

# FINARTE

FINARTE COLLECTION 2022-2023



## BOUNDARY-BREAKING FINNISH DESIGN

Finarte is a Finnish family business and the leading design house for Finnish rugs. Since 1985, we have made rugs that reflect a careful balance of heritage and creativity, tradition and modernity, innovative design and sustainable materials. We are committed to creating a world where home is a place for self-expression, a place where you can be uniquely you – sustainably.

Our vision is still the same as over thirty years ago: together with our designers and with our artisans we create beautiful and unique home textiles made from sustainable materials. Like back in the 1980s, all of our products are still woven by hand only from natural or recycled materials.

### A NEW LEVEL OF TRANSPARENCY

Our products are handmade in India. Local artisans have woven, printed and sewn our products for more than thirty years time, and at the same time the country has become like a second home.

More than half of Finarte products are made from recycled materials, saving huge quantities of water and raw materials and helping us towards a more ecologically sustainable everyday life.

With this collection, all our products will be fully traceable to the very fibre.

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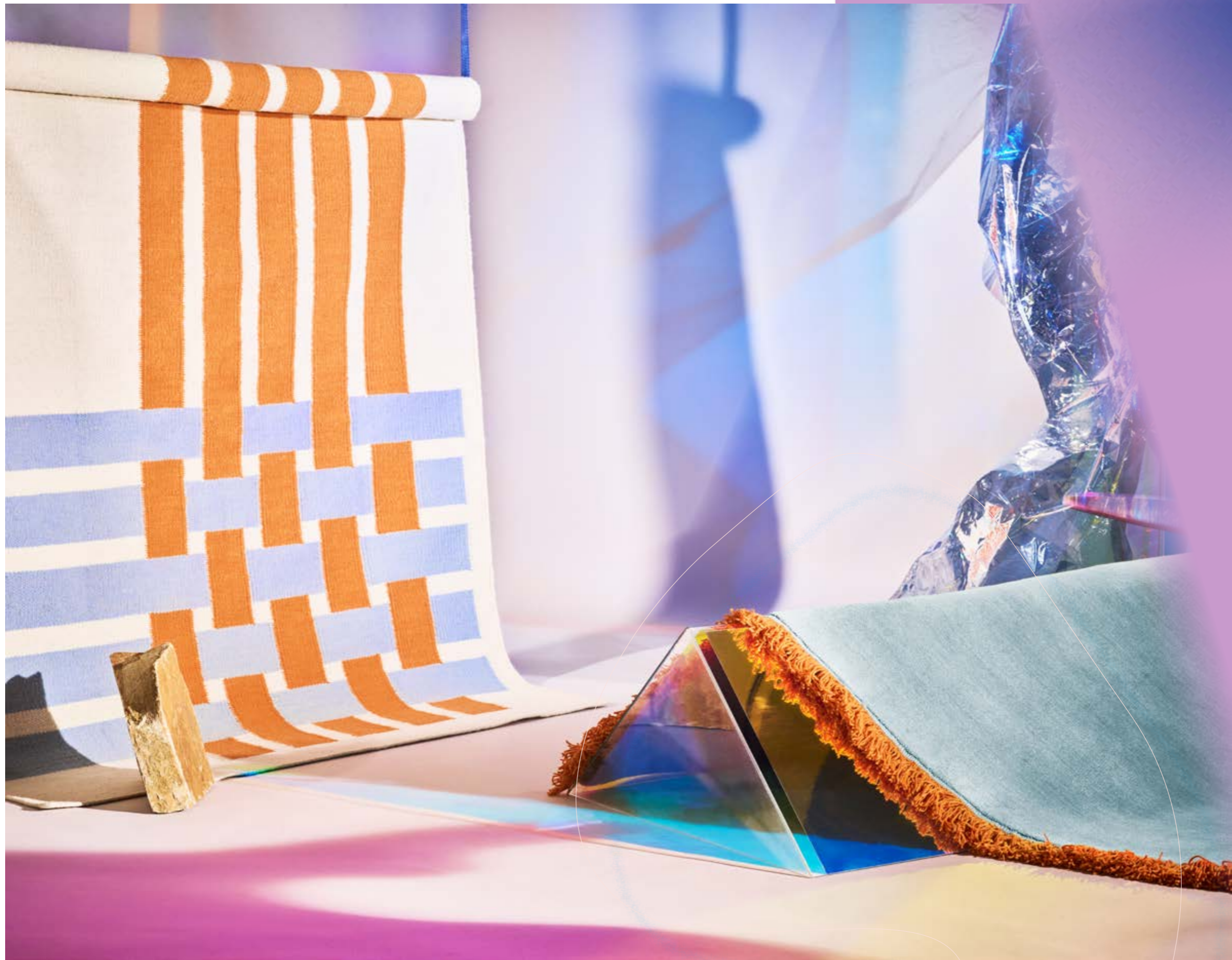
Blending people - ideas - colors - forms.

The Blending collection is about merging surprising elements together and creating new forms from them.

Designer Minni Havas has created abstraction from fruit motifs and their blending as they're growing and maturing.



