

LAPUAN KANKURIT

way of living

FROM THE WEAVERS OF GOOD LIFE

no 17
SS2024



MASTERS
OF
LINEN®
100% MADE IN EUROPE

YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover:

TERVA towel

85x180cm, white-green-mint
washed linen-Tencel-cotton
design Team Lapuan Kankurit

back cover:

KOIVU towel/sauna cover

46x60cm, white-grey
100% washed linen
design Marja Rautiainen

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OSMANKÄÄMI tablecloth/blanket

145x200cm and towel/napkin
46x46cm, linen-yellow
design Elina Helenius

**LAPUAN KANKURIT
WAY OF LIVING**

WEAVING MILL

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Text: Jenna Suomela



#lapuankankurit

www.lapuankankurit.fi



**SUSTAINABLE
TRAVEL
FINLAND™**



**MASTERS
OF
LINEN®**

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playfulness

“We don't stop playing because we grow old; we grow old because we stop playing.”

Our theme for spring of 2024 is playfulness. This spring we want to explore curiously, we want to frolic freely, we want to dance joyfully, we want to laugh with wild abandon. And, through our new collection, we want to bring all of this into your life, as well.

Let your imagination soar on the wings of a butterfly in the company of the Japanese designer **mina perhonen** and his new designs for us, **METSÄLAMPI** (“forest pond”) and **KESÄKUKKA** (“summer flower”). Marvel at the modern-day magic of sauna with Kulttuurisauna's **Nene Tsuboi** and **Tuomas Toivonen**. Explore our spring collection full of colour and whimsy and wonder.

We are introducing a new design by **Elisa Defossez** called **HOHTO**, “glow” in Finnish. The design is inspired by soft sunlight leaking through trees, commonly called “Komorebi” in Japanese. The striped pattern brings to mind the play of light through the leaves, as well as the gentle rhythm of the trees in forests.

We are also replenishing our collection with new colours and sizes for the following favourites: **HALI**, **USVA**, **TSAVO**, **UNI**, **SAARI**, **OSMANKÄÄMI**, **KOODI**, **KOIVU** and **TERVA**.

And beyond this catalogue? Let's stay curious. Let's try new things just from the joy of doing so, not to achieve something or to impress someone. Let's do it because it makes the heart happy and the soul sing.

Let's wander around and wonder at the world with wide eyes and an open heart.

Let's stay young at heart together.

Jaana and Esko Hjelt
Fourth generation weavers



The Butterfly effect

Text **Jenna Suomela** Photo **Mina Perhonen / Katja Lösönen**

It all started with a Finnish jacket. **Akira Minagawa**, known for his brand **mina perhonen**, had his life's course changed forever after one innocuous purchase in Rovaniemi nearly four decades ago. The jacket he found in a local store became a symbol of the kind of designs Akira

wanted to aim for: not high fashion, but quality craftsmanship for the everyday life.

While walking alone in the extremely cold cities of Lapland, I was touched by the kindness of the people and learned about the beauty of everyday design, Akira reveals.

KESÄKUKKA tablecloth/blanket 145x180cm

towel/napkin 46x46cm

turquoise-rose 100% washed linen

design Akira Minagawa





Akira's style is often described with words such as romantic, naive and imaginative. Akira himself doesn't submit to a particular style to him, everything starts with his own memories, which he wishes to bring to life.

I create with the feeling that I am bringing the fantasies in my mind out of my hands and into the real world.

Jaana Hjelt, the co-owner of Lapuan Kankurit, has admired the Japanese designer for years.

As soon as we chose playfulness as this spring's theme, mina perhonen came to my mind. His style fits perfectly with its cheery and colourful tones – it's just what the world could use more of right now.

Akira's designs for Lapuan Kankurit, **METSÄLAMPI** and **KESÄKUKKA** are exactly that: whimsical designs full of colour and joy. The more abstract of the two, **METSÄLAMPI** ("forest pond"), which represents the Finnish landscape with its bountiful forests, mountains and bodies of water, was conceived a day before his visit to Lapua.

