

**massimo**  
copenhagen



**Cloud9**  
by FACNE Design Studio

PRESS RELEASE

# CLOUD9 BY FACNE DESIGN STUDIO

## How does it feel to touch the sky?

Massimo Copenhagen brings the sky to our feet with their latest Cloud9 collection of rugs designed by FACNE Design Studio.

"Whenever we look up, the sky performs a new spectacle. The colours, the shapes, the depths. It's an endless source of inspiration. With Cloud9 collection of rugs, we wanted to capture those moments and translate them into textiles that can give us a true tactile feeling of what we see. In addition, we challenged the classic rug and gave the bare feet a feeling of walking on clouds - soft and in different levels, hence the 3D effect."  
- Mathilde and Kamilla explain.

"Most can relate to memories from the childhood of laying down and looking up at the sky, and noticing different cloud formations that created visual resemblances that inspired many stories. It was like a movie that kept running. You never get tired of looking at the sky - it changes all the time. The colors and shapes that nature itself creates are fascinating." - Mathilde adds.

Drawing on that inspiration from the temperaments of the sky, Cloud9 captures playfulness in the form of contemporary artworks of three-dimensional textiles. They are poetic snapshots of the clouds captured in four variations with a focus on the different times of the day: morning, afternoon and evening. But essentially, many different rug designs can be created within the Cloud9 universe - each of which can reflect days, seasons and weather phenomena.

"The collection can continually evolve. The Cloud9 has essentially no boundaries. The sky is the limit. Literally." - says Kamilla.

The Cloud9 rugs are handwoven and handtufted with different weaving techniques. Massimo seamlessly combined the long shaggy pile, two different heights of cut pile, and a boucle weaving technique - once again showcasing their textile expertise and proving that anything is possible. The high quality 100% New Zealand wool has been used due to its versatility, sturdiness and softness. Wool has thermo-regulating properties, is easy to care for, and can be repaired and enjoyed for years and years. From a sustainability perspective, wool is an entirely natural product that is fully biodegradable.

Chim says: "At Massimo, we are just as thrilled to engage with the upcoming design talent as we are to collaborate with the well-known household names. We enjoy the process of exploring different perspectives on textile design. Turning the ideas into tangible, tactile works of art. Kamilla and Mathilde of Facne design studio curated a totally new flavour for Massimo. Their fresh and colourful approach is expanding our offering with a playfulness at the core.

Cloud9 collection will be launched during this year's edition of 3daysofdesign in Copenhagen and will be available at the selected dealers and on [massimo.dk](https://massimo.dk) from July 2022.



### ABOUT FACNE DESIGN STUDIO

*FACNE Design Studio established by Mathilde Witt Mølholm and Kamilla Schultz, is known for its playful aesthetics and immaculate colour expertise. For Massimo Copenhagen, the studio experimented with notion of materials and shapes. Playing with different weaving techniques, FACNE created a vibrant universe that unfolds the sculptural and narrative values of textiles.*

**Quality:**

Handwoven  
100% New Zealand  
Wool

**Available Sizes:**

140 x 200 cm  
200 x 300 cm

**Custom sizes:** Yes

**Pile height:** N/A

**Weight:** 4,00 kg/m<sup>2</sup>

**Size variation:** +/-3%

**Warranty:** 2 years

**Certifications:**

Colorfastness to light:

ISO 105-B02-grade 5

Flammability: 16CFR

1630 (FF-1-70)

Production: SA 8000



Morning



Day



Sunset



Cloudy

**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.

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.



CLOUD9 | Sunset







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**For further information  
please contact:**

Chim Scavenius Sonne-Schmidt  
[chim@massimo.dk](mailto:chim@massimo.dk)

Dominika Leveau  
[dominika@massimo.dk](mailto:dominika@massimo.dk)