

Lapuan Kankurit

no 2 **WAY OF LIVING** 16-17

LINEN & WOOL



YOUR PERSONAL COPY TO TAKE HOME AND ENJOY FOR LONG



Front cover:

CORONA UNI wool blanket

130x170 cm + fringes, col. light grey
100% wool, design Marja Rautiainen

MARIA wool blanket

130x180 cm + fringes, col. black-grey
100% wool

<<

SAAGA UNI mohair blanket

130x170 cm + fringes, col. cloudberry
70% mohair, 30% wool
design Marja Rautiainen

**LAPUAN KANKURIT
WAY OF LIVING**

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//lapuankankurit
www.lapuankankurit.fi



issue no 2

SUSTAINABLE DESIGN

Are you interested in everyday beauty, responsible production, sustainable textiles and traceability of the materials? Do you enjoy soft, warm wool, shimmering linen and a casual, but yet a cool modern home? Then this magazine is just for you.

We at Lapuan Kankurit value sustainable development and pure natural materials. Our philosophy also includes responsible and environmentally friendly processes, continuous research and development – not to mention our fantastic designers.

Did you know that our linen textiles are woven in Lapua, Finland? We employ local craftsmen, and our refined weaving skills are transformed from one generation to another. In fact, our most long-standing employee worked in our weaving mill for over forty years.

When it comes to our products, multifunctional is what it's all about. There is no right or wrong way to use our products: blankets can also be used as tablecloths or space dividers. When well maintained, high-quality textiles will make you happy for decades, which means you can also leave a lasting inheritance for future generations. Products made by Lapuan Kankurit weave a tale of genuine values, sustainable consumption and respect for nature.

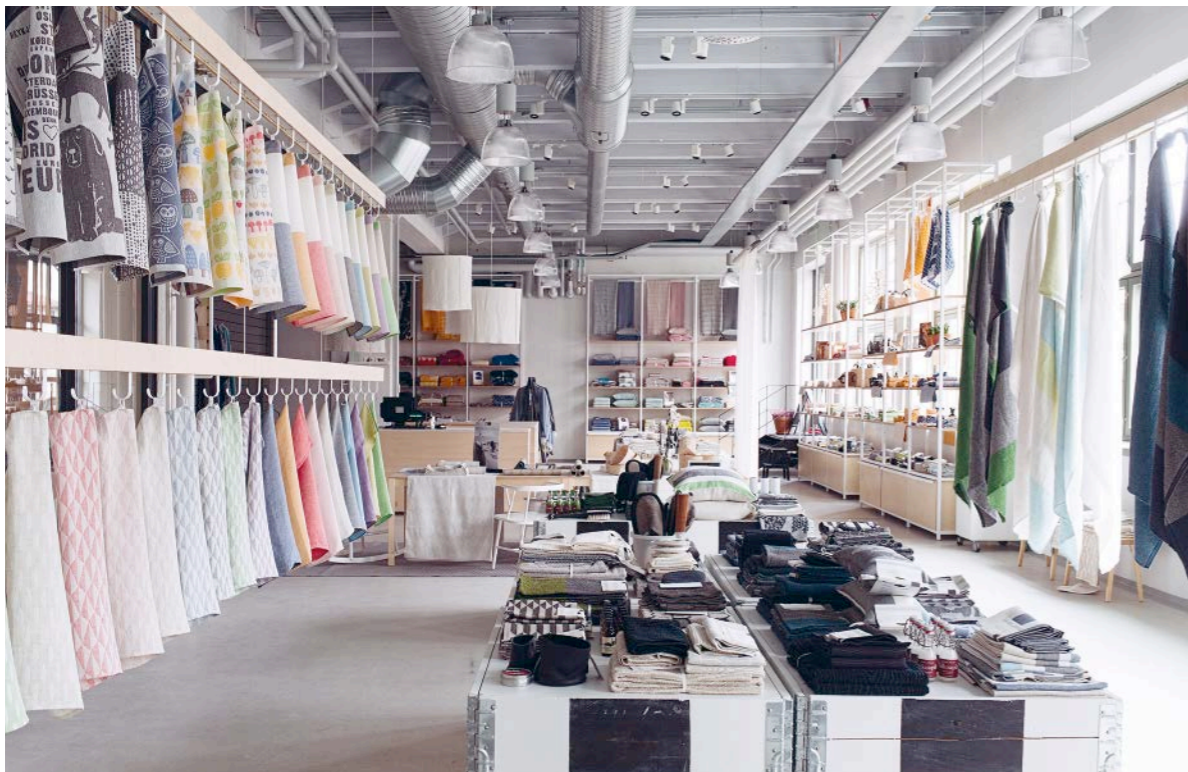
In this magazine, we have picked some of our best products for you. We want you to be inspired, pamper your soul, have a cosy home and enjoy our sustainable design. Let yourself find your unique way of making the world a little bit better, every day.

