world of tomorrow. After all, it is for you that we do so much of what we do. Investing in education. Developing new ways to consume less and to give out more. Forever exploring new avenues to be kinder, gentler, less demanding on our environment.

We hope that kindness, in general, has prevailed. Sometimes we fear it won't be so. We hope to have learned the very difficult and exceedingly obvious truth, that tearing each other and this planet with us down will always do us less good than building each other up.

We know that the future is impossible to predict. Nobody can really say what is to come. But this we know: while we will keep evolving, keep renewing, keep innovating, our core values





will stay the same. The intelligence of nature and the invincible characteristics of natural materials will be the same. Mother Nature is the most ingenious engineer of all, and we will do well to keep learning under her tutelage.

So, world of tomorrow. Here they are. Our fragile hopes for you, our fierce dreams. We will bury them into the soil and raise them up to the skies. Sow them within every sewn thread, weave them into every yarn. Manifest them into being in the form of our labour and love.

*Dear world of 2073, we hope you are doing well. And in the meanwhile, we will be doing everything in our power to make it so.*







LAPUAN KANKURIT

*weavers from Finland*