

massimo
copenhagen



Escape Kelim
by Space Copenhagen

PRESS RELEASE

ESCAPE KELIM BY SPACE COPENHAGEN

Scandinavian minimalism meets the ancient oriental heritage.

The new series of kelim rugs by Space Copenhagen for massimo is distinguished by its toned aesthetics and a contemporary take on the ancient heritage. Dominated by cool soft-hued palette that keeps things timeless, and subtle details such as fringe or the contrast edge offer a soft take on minimalism that will add stylish statement to any interior.

Signe Bindslev Henriksen and Peter Bundgaard Rützou of Space Copenhagen say:

"The Escape Collection is all about diving into the traditional techniques of Kelim Weave. We have always been very fascinated by the beauty and understated elegance of ancient flatweave Kelim Rugs, - the subdued color tones and the natural feel. Our wish has been to design a modern collection of minimal, yet tactile and crafted rugs with subtle details – to support and enhance the warmth, softness, human layer and ambience in a modern space"

The celebration of the traditional technique of Kelim Weave, the Escape Collection designs are made by interweaving the wefts and warps, thus creating what is known as a flatweave. All the rugs in the collection are handwoven in India from natural yarns, no bleach and no dyes, which makes them stronger, easy to maintain and long lasting.

The collection emphasizes on functionality, craftsmanship and natural materials, which

combined create a soft ambience in a space and thus present a form of a temporary escape from the routine or realities of life. A contemporary interpretation of the traditional Kelim rugs, the Escape Collection designs are at once modern and comfortingly familiar.

Chim Scavenius Sonne-Schmidt, partner at massimo says:

"It has been a pleasure to work with Space Copenhagen to create the Escape Collection. We have a mutual dedication to natural materials, craftsmanship and both have a deep connection with our Scandinavian roots when it comes to the colour palette. Although at massimo, we are familiar with the traditional Kelims as they have always been a part of our collection, to rediscover them in a new, contemporary way through Signe and Peter's eyes was a fascinating exploration."

Currently, eight variations are on offer, all handwoven in 100% wool, which is known for its strength and wear-resistance, making this collection equally appropriate for public and private spaces.

The natural properties of wool make the rugs sustainable, natural, bio-degradable and fire-resistant, which helps to create healthy and safe indoor environment.

Quality: Handwoven
100% Undyed Natural Wool

Available Sizes:
90 x 250 cm*
170 x 240 cm
200 x 300 cm
250 x 350 cm
300 x 400 cm

Custom sizes: Yes

Pile height: N/A
Weight: 2,5 kg/m²
Size variation: +/-3%
Warranty: 2 years

Certifications:
Colorfastness to light: ISO 105-B02-
grade 5 Flammability:
16CFR 1630 (FF-1-70)
Production: SA 8000



muscat



stone



chalk



light beige



muscat with fringes



stone with stitches



chalk with fringes



light beige with stitches

massimo builds great interiors - one rug at a time

We believe that any interior can be elevated with uplifting colours and pleasant textures. At massimo we do it one rug at a time and with the greatest of attention to design, quality, sustainability - and you. Because all great results start with dialogue, quality and empathy.

For more than 20 years massimo has focused on creating handmade rugs for both private homes, public spaces as well as developers. We approach every inquiry with the same attention and curiosity, whether the best solution is one of our signature quality rugs always on stock or a one-of-a-kind bespoke rug designed and made especially for the occasion.

We cannot and we will not deny our Scandinavian origin. We have a passion for subtle, natural colour schemes and long-lasting functional design - but are not afraid to challenge and tempt with a bolder, more colourful alternative. After all, a rug is the soul of a room - and some souls are simply more hot-spirited.



ABOUT SPACE COPENHAGEN

Signe Bindslev Henriksen and Peter Bundgaard Rützou, Space Copenhagen is a design studio that works across multiple disciplines from interior design for private homes, hotels and restaurants all over the world to art installations and art direction, furniture, lighting and refined objects.

The studio's intuitive approach embodies designs that are distinctively shaped by given circumstances, functional needs, and a fundamental interest in human behavior. It is a sense of and belief in a slow aesthetic that centers quality and longevity. Their work is characterized by meticulous attention to the concept and details of every project, and a steady focus on refining design ideas across disciplines to arrive at a solution which is as coherent as it is beautiful.