Jaana and Esko Hjelt
Fourth generation weavers



TWISTI towel
100% washed linen, design Reeta Ek
TERVA towels
washed linen-tencel-cotton
KIVI bathrobe
washed tencel-linen terry,
design Anu Leinonen





Welcome to visit our stores!
We have a wide selection of our own products and other interesting, delightful lifestyle items that breathe our values – buy them for yourself, as a gift or to remind you of your visit to Finland.

LAPUA OUTLET STORE

In October 2015, we opened our new outlet store in Lapua, at the culture centre Vanha Paukku. Our spacious and charming store is located in the cultural centre Vanha Paukku. We're using the former tool factory premises of Lapua Ammunition Factory (Lapuan Patruunatehdas) – a company that owned and used the buildings until a dramatic accident took place in the factory premises in April 1976.

The former factory complex nowadays houses a number of shops and entrepreneurs, a 200 seat Alajoki auditorium, meeting rooms, a cafeteria, a movie theatre, a local theatre group, the Lapua Art Museum and the municipal library. The factory surroundings also offer a home for the Music Institute and the Adult Education Centre of Lapua – and of course the historical museum of the Lapua Ammunition Factory. 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
In December we're open Monday to Friday 11 am to 6 pm, Saturdays 10 am to 3 pm, Sundays noon to 3 pm.

HELSINKI STORE & STUDIO

Lapuan Kankurit Store&Studio in Helsinki is located in the Tori Quarter – a unique Empire style centre at the heart of Helsinki between the Helsinki Cathedral and the Market Square, just five minutes from the Central Railway Station and other major landmarks.

The Tori Quarter has many design shops, restaurants, coffee houses, services, museums and summer terraces. It is a fascinating destination for domestic and international visitors to enjoy urban life, shopping, dining and culture. Formerly an area housing mostly administrative offices, the streets and inner courtyards of the district have now been transformed into an area offering relaxation and novel experiences with pedestrian access. 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
In December we're open Monday to Friday 11 am to 6 pm, Saturdays 9 am to 4 pm, Sundays noon to 4 pm.

BRAND NEW

Online Store

Online shopping is convenient and hassle free. Shop when you like and where you like.

We have a brand new website and online store at WWW.LAPUANKANKURIT.FI.

You can now find more information on our products, our weaving mill, materials, production, and the people behind the products in our online store and website.

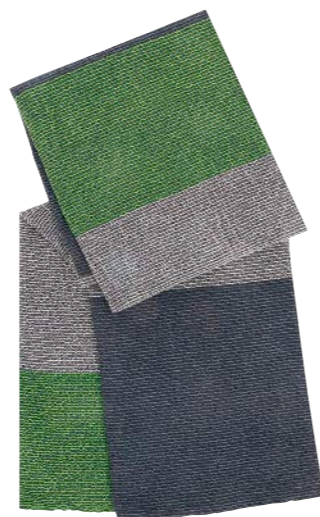
You can rate our products and through your instagram account upload your own pictures in order to inspire others, or browse our lifestyle image gallery and our brochures to be inspired yourself.

Subscribe to our newsletter to stay updated on the latest news: special offers, events, and new products.

NOTE! We now ship to the following EU countries: Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Holland, Italy, Luxembourg and Sweden.