Pome, Paletti Cushion

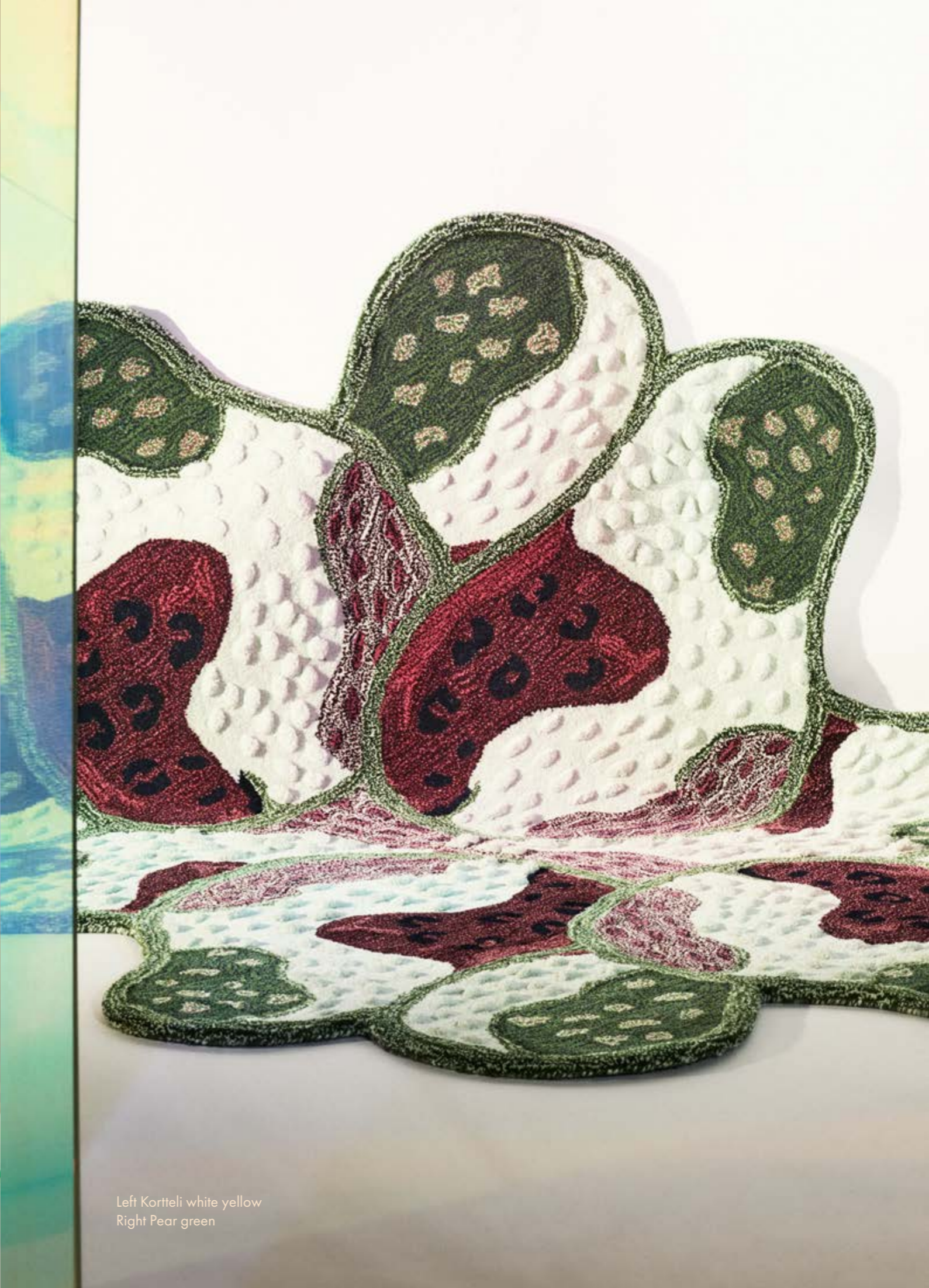




Tutti Frutti throw  
Popsicle cushion  
Oasis







Left Kortteli white yellow  
Right Pear green





Bond aqua



Kortteli lilac white



# PRODUCT CATALOGUE

Arranged according to main material



WOOL

 PEAR

Design Minni Havas

Sizes:  
160x200

100% wool, recycled cotton backing  
Hand-tufted, pile height ~ 7mm



Red



Green

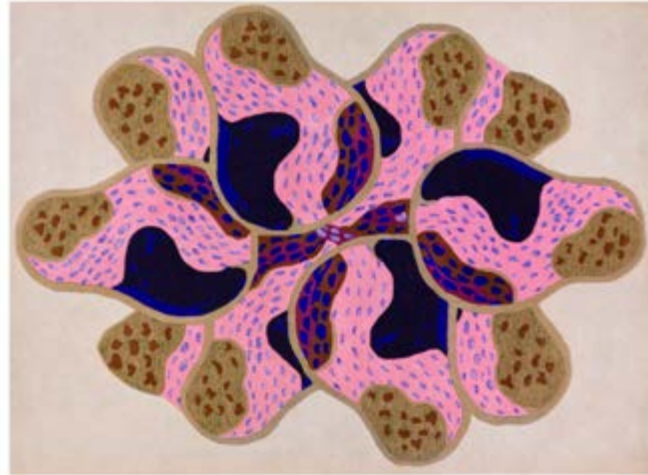


 POME

Design Minni Havas

Sizes:  
140x200  
170x240  
200x300

100% wool, recycled cotton backing  
Hand-tufted, pile height ~ 7mm



24

 OASIS

Design Minni Havas

Sizes:  
170x240

100% wool, recycled cotton backing  
Hand-tufted, pile height ~ 7mm





 BOND

Sizes:  
140x200  
170x240  
200x300

90 % wool  
10 % cotton (warp)