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1/ METSÄLAMPI towel

95x180cm, white-green-rainy blue
100% washed linen
design Akira Minagawa

2/ METSÄLAMPI tablecloth/blanket

145x200cm and **towel** 46x70cm
white-green-rainy blue
100% washed linen
design Akira Minagawa

3/ KESÄKUKKA towel/napkin 46x46cm

and **tablecloth/blanket** 145x180cm
lime-light blue, 100% washed linen
design Akira Minagawa

4/ KESÄKUKKA tablecloth/blanket

145x260cm, lime-light blue
100% washed linen
design Akira Minagawa

For some reason, the picture of a forest and a lake divided into two parts, with straight lines representing trees and curved lines representing water, suddenly came to me. It was a coincidence that a simple picture of water gushing from a mountain came into being, but it was a moment that made my heart dance.

The gorgeous **KESÄKUKKA** ("summer flower") is a testament to Akira's wonderfully vivid imagination. The design features an imaginary flower he painted while picturing it blooming casually and happily on the streets of Finland.

Both Akira and Jaana are happy with the collaboration.

Good things cannot be created without trusting each other through empathy and respect. These are two important elements that have allowed us to quickly become comfortable with each other and trust each other. That makes me happy, Akira says. Jaana's answer echoes with the same sentiments.

We immediately felt a kinship with him, seeing how incredibly passionate he is about his work. As he said so himself after our first meeting: it feels like we've been friends for a long time already, she shares.

It has been many years since Akira's first, fateful trip to Finland that started him on a path filled with awards, acclaimed collaborations and global renown. And still today, it is possible to pass Akira by in Finland, even perhaps while he's waiting for a train to take him back to Rovaniemi.

Since the first visit Finland has been like home to me, and a place where I can always return to rest my mind.



KESÄKUKKA tablecloth/blanket

145x260cm, lime-light blue
100% washed linen
design Akira Minagawa

KESÄKUKKA towel/napkin

46x46cm, turquoise-rose and lime-light blue
100% washed linen
design Akira Minagawa



METSÄLAMPI towel

46x70cm, rose-grey-lime
100% washed linen
design Akira Minagawa

METSÄLAMPI towel

95x180cm, white-green-rainy blue
100% washed linen
design Akira Minagawa

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- 1/ **METSÄLAMPI towel** 46x70cm, rose-grey-lime and **KESÄKUKKA tablecloth/blanket** 145x260cm, turquoise-rose, 100% washed linen, design Akira Minagawa
2/ **METSÄLAMPI tablecloth/blanket** 145x200cm, rose-grey-lime, 100% washed linen, design Akira Minagawa
3/ **KESÄKUKKA tablecloth/blanket** 145x180cm, turquoise-rose and **towel/napkin** 46x46cm, lime-light blue, 100% washed linen, design Akira Minagawa
4/ **METSÄLAMPI tablecloth/blanket** 145x200cm and **towel** 46x70cm, rose-grey-lime, 100% washed linen, design Akira Minagawa



METSÄLAMPI towel

95x180cm, white-green-rainy blue

100% washed linen

design Akira Minagawa



USVA towel

95x180cm, linen-orange

100% washed linen

design Anu Leinonen





KOODI drawstring bag
40x45cm, rainy blue-linen
100% washed linen
design Elina Helenius





HALI scarf

70x70cm + fringes
rainy blue, 100 % washed linen
design Team Lapuan Kankurit

OSMANKÄÄMI drawstring bag

40x45cm, yellow-linen
100% washed linen
design Elina Helenius

MAJA blanket

130x200cm, white-rose
washed linen-Tencel-cotton
design Team Lapuan Kankurit

SAARI tablecloth/blanket

145x200cm, white-blue
100% washed linen
design Aoi Yoshizawa

1/ **TSAYO scarf** 70x200cm + fringes, blue-linen, rose-yellow, olive-rose, 100% washed linen, design Mifuko
2/ **SAARI tablecloth/blanket** 145x260cm, rose-blue 100% washed linen, design Aoi Yoshizawa
3/ **OSMANKÄÄMI tablecloth/blanket** 145x260cm and **towel/napkin** 46x46cm, yellow-linen, 100% washed linen, design Elina Helenius