AINO blanket 130x170 cm + fringes, col. grey-black, 100% wool, design Aoi Yoshizawa





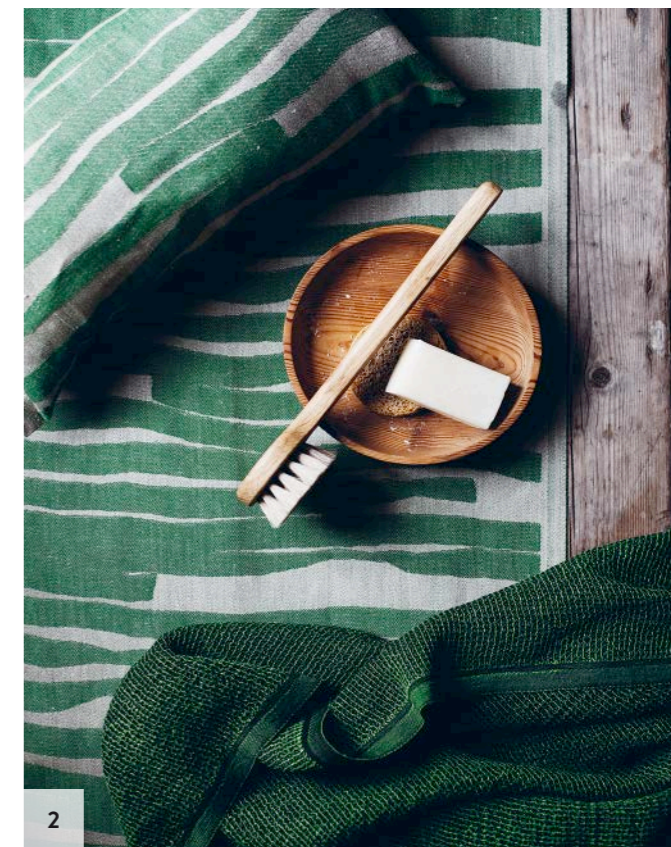
CORONA UNI hot water bottle
100% wool cover, col. forest green, design Marja Rautiainen
CORONA cushion cover 50x40 cm, col. grey-moss,
100% wool, design Marja Rautiainen

TERVA towel 85x180 cm, col. black-multi-green,
washed linen-tencel-cotton, design Lapuan Kankurit
KAARNA scarf 27x200 cm, col. light grey,
100% wool, design Lapuan Kankurit

1 / **IIDA pocket shawl** 60x200 cm + fringes, col. brown-white, 100% wool 2 / **TWISTI sauna pillow** 20x46 cm,
col. linen-moss, linen-organic cotton with polyester fiber filling **TWISTI seat cover** 46x150 cm, col. linen-moss,
linen-organic cotton, design Reeta Ek **TERVA towel** 48x70 cm, col. black-green, washed linen-tencel-cotton,
design Lapuan Kankurit 3 / **KOIVU tea towel** 46x70 cm, col. white-black, linen-organic cotton, design Marja Rautiainen,
KUUSI tea towel 46x70 cm, col. white-moss and white-black, linen-organic cotton, design Masaru Suzuki
4 / **CORONA blanket** 130x170 cm + fringes, col. grey-pistachio, 100% wool, design Marja Rautiainen
ILTA bedding set 150x210 cm + 55x65 cm, col. linen, 100% washed linen