Aqua



White

 HARMONY

Sizes:  
90x200    170x240  
140x200    200x300

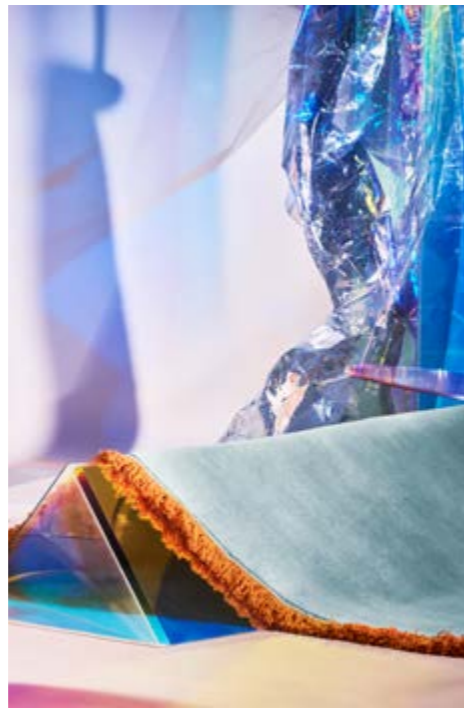
100% wool  
Pile height ~ 5mm



Light blue



Lilac





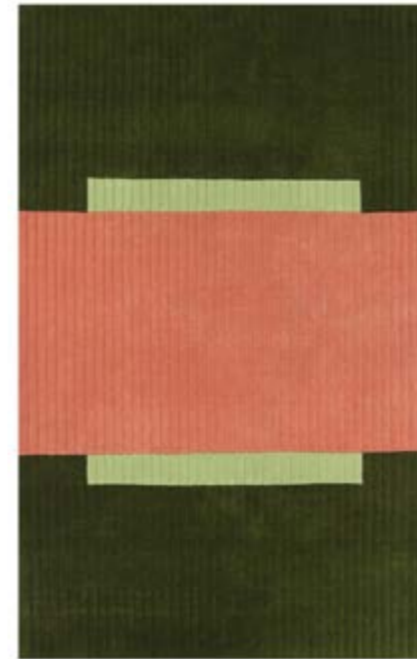


 JADE, AMETISTI

Design Juslin Maunula

Sizes:  
140x200  
170x240  
200x300

100% wool, recycled cotton backing  
Hand-tufted and carved, pile height ~ 7mm



Jade



Ametisti



 KVARTSI, RUUSUKVARTSI

Design Juslin Maunula

Sizes:  
140x200  
170x240  
200x300

100% wool, recycled cotton backing  
Hand-tufted and carved, pile height ~ 7mm



Kvartsi



Ruusukvartsi

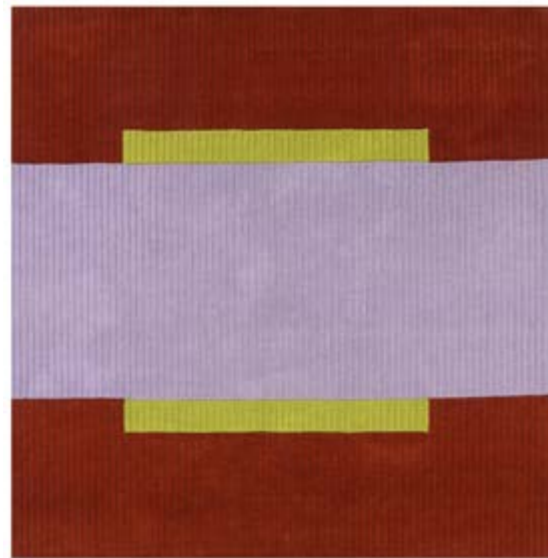
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 UMBRA, AKAATTI

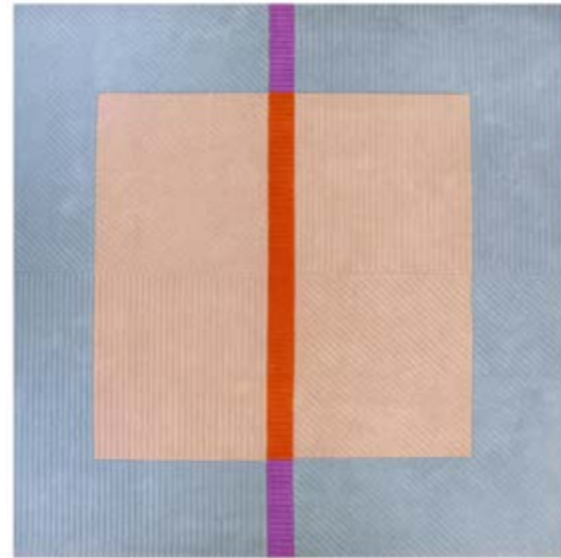
Design Juslin Munula

Sizes:  
170 x170  
240x240

100% wool, recycled cotton backing  
Hand-tufted and carved, pile height ~ 7mm



Umbra



Akaatti





34

 **RUUKKU**

Sizes:  
160x230  
200x300

Design Marianne Huotari

100% wool, recycled cotton backing  
Hand-tufted, pile height ~ 7mm



Pink



Gold-blue

 **VÄRE**

Design Marianne Huotari

Sizes:  
80x150  
140x200

100% hand-knotted New Zealand semi-worsted wool, cotton warp  
Pile height ~ 35mm



Mustard



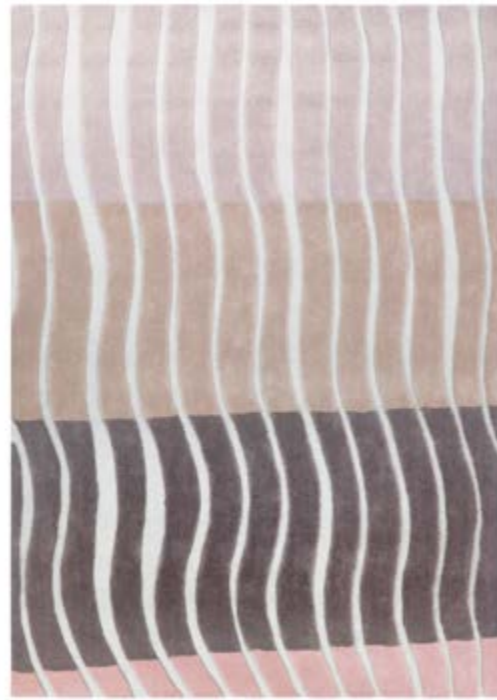
Off-white

35



Sizes:  
140x200  
170x240  
200x300

100% wool, recycled cotton backing  
Hand-tufted, pile height ~ 7mm/2mm



Beige



Multi



Sizes:  
140x200  
170x240  
200x300

90% wool, 10% cotton (warp)



Pink-brown



Grey-blue



 WABI

Sizes:  
140x200  
170x240  
200x300

100% wool  
Pile height ~ 20mm



 JUHLA

Design Pasi Kärkkäinen-Tunkelo

Sizes:  
140x200  
170x240  
200x300

100% wool, recycled cotton backing  
Hand-tufted, pile height ~ 7mm



Beige



White





 NORM

Sizes:  
140x200  
160x230  
200x300

100% wool



White



Soft Pink



Grey



Dark Grey



Mustard



Beige

 VEGA

Sizes:  
90x200  
170x240  
200x300

90% wool  
10% recycled cotton



Agua



Linen



Ochre

 KETO

Sizes:  
 90x200    160x230  
 140x200    200x300

100% wool, recycled cotton warp



White



Grey



Beige



Dark grey



 TERTTU

Design Eri Shimatsuka

Sizes:  
 140x200  
 170x240

100% wool, cotton warp  
 Pile height ~ 4mm



Beige



Blue



 SAARISTO

Design Marianne Huotari

Sizes:  
140x200  
170x240  
200x300

90% wool, 10% cotton (warp)