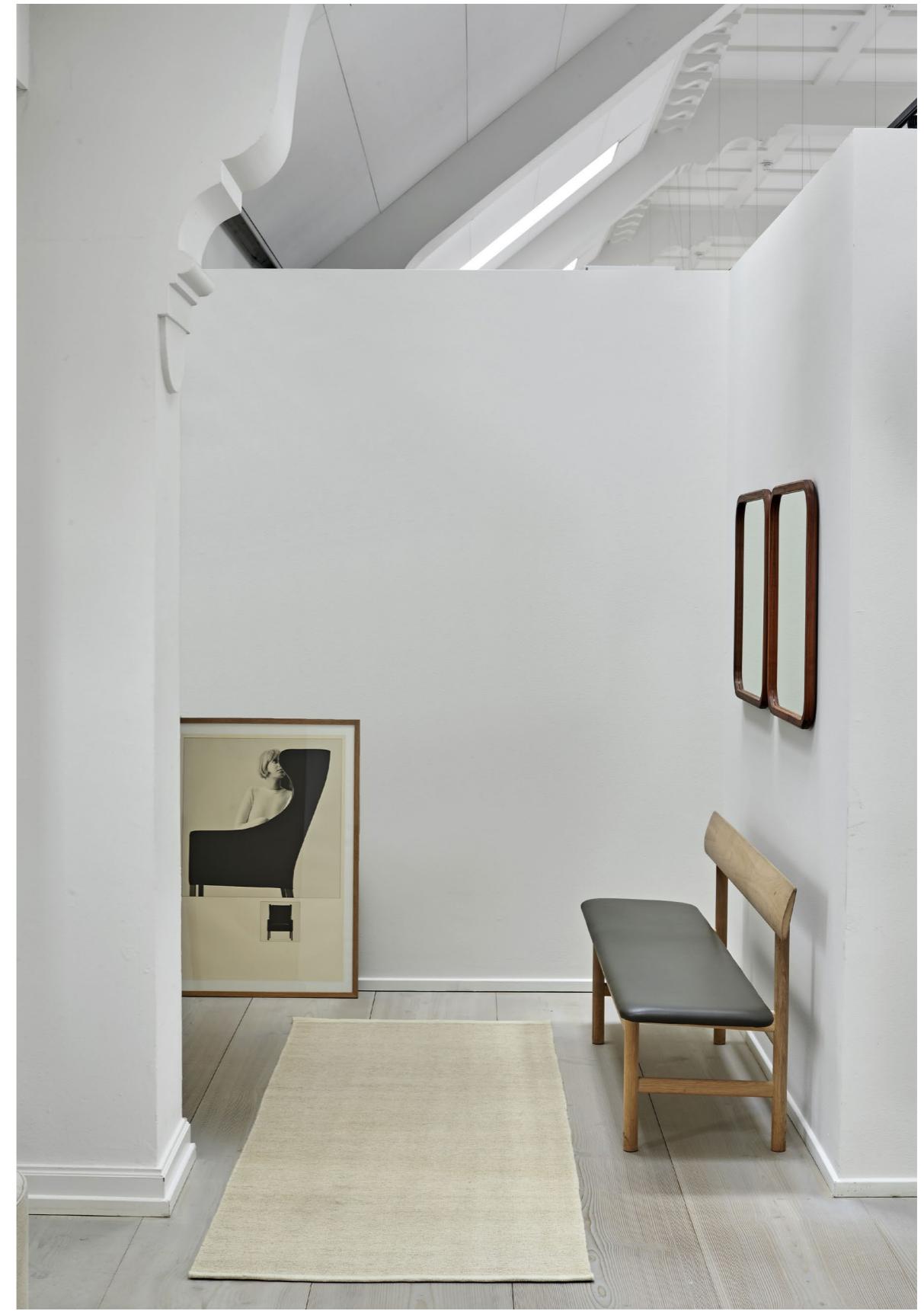
ESCAPE KELIM | chalk with fringes



ESCAPE KELIM | muscat



ESCAPE KELIM | light beige



ESCAPE KELIM | runner



**For further information
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