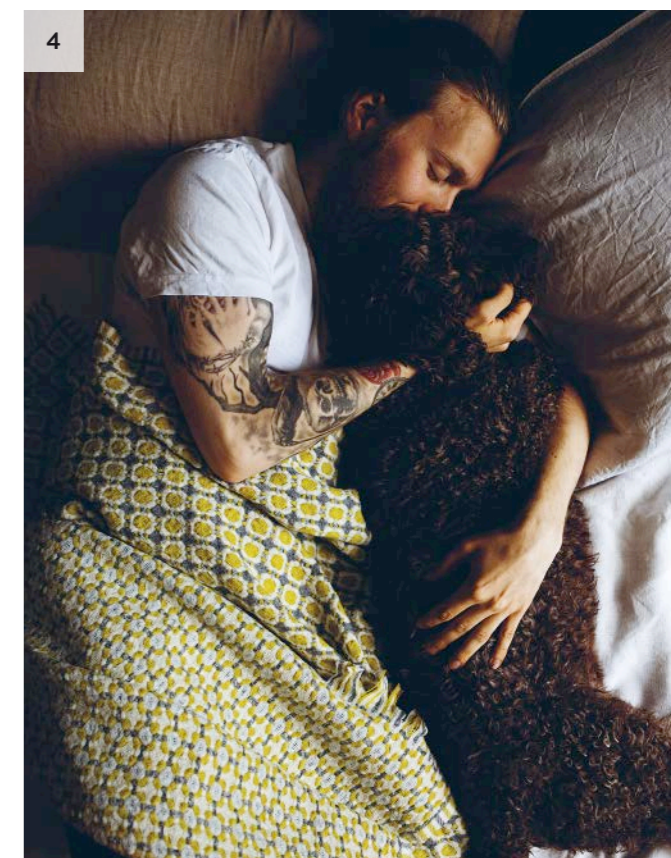
1



2



3



4



JOHANNA TALSO & JUHA KOSKELA

Authenticity That Spans Generations

Nature, tradition, and
timelessness guide
the artisanal life.

Text Aino Hyyryläinen Photo Katja Lösönen



1



2



3



4

←

1 / **UNI pocket shawl** 60x180cm + fringes, col. blueberry, 100% wool, design Lapuan Kankurit 2 / **KEHRÄ tablecloth** 150x220 cm, col. white-linen, linen-organic cotton, design Sari Myöhänen 100 **RUUSUA** napkin, design Dora Jung, vintage
 3 / **UNI fabric** 100% wool 4 / **PANAMA apron** col. white-black, linen-organic cotton, design Lapuan Kankurit
 Previous spread: **CORONA UNI poncho** 125x75 cm + fringes, col. light grey, design Marja Rautiainen **KAARNA scarf** 27x200 cm + fringes, col. black, 100% wool, design Lapuan Kankurit **IIDA blanket** 130x200 cm + fringes, col. cloudberry, design Marja Rautiainen

The foggy fields welcome the visitor into Johanna Talso and Juha Koskela's home. The surroundings seem to celebrate the couple whose artisanal lifestyle is built on the appreciation of nature and tradition.

Johanna organises an annual craft fair where artisans and customers meet in 18th century historical surroundings, and sews historically accurate clothing from linen fabrics. "I grew up on a farm, so the landscape of my soul is a field," Johanna says.

When duty calls, Johanna doesn't count the hours. Ideas follow her everywhere she goes, and she sees that as a blessing. "An artisan's mind works differently," Johanna says and laughs. "We're a little weird like that." Her husband Juha Koskela is an awarded goldsmith, so craftsmanship is always present in their life.

Timeless, long-lasting materials and products have a special role in Johanna's life. She appreciates design and objects that endure. "They're not confined to present moment," she says. Textiles that can be passed down to future generations are valuable to her. In fact, she reveals that she still has some of the original linens designed by the world-renowned textile artist Dora Jung in the 1960s. The beauty of the linens hasn't faded over time. Lapuan Kankurit is currently reviving Jung's designs according to the original drawings and instructions, proving that their elegance really does span generations.

Johanna uses authentic materials, because they look and feel right. She sews clothing from Lapuan Kankurit linen fabrics, and Juha uses precious metals in his jewellery. "Tradition, history, nature, and authenticity all go hand in hand," Johanna says. The couple agrees that they didn't understand the significance of traditions when

they were younger. "Now those strong values are more present in Finnish culture", Juha analyses. Johanna says that her family has always saved fun, beautiful, or handmade items. "I have my great-grandmother's linen tablecloths, and they're still in great condition," she smiles. She hopes that families continue to pass down items that are made to stand the test of time.

While craftsmanship is valued in Finland and all over the world, it still remains a marginal phenomenon. "Is it a trend to value craftsmanship, or is it really valued?" Johanna wonders. The pricing of handmade crafts is still occasionally debated. However, trendsetting magazines have also started to introduce artisanal products. "Crafts will always compete with mass-produced items," Juha adds. He's noticed that people also value individuality, and that's when trendy labels don't matter: "People want to create their unique appearance with clothing and jewellery." Johanna and Juha don't seem worried about craftsmanship disappearing altogether. "It'll always be there, sometimes stronger and sometimes weaker," Juha says. "They're appreciated more, because people don't make crafts themselves anymore."

As craftswoman and organiser of the 18th century craft fair, Johanna has experiences both sides of the artisanal community. It might be a small group of people, but special at that: "The artisanal community is close-knit," she smiles. Juha agrees. "There's a small group of people who don't want to fit in," he says, "and that's what we call craftsmanship."