White Grey



Grey



White Terra



Terra

 MOMBASA

Design Mifuko

Sizes:  
140x200  
170x240

90% wool, 10% cotton (warp)





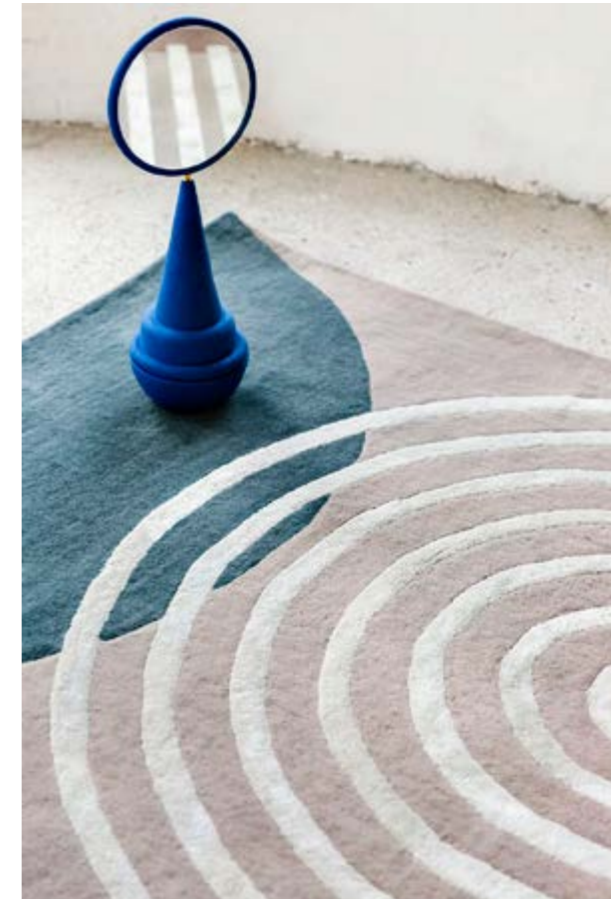


 ATRIUM

Design Marianne Huotari

Sizes:  
140x200  
170x240  
200x300

80% wool, 20% viscose, recycled cotton backing  
Hand-tufted, pile height ~ 7mm



Grey



Pink-gold



 KORTTELI

Sizes:  
140x200  
170x240  
200x300

90% wool, 10% recycled cotton (warp)



Grey pink



Lilac white



White yellow (spring 2023)





 SUOVILLA

Design Marianne Huotari

Sizes:  
140x200  
170x240

100% hand-knotted New Zealand semi-worsted wool, cotton warp  
Pile height ~ 35mm