1



2



3





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TSAVO scarf 70x200cm
+ fringes, rose-yellow
100% washed linen
design Mifuko

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1/ **TERVA towel** 85x180cm,
white-green-mint
washed linen-Tencel-cotton
design Team Lapuan Kankurit

2/ **TERVA towel** 48x70cm and
32x50cm, white-rust-rose
washed linen-Tencel-cotton
design Team Lapuan Kankurit

3/ **KOODI towel** 95x180cm,
rust-rose 100% washed linen
design Elina Helenius

4/ **KOODI**
ribbon bag 20x25cm
towel 95x180cm
drawstring bag 40x45cm
green-mint
100% washed linen
design Elina Helenius

Give a caring gift

We care about our world. That's why we work hard to create eco-friendly, high-quality products from natural, traceable raw materials. We want to make it easy to choose a caring gift for your loved ones.

We weave good life for you to gift forward.



UNI pocket shawl
60x170cm + fringes,
peach 100% wool
design Team Lapuan Kankurit

UNI pocket shawl
60x170cm + fringes,
mint 100% wool
design Team Lapuan Kankurit

HALI scarf
70x70cm + fringes
bright yellow, 100% washed linen
design Team Lapuan Kankurit

OSMANKÄÄMI ribbon bag
20x25cm, rainy blue-linen
100% washed linen
design Elina Helenius

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- 1/ **UNI pocket shawl** 60x170cm + fringes, light beige 100% wool, design Team Lapuan Kankurit
2/ **OSMANKÄÄMI tablecloth/blanket** 145x200cm and **towel/napkin** 46x46cm grey-cinnamon, design Elina Helenius
3/ **TOFFEE towel** 48x70cm, rust-rose, green-mint, blueberry-rainy blue and brown-rust, 100% washed linen, design Elina Helenius
4/ **HALI scarf** 70x70cm + fringes, olive 100% washed linen, design Team Lapuan Kankurit



A person with dark hair, seen from the side, stands barefoot on a wooden ledge. They are wearing a long, striped bathrobe with vertical bands of light and dark colors. They are looking out of a large window at a body of water under a bright sky. The bathrobe has a matching belt tied around the waist.

The Alchemy of Sauna

Text **Jenna Suomela** Photo **Bryan Saragosa**

The ancient alchemists believed that by marrying together mythology, technology and philosophy, they would be able to perfect the human body and soul. Listening to **Nene Tsuboi** and **Tuomas Toivonen**, the co-owners of KULTTUURISAUNA, talk about the bathing experience, it's clear that the two practices are not altogether dissimilar. The way they describe the transformative powers of heat and water in reverent tones, easily evokes the magical imagery of a great master labouring away to purify lead into gold.

A public sauna is like a shared contract or a promise you make with the other guests. You live in a city, you're stressed from your work, you have all these things going on in your life – and then you come to this shared space, and you must respect the space and time of others as well. It's a beautiful moment, when strangers share a harmonic moment through bathing, Nene says.

The purpose of bathing is to introduce a transformation through heat. At the end of the cycle of heat and cooling you have come through all kinds of changes, both physically and mentally. You've reached a new mental state, apart from the everyday, apart from business, apart from normal social hierarchies, Tuomas continues.

Creating that moment is no simple feat, as Tuomas and Nene can only offer the setting and the tools – it's up to the bather to complete

KAAPELITEHDAS
bathrobe

long bathrobe

short bathrobe

S, M, L, XL

ivory-brown-blue

washed linen-cotton

design Samu-Jussi Koski



HIETSU towel
48x70cm, 95x180cm
brown-gold
100 % washed linen
design Samu-Jussi Koski



Photo Viola Virtamo

the ritual. There are rules both written and perceived, things you only learn by following others.

It's both primitive and advanced. Sauna has a holy aspect to it, there are rules to it beyond the hygienic ones. It's almost like an altar with a congregation that gathers, and there's the gift of water you share as löyly, Tuomas describes.

