

**massimo**  
copenhagen



**Structures**  
by OEO STUDIO

---

PRESS RELEASE

# STRUCTURES BY OEO STUDIO

## Versatile art at its finest: The luxurious signified

OEO Studio has drawn up a novel take on the transfer of meaning. Semiotics comes into play in a series of hand-tufted carpets for Danish carpet manufacturer massimo. In semiotics, the signifier is a sign or image: signified is the concept to which it refers. In this case, rugs you might want to hang on the wall as works of art.

"Over the past 12 months, the pressure of the pandemic gave us a pause for thought. We simply adopted a different way of working. A global lockdown in the spring with the design process in full swing meant extra time for research and contemplation. Personally, I had more time to delve into massimo's huge range of wonderfully saturated colour samples. I found some beautiful deep warm tones with which we could transform our original intentions using a wider range and intensity of colour", says designer and co-founder of OEO Studio, Thomas Lykke.

The new series of luxurious carpets by OEO Studio for massimo has a distinctly graphic character. The image - or signifier - is after all the particular legacy of man's presence on earth through millennia.

"Our goal in this series was to create non-representational forms that nonetheless awaken a response. They are reminiscent of our past", says Thomas.

The designer often has a 'toolbox' - a reserve of ideas and impressions gleaned from various cultures and epochs over a lifetime. Thomas revisits his own. Out of those impressions emerges the idea, be it a carpet, a rug, or a sofa. Equally feasible: the blueprint for an entire interior design theme. Such is the nature of art: it brings together disparate fragments to create something new. Hence the new series' name: Fragments 1-5.

Fabrication by hand gives a characteristic structure. Fragments 1-5 is moreover enlivened by a particular mood board; swatches were chosen with the special insight of a spring lockdown. Thomas Lykke calls it 'modern-era design humanism' - lustrous tones that awaken our senses and a range of colours wholly within the tradition of massimo.

Currently, five variations are on offer, all hand-tufted by skilled craftsmen and women in a part-bamboo, part-New Zealand wool yarn. The bamboo element gives a smooth, silky surface; wool supplies wear-resistance and strength.

Where two colours meet, their contours are hand cut. This procedure helps each motif to stand out. Whilst the process is time-consuming, the result is certainly something to treasure.



### ABOUT OEO STUDIO

Thomas Lykke and Anne-Marie Buemann, founders of OEO Studio, have established a distinct aesthetic which bridges the difference between individual detail and overall décor. Their work can be seen in individual homes, hotels, furniture production and other applications.

Their philosophy allows for each project to develop its own 'soul'. This is a factor of both the natural materials they use and the vision a customer has in mind - as is the case with massimo's 'Fragments' series.

Colours and materials are often deployed in unexpected ways - each time taking inspiration from their potential to provide a convivial backdrop for human interaction.

**Quality:**

Hand-tufted  
50% New Zealand wool  
50% Bamboo

**Pile height:** 10-11 mm

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

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

**Warranty:** 2 years

**Available Sizes:**

170 x 240 cm

200 x 300 cm

250 x 350 cm

300 x 400 cm

**Custom sizes:** Yes

**Certifications:**

Colorfastness to

light: ISO 105-B02-

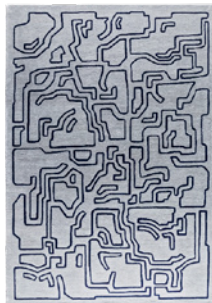
grade 5 Flammability:

16CFR 1630 (FF-1-70)

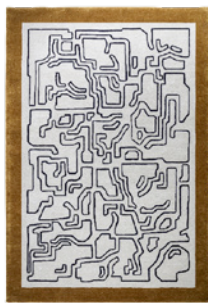
Production: SA 8000



Fragment I



Fragment II



Fragment II  
with border



Fragment III



Fragment IV

**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.

















# CASA DECOR

## Featured Project







CREDITS:

Casa Decor 2021, Madrid  
Danish Design+  
Danish Embassy in Spain

IMAGES:

Nacho Uribesalazar  
Paloma Pacheco Turnés

**massimo**  
copenhagen

**For further information  
please contact:**

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

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