Grey



Green



White

# RECYCLED & UPCYCLED COTTON



53

 DYYNI

Design Saana ja Olli

Sizes:  
80x200    160x230  
140x200    200x300

100% recycled cotton



 TIE

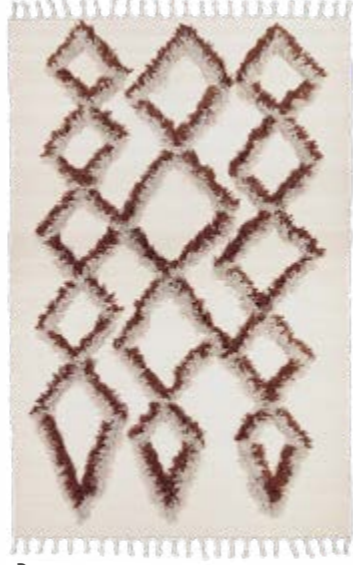
Design Saana ja Olli

Sizes:  
140x200  
170x240  
200x300

100% recycled cotton



Grey



Brown





56



## ORIGAMI

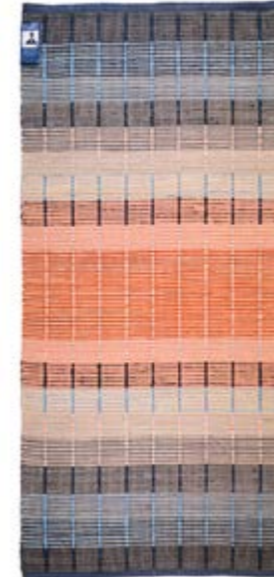
Design Mervi Pesonen

Sizes:  
80x200  
140x200  
160x230

100% upcycled cotton



Beige



Blue



Grey



Black

57



## MOSAIKKI

Design Mervi Pesonen

Sizes:  
80x200  
140x200  
170x240

100% upcycled cotton

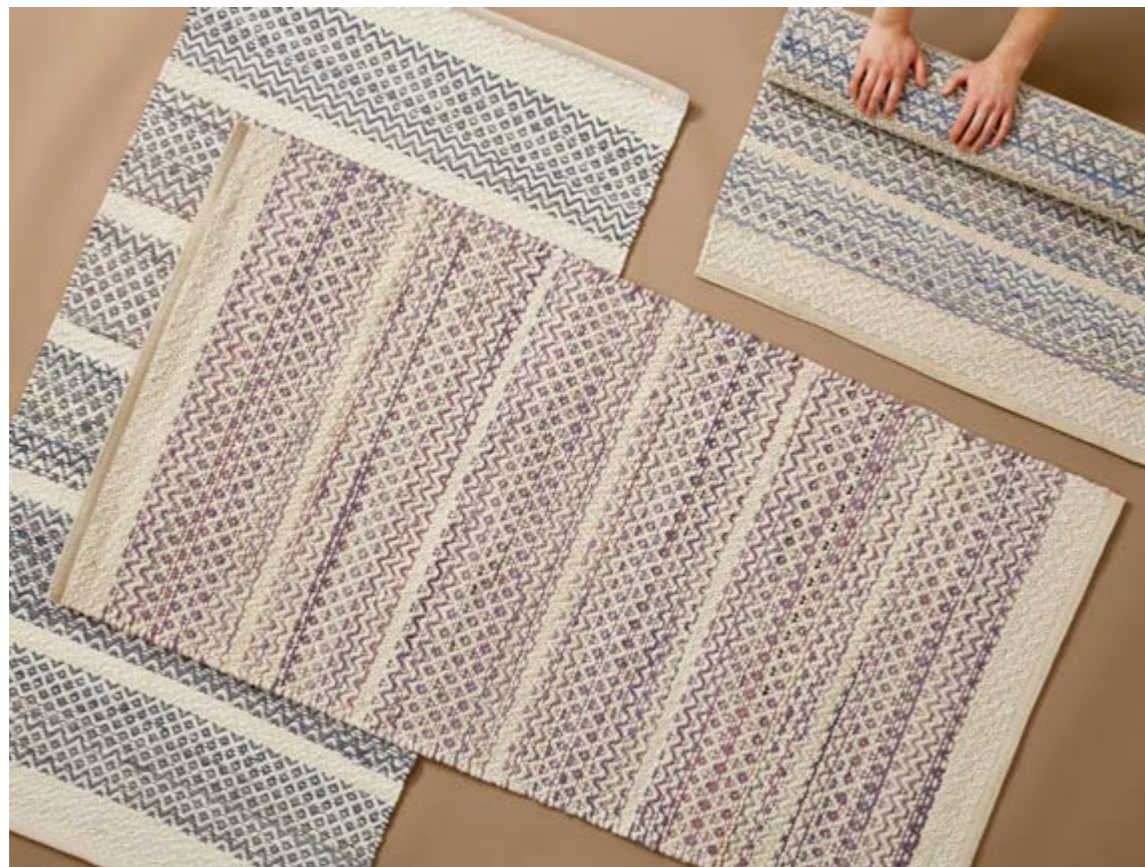


Kitt



Rosa





# HUVILA

Design Mervi Pesonen

Sizes:  
 60x120    80x200    80x300    140x200    200x300  
 80x150    80x250    100x200    160x230

95% upcycled cotton,  
 5% polyester



Red



Beige



Turquoise



# USVA

Design Mervi Pesonen

Sizes:  
 60x120    80x200    160x230  
 80x150    140x200

65% upcycled cotton, 35% upcycled polyester



Grey



Lilac



Blue



Black

**MAALLA**

Design Emma Hagman

Sizes:  
140x200

printed on recycled cotton



Grey

Green

**KUHMO**

Sizes:  
70x140    80x250    130x190  
80x200    80x300    160x230

90% recycled polyester , 10% upcycled cotton



**BIRGITTA**

Design Eija Rasinmäki

Sizes:  
60x120    80x150    80x250    100x200    160x230  
60x180    80x200    80x300    140x200    200x300