One central tool in the ritual process of Kulttuurisauna, according to Nene and Tuomas, is linen.

We have hundreds of linen sauna covers here. Mangling is a significant part of our daily work, Tuomas laughs.

When you receive your sauna cover, locker key and a mug, you've taken your first step into the ritual.

Nene agrees.

The traditional sauna and linen go together perfectly. They have a shared history and their

properties work well together. We couldn't imagine using any other kind of material.

So, you've participated in the ritual of sauna. You've sat on the linen sauna cover, you've worked your body through the heat and your mind through the goings-on of your life. You've emerged from both the physical location and, perhaps, from something a bit more intangible. How does modern day alchemy present itself? Answers to that question are probably as numerous as sauna goers. Nene recalls the transformative forces of sauna with one customer interaction.

A guest tried to unlock her phone using the facial recognition feature after visiting us, without success, and exclaimed, "I must be so relaxed!" That's the best kind of feedback for us. It's both the challenge and the reward of our work, to offer this space of shared relaxation. When it all comes together, it's magical.



MERIHAKA shirt

S, M, L, XL ivory-brown-blue,
100 % washed linen,
design Samu-Jussi Koski



1/ **MERIHAKA lounge wear** shirt, tunic, pants, shorts S, M, L, XL ivory-brown-blue, 100 % washed linen, design Samu-Jussi Koski

2/ **KAAPELITEHDAS bathrobe** long bathrobe, short bathrobe S, M, L, XL ivory-brown-blue, washed linen-cotton, design Samu-Jussi Koski

3/ **HIETSU towel** 95x180cm, blue-cinnamon, 100 % washed linen, design Samu-Jussi Koski

4/ **HIETSU towel** 48x70cm, 95x180cm, blue-cinnamon, 100 % washed linen, design Samu-Jussi Koski and

TÖÖLÖ blanket 140x180cm blue-brown-black, 100% wool, design Samu-Jussi Koski



KOIVU towel
95x150cm, white-grey
100% washed linen
design Marja Rautiainen

KASTE bathrobe
one size, grey
100% washed linen
design Anu Leinonen



LINEN – RESPONSIBILITY FROM FLAXFIELDS TO FABRIC

We simply adore linen. We use long fibred linen that is grown, spun and dyed in Europe. Not only is linen highly absorbent, durable and feels pleasant to the touch, but it is also one of the most environmentally friendly air-purifying natural fibres. 3/4 of global flax production takes place in Western Europe. There is no need for irrigation nor is there much need for fertilisers either. It also grows fast – in one hundred days it reaches the height of one metre. Growing flax in Europe absorbs 333.000 tonnes of CO2 emissions per year. 100 percent of the linen can be used. It is also a completely biodegradable material. There is no waste.

We are a proud member of the Masters of Linen family. Masters of Linen™ is the guarantee of traceability of linen made by European companies on European and Euromed 1 sites. A textile of excellence, local at all stages: from the vegetal European Flax™ fibre, to the yarn and fabric.