PANAMA apron linen-organic cotton, col. white-black,
70x100 cm, design Lapuan Kankurit



KUUSI tea towel 46x70 cm, col. white-black,
linen-organic cotton, design Masaru Suzuki
CORONA UNI scarf 65x205cm + fringes, col. light grey,
100% wool, design Marja Rautiainen



PORO tea towel 48x70 cm, col. white-black, washed linen-organic cotton, design Masaru Suzuki
USVA tablecloth 150x260 cm, col. grey, 100% washed linen, design Anu Leinonen



INVESTING IN

the Future

This innovative export company is making a big investment of almost 2 million euros at its weaving mill in Lapua in 2016–2018. By doing so, Lapuan Kankurit is proving that the textile industry in Finland is alive and well.

Esko Hjelt, the CEO of Lapuan Kankurit, is putting corporate responsibility into action and believes that the inspiring story of Finnish know-how will bear fruit worldwide. His belief is backed up by hard facts: over the last accounting period alone, the company's exports grew by 50%, and now make up more than half of its revenue. The company's designer textiles are selling particularly well in Asia and Central Europe.

"We stand out in the global market, because we have woven truly forward-looking characteristics into our fabrics and we offer high-quality, well-finished designs. Our whole business concept is based on our own production, continuous product development, cooperation with top designers and our own technical innovations," says Hjelt.

LARGE INVESTMENTS BRING JOBS FOR LOCALS

To ensure continuous product development and growth, the family business with 4.7 million euros of revenue wants to invest almost two million euros specifically in Finland over the next two years.

"We will be investing in our core know-how: the extension of the weaving mill in Lapua, the preliminary work stages of weaving, new jacquard looms, fabric finishes and digitalization," Hjelt explains.

The European suppliers of the textile machinery and equipment are an important part of Lapuan Kankurit's network of partners. Together with local mechanical engineering and installation experts in South Ostrobothnia, the machine manufacturers make a valuable contribution to product innovations at the company's weaving mill in Lapua. The investments will expand the mill by about a third, with a local building company in charge of the construction. In terms of building materials and equipment, Lapuan Kankurit puts its trust in Finnish suppliers. The neighbouring area has plenty of building expertise and building material and equipment industry on offer.

"Although we operate globally these days, we want to continue to provide employment for people in Finland and in this way to implement our corporate responsibility," says Hjelt. "I firmly believe that the basic concepts behind Lapuan Kankurit's business operations will carry us through also in the future: keeping control of our own production, continuous product development, our own technical innovations and collaboration with top designers."



MARIA tea towel
48x70 cm, col. white-blueberry, 100% linen
KATAJANMARJA table runner 46x150 cm,
col. linen-blueberry, linen-organic cotton, design Reeta Ek



ESKIMO cushion cover
50x50 cm, col. rose, 100% wool, design Reeta Ek



1 / ESKIMO hot water bottle 2 liters, col. rose, grey, and beige, 100% wool cover, design Reeta Ek **2 / UITTO** blanket
130x180 cm, col. grey-white, design Reeta Ek **3 / IIDA** pocket shawl 60x200 cm + fringes, col. black-white, 100% wool,
design Marja Rautiainen **KAARNA** scarf 27x200 cm + fringes, col. black, 100% wool, design Lapuan Kankurit
4 / MESI blanket 140x180 cm + fringes, col. black-white, 100% wool, design Reeta Ek
CORONA UNI cushion cover 50x40 cm, col. grey and white, 100% wool, design Marja Rautiainen
USVA tablecloth 150x260 cm, col. grey, 100% washed linen, design Anu Leinonen



ONNI slippers linen terry, col. black-linen, design Anu Leinonen
UITTO towel 95x180 cm, col. linen-black,
100% washed linen, design Reeta Ek



KIVI bathrobe col. black-linen, washed tencel-linen terry,
design Anu Leinonen



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

Back cover: **CORONA UNI poncho** 125x75 cm + fringes, col. dark grey, 100% wool, design Marja Rautiainen



Lapuan Kankurit

SOUL WELLNESS — SUSTAINABLE DESIGN — NATURAL MATERIALS