95% upcycled cotton, 5% polyester



Red

Blue

Green

Grey

Beige







 HELIX

Sizes:  
170x240  
200x300

80% jute, 10% wool, 10% cotton





 HARVEST

Sizes:  
 90x200    170x240  
 140x200    200x300

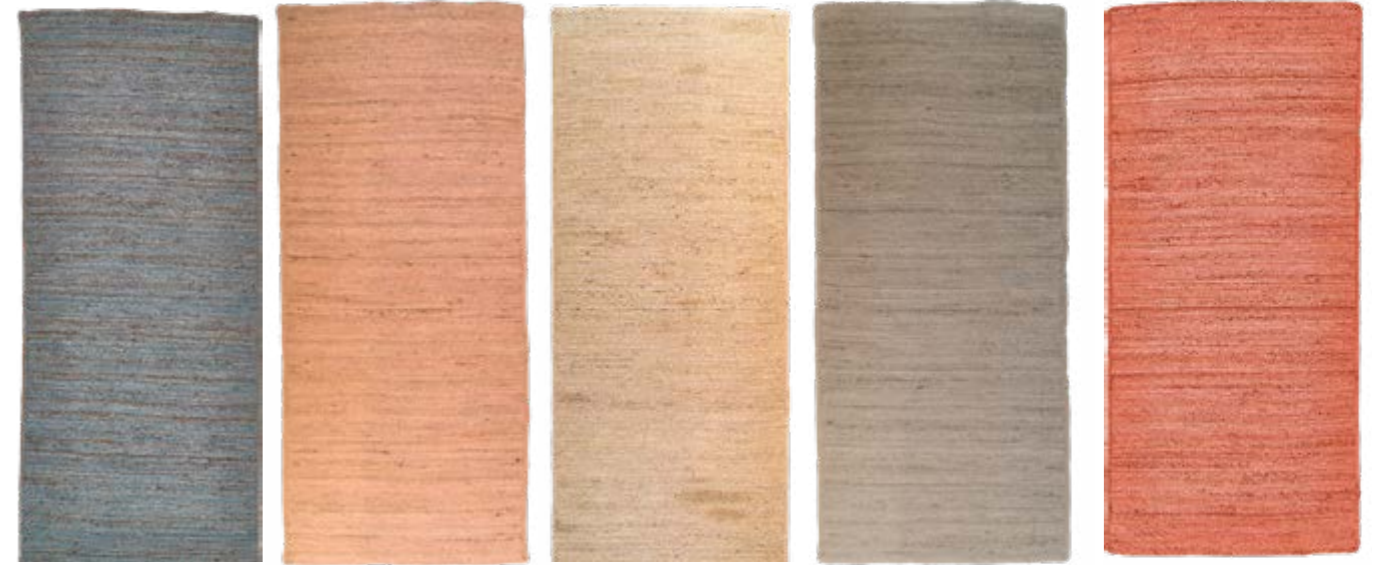
100% jute



 NATUR

Sizes:  
 50x80    Ø100 cm    Ø150 cm  
 100x200    Ø200 cm

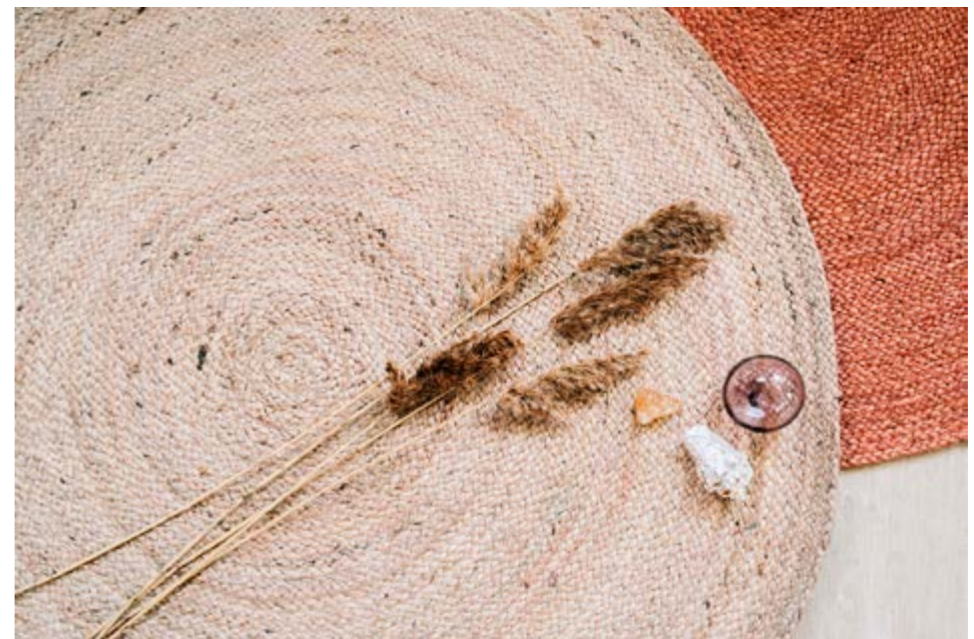
100% jute



Charcoal    Rose    Sand    Grey    Terracotta



Charcoal    Rose    Sand    Grey    Terracotta





# VISCOSE

## RAYA

Sizes:  
90x200    160x230  
140x200    200x300

100% viscose



Mustard



Taupe



Rose

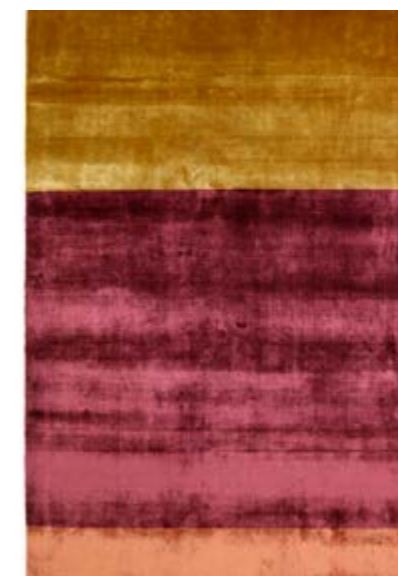
## SURAYA

Sizes:  
90x200    160x230  
140x200    200x300

100% viscose



Grey



Burgundy



Rose



# RECYCLED PET

 **PINTA**

Sizes:  
60x90      140x200  
90x200    170x240

100% PET, polyester fiber made from recycled plastic bottles



# ACCESSORIES



## POPSICLE CUSHION

Design Minni Havas

Sizes:  
50x50

Hand embroidered wool, cotton backing

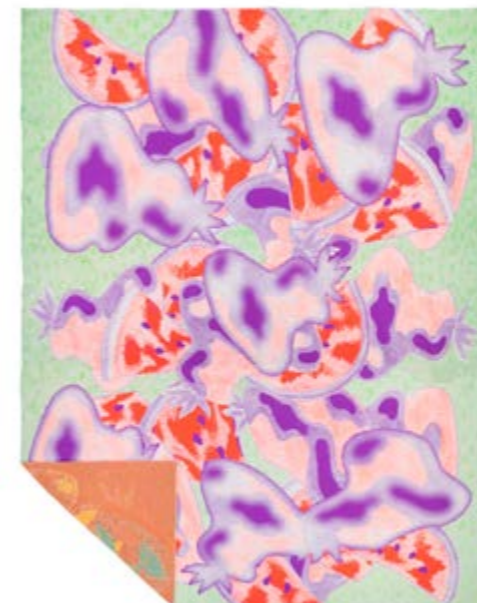


## TUTTI FRUTTI THROW

Design Minni Havas

Sizes:  
130x170

100% cotton





72

 SOUVENIRS THROW

Design Minni Havas

Sizes:  
130x170

100% cotton



73



## VÄRE CUSHION

Design Marianne Huotari

Sizes:  
50x50

Hand embroidered wool, linen backing



75



## VÄRE THROW

Design Marianne Huotari

Sizes:  
130x170

100% wool





# PALETTI CUSHIONS

Design Minni Havas

Sizes:  
50x50

Hand embroidered wool, cotton backing



Blue



Orange

76



# ZENIITI CUSHIONS

Design Minni Havas

Sizes:  
50x50

Hand embroidered wool, cotton backing



Blue



Pink-brown







# TERTTU CUSHIONS

Design Eri Shimatsuka

Sizes:  
50x50

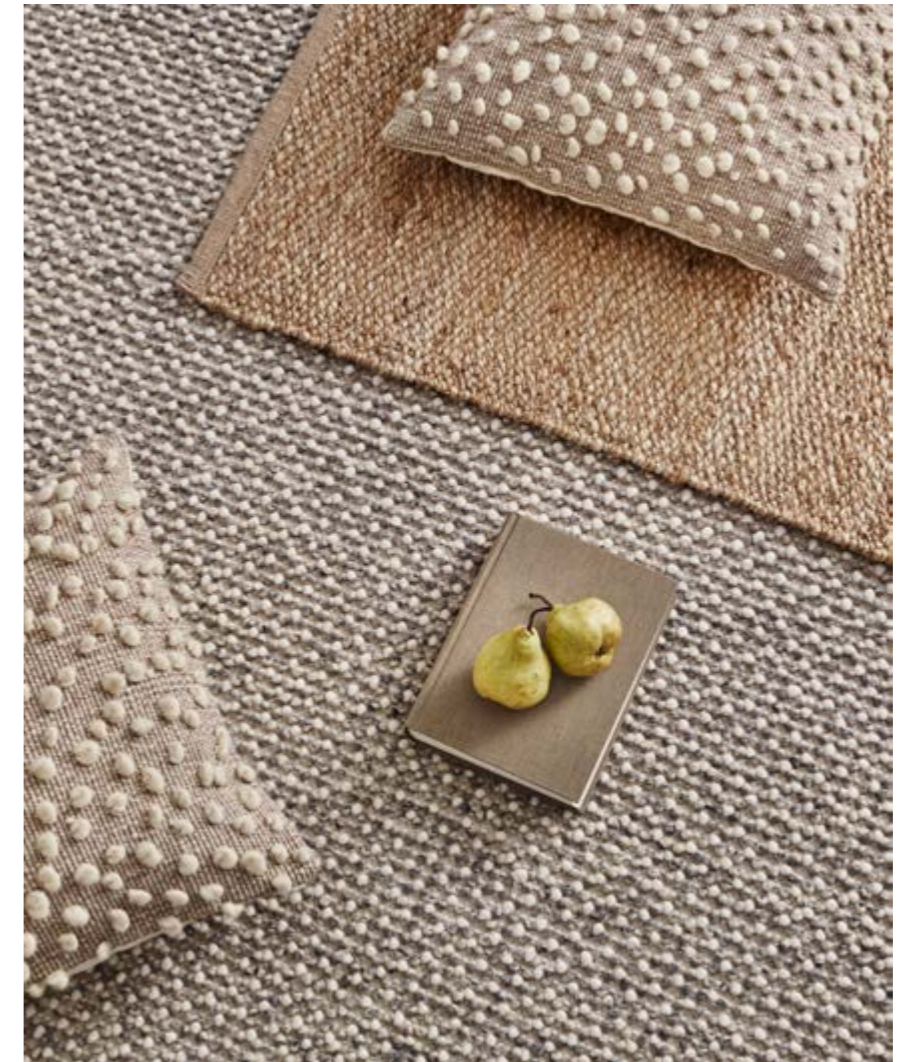
Hand embroidered wool, cotton backing



Blue



Beige



# SILMU CUSHION

Design Marianne Huotari

Sizes:  
50x50,  
with filling

Undyed natural wool, cotton backing





## AITTA CUSHION & THROW

Design Saana ja Olli