*Introducing the
newest orange shade
of our timeless
USVA collection.*

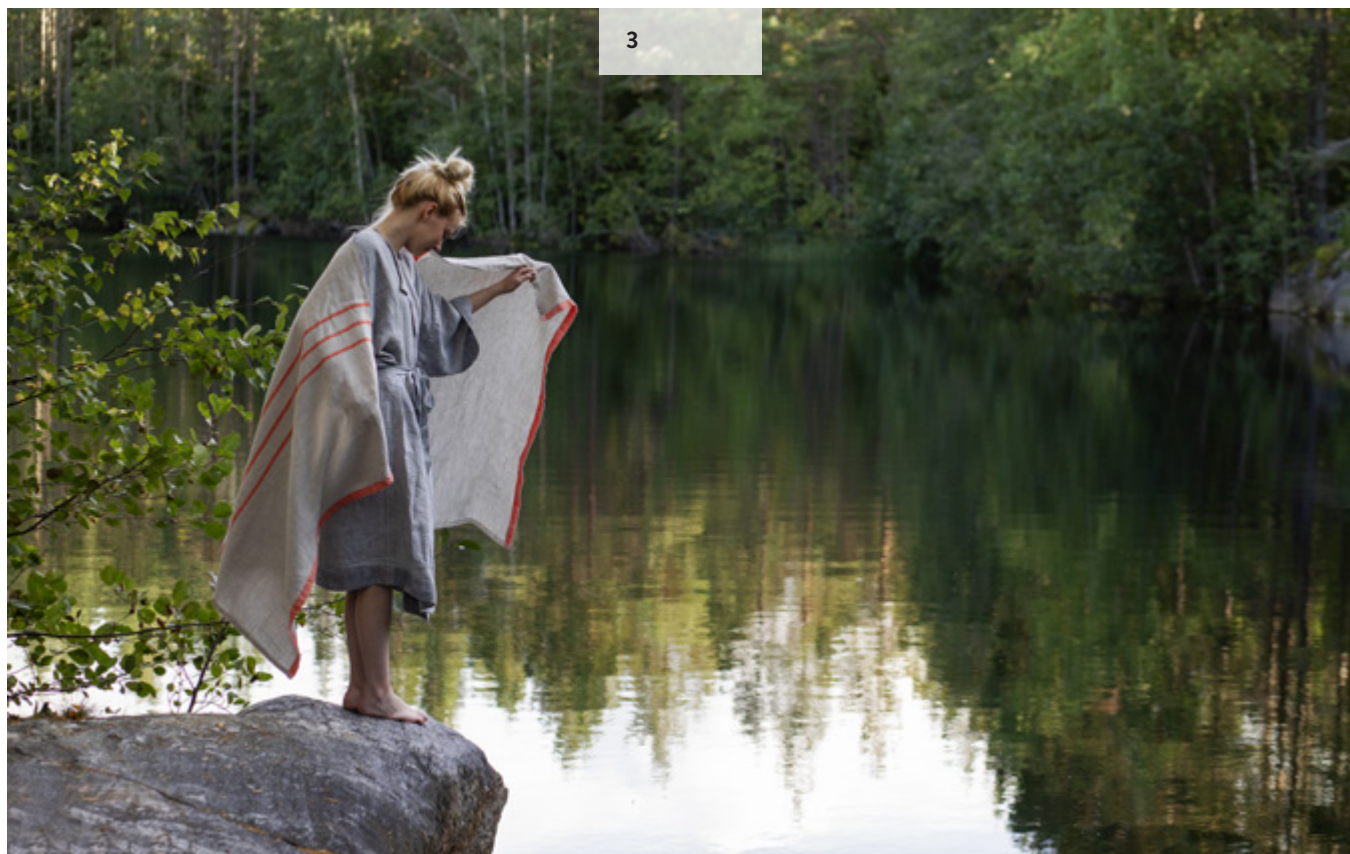


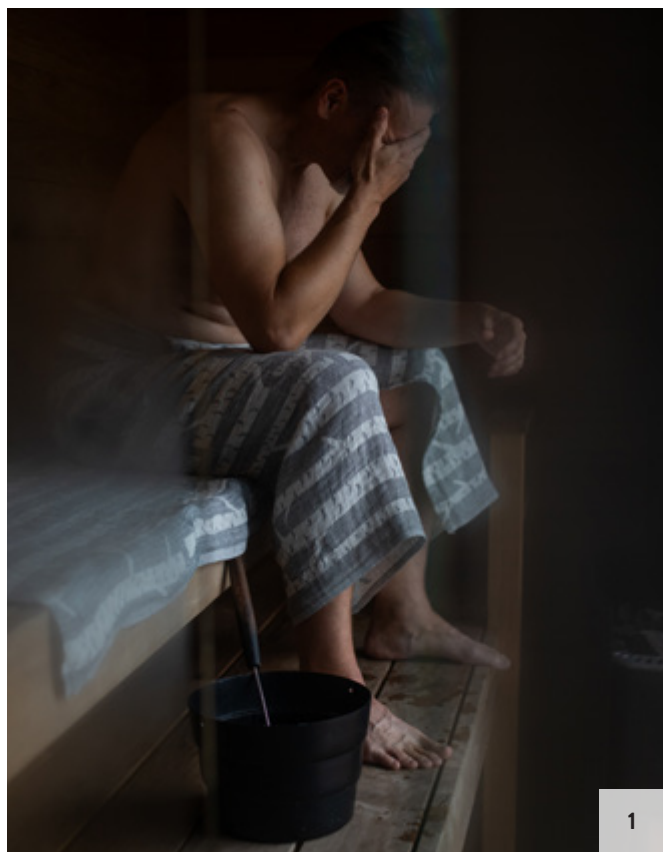
USVA linen scarf
70x200cm + fringes
linen-orange, 100% washed linen
design Anu Leinonen