Sizes:  
Cushion  
45x45

Throw  
130x170  
200x260

100% recycled cotton



81



## KIEVARI CUSHION & THROW

Design Saana ja Olli

Sizes:  
Cushion  
45x45

Throw  
130x170  
200x260

100% recycled cotton



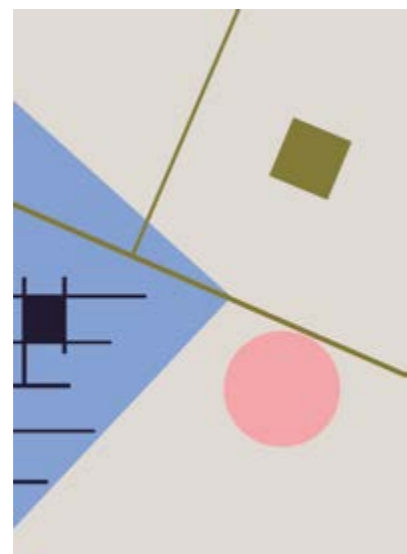
Sizes:  
50x70



Ruukku Blue



Ruukku Pink

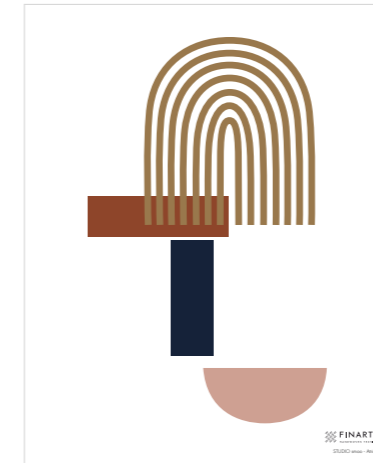


Zeniitti Blue-gray



Zeniitti Pink-brown

Sizes:  
40x50



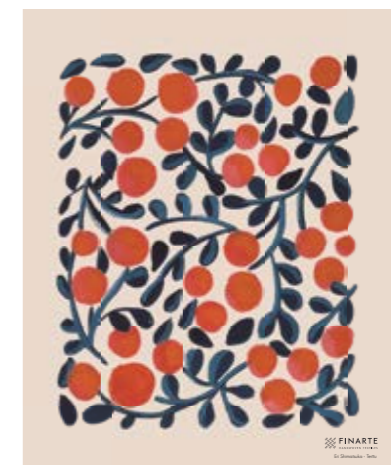
Atrium



Juhla



Dyyni



Terttu

 JUURI BASKET

Sizes:  
S 29x23 cm  
L 48x32cm

jute, water cress



84

 OKSA BASKET

Sizes:  
S 30x40cm  
L 43x60cm

jute



85

## MATERIAL GUIDE

### WOOL

Woolen rugs made from sheep wool fit diversely into different rooms of the house due to their good qualities. Wool is naturally resistant to dirt and it attracts less dust than other materials. The easiest way to keep a woolen rug clean is regular wacuuming. A woolen rug is especially delightful in winter time as it insulates warmth. Wool is also the most fire-safe natural fiber and an acoustic material. You can place a woolen rug to warm up your steps in your living room, bedroom, corridor or hallway. The sheep wool used in Finarte's rugs is mulesing-free and from New Zealand and Saudi Arabia.

#### Features of wool:

- resistant to dirt
- easy to maintain
- naturally fire-safe
- some fluff may come off
- some people can be allergic to wool

#### Care instructions:

Vacuum cleaning and spot clean with mild wool detergent. Professional carpet cleaning.

### COTTON

Cotton is a practical and delightfully soft material. You can place a cotton rug almost anywhere in your home. Due to its durability and maintainability it's a perfect fit to hallways and kitchens. Cotton rugs are also the common choice of households with children and pets. All cotton in Finarte's rugs is recycled. We re-use the cutting-edges of giant textile rolls and therefore transforms waste materials into Finarte rugs.

#### Features of cotton:

- durable
- easy to wash and maintain
- no pilling
- a long term exposure to sunlight can make the fiber fade
- low thermal insulation
- less dirt repellant than wool

#### Care instructions:

Spot clean and vacuuming. Gentle hand wash 30 °C (80F) or professional carpet cleaning. Machine wash or pressure washer is not recommended.  
Printed cotton: Spot clean and vacuuming. Gentle hand wash 30 °C (80F) or professional carpet cleaning. Machine wash or pressure washer is not recommended. Pattern may wear out in heavy use.

### JUTE

Jute is a fast-growing natural fiber that is one of the most ecological natural materials available. Jute can be grown without pesticides or fertilizers. The jute Finarte is using is from India, nearby from where our jute rugs are woven by the local artisans.

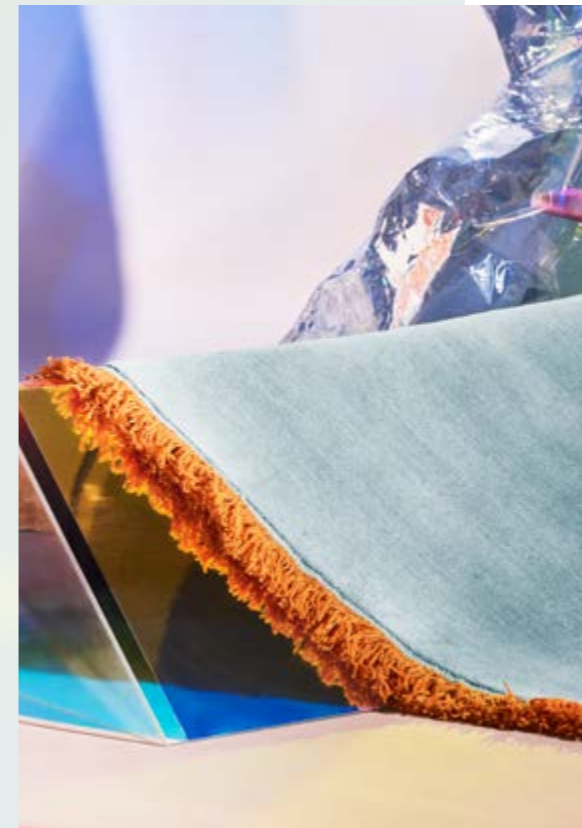
The best features of jute are durability and practicality. Jute is naturally multicolored and the color of a jute fiber can vary from off-white to brown. That's why jute rug is very good at hiding the stains and dirt on it. For its' strength and robustness, jute is especially apt for entryways and balconies.

#### Features of jute:

- easy to keep clean with vacuuming
- environmentally friendly natural fiber
- sunlight can weaken and fade the fiber
- some fiber may come off

#### Care instructions:

Spot clean and vacuuming. Gentle hand wash 30 °C (80F) or professional carpet cleaning. Machine wash or pressure washer is not recommended.



See more tips from <https://finarte.fi>

### VISCOSE

Viscose is a soft and breathable cellulose-based regenerated fiber that has a beautiful silk-like shine to it. The color and shine of the surface change depending on how the light sets on it.

Viscose is a sensitive material and should be placed in a room where there's a little less traffic. Viscose rugs are best-suited as eye-catchers in living rooms and bedrooms. Viscose doesn't work well with liquids or moisture. Smaller stains can be wiped out for example with a dry microfiber cloth. We recommend avoiding any watering because moisture can cause staining or changes to the shine of the material.

#### Features of viscose:

- beautiful shine
- soft, silk-like feel
- luxurious material
- sensitive to moisture and friction
- water can cause staining
- heavy furniture can cause imprints to the surface

#### Care instructions:

Vacuum cleaning in the direction of the pile. Avoid excessive rubbing of the surface. Very gentle spot clean, no detergent. Professional carpet cleaning recommended.

### RECYCLED PET, rPET

What if a rug has to cope with a bit more heavier use in entryways, balconies or under the paws of pets? A great choice for these situations is rPET made from recycled plastic bottles. It's a strong yet light, wool-like material that is easy to maintain and soft to touch. This versatile material is also resistant to water and UV radiation making it suitable for balconies and moist spaces.

#### Features of rPET:

- strong yet soft material
- easy to wash and maintain
- resistant to moisture and sunlight
- made from recycled plastic bottles
- low thermal insulation
- less dirt repellant than wool

#### Care instructions:

Spot clean, rinsing and vacuuming. Gentle hand wash 30 °C (80F) or professional carpet cleaning. Machine wash not recommended.



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## Our Story

Established in 1985 by a couple, designer and pioneer of the Finnish rag rug Eija Rasinmäki and businessman Erkki Immonen, Finarte designs and manufactures affordable, sustainable rugs, which balance traditional Finnish weaving heritage with contemporary Nordic design sensibility. Now a lifelong commitment in two generations, Finarte carries on the same ethos with the same passion as over thirty years ago.

Sustainability has been at the core of our company culture long before these conversations became commonplace. For us, sustainability addresses three interdependent concerns: the material environment, shared social equity and economic benefit, as well as the preservation of precious handicraft traditions and techniques.

All our products are handmade in India by skilled artisans and production partners that we have worked with since the beginning. We believe in using materials that already exist - more than 60% of our products are made from upcycled or recycled materials, thus saving valuable natural resources while preventing these materials from ending up in landfills or burn pits.

Each item in our collection celebrates handicraft - they are all handwoven with traditional methods. Sustaining and developing the Finnish handicraft heritage, and especially the rag-rug tradition as a lived heritage that requires constant challenge and development is central to our design thinking. Just as our grandmothers wove rugs from used bedsheets, together with selected designers, we now re-purpose textile surplus to create handcrafted rugs that combine our own Nordic nature and traditions with the skills and techniques of our fellow weavers and partners in India.

Today, led by the founders' daughter Larissa Immonen, Finarte continues to produce rugs that reflect a careful balance of heritage and creativity, tradition and modernity, innovative design and reusable materials, east and west, a balance that can be seen in the textures, colors, shapes and forms found throughout our product lines.

Finarte (India) Oy

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**FINARTE**  
HANDWOVEN TEXTILES

FINARTE COLLECTION 2022-2023

BLENDING