USVA towel
95x180cm
linen-yellow, 100% washed linen
design Anu Leinonen

USVA towel
48x70cm
linen-white, 100% washed linen
design Anu Leinonen

1/ **USVA towel** 48x70cm and 70x130cm, linen-orange, 100% washed linen, design Anu Leinonen
2/ **USVA tablecloth/blanket** 150x260cm, linen-orange, 100% washed linen, design Anu Leinonen
3/ **USVA towel** 95x180cm, linen-orange, 100% washed linen, design Anu Leinonen and
KASTE bathrobe one size, grey, 100% washed linen, design Anu Leinonen







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KIVI bathrobe sizes S–XL and
towel 80x140cm, linen-black
washed linen-cotton terry
design Anu Leinonen

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1/ **KOIVU shawl/sauna cover**
60x180cm and **towel**
95x150cm, white-grey
100% washed linen
design Marja Rautiainen

2/ **HOHTO towel**
46x60cm, white-green
100% washed linen
design Elisa Defossez

3/ **HOHTO sauna cover**
46x150cm and
sauna pillow white-green,
linen-bio-organic cotton
design Elisa Defossez

4/ **KOIVU hair turban**
white-grey
100% washed linen
design Marja Rautiainen
and **KASTE bathrobe**
one size, grey
100% washed linen
design Anu Leinonen



ONLINE MOST WANTED:

EEVA dishcloth/towel

25x32cm, linen-yellow, washed linen-Tencel-cotton
design Lapuan Kankurit



TOKYO MOST WANTED:

KOODI towel

48x70cm, several colours, 100% washed linen
design Elina Helenius

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](https://www.instagram.com/lapuankankurit) on Instagram. Browse through our lifestyle image gallery and our brochures to help you become inspired.

Subscribe to our newsletter to stay abreast with our latest news, special offers, events, and new products.

To consumers we ship to the following 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

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:

PUUTARHA towel/napkin

46x46cm, several colours, linen-bio-organic cotton
design Saara Obele



HELSINKI MOST WANTED:

KUUTAMO blanket

130x180cm + fringes, olive-rose, bio-organic cotton-merino
design Saara Obele

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 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
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www.lapuanankurit.fi

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1/ TERVA towel

85x180cm, 48x70cm
and 32x50cm, white-rust-rose
washed linen-Tencel-cotton
design Lapuan Kankurit

2/ KOODI towel

95x180cm, white-linen
100% washed linen
design Elina Helenius

3/ KOODI ribbon bag

20x25cm, yellow-linen
100% washed linen
design Elina Helenius
and **TSAVO scarf**

70x200cm + fringes
blue-linen, rose-yellow
100% washed linen
design Mifuko

4/ TAITO towel

95x150cm, linen-blue-brown
100% washed linen
design Elisa Defossez

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1/ NYTTI towel

95x180cm, white-cinnamon
washed linen-Tencel-cotton
design Elina Airikkala



NOTE! Giftcard comes with its own small linen pouch

A piece of woven fabric with a geometric pattern in shades of blue, grey, and white is hanging from a birch tree trunk. The fabric features a central design of stylized, interlocking geometric shapes, possibly representing a landscape or a traditional motif. The background is a soft-focus forest with birch trees and green foliage.

LAPUAN KANKURIT

weavers from Finland