

**massimo**  
copenhagen



**Hemp Collection**  
by Tanja Kirst

PRESS RELEASE

# HEMP COLLECTION

## BY TANJA KIRST

### One thread closer towards sustainable future.

The new collection by Tanja Kirst for massimo emerged from the artist's master project "Re: Thinking Hemp" that aims to produce raw textile materials from sustainably cultivated hemp. The Hemp collection is the final result of this exploration and its character lies in the subtle colour transitions delicately balancing between simplicity of the raw material and complexity of the weave.

The Hemp collection is the perfect option for conscious interior enthusiasts that are concerned with global challenges and aim to be more environmentally responsible. Now sustainability doesn't have to exclude style. Furthermore, this collection of handwoven rugs can help create more interest in using hemp and kickstart the much needed revolution of sustainability in the textile industry.

*"I am of the impression that today many associate hemp textiles as a rough, matte and itchy quality. From an aesthetic point of view my intention is to create a textile quality made from hemp yarns that looks and feels more appealing and delicate. I have chosen to work with light as an inspiration source, both in the woven construction and in the overall visual experience of the collection."* - Tanja Kirst

The Hemp Collection is hand-woven with Italian hemp yarn and each thread consists of 50 thin threads spun together. The environmental ethos is to re-engineer products and create different

uses and possibilities. Hemp's natural qualities such as requiring little water to grow, being free of microplastics and harmful pesticides or chemicals make it an ideal candidate for environmentally friendly textile production.

The collection is bio-dyed which gives it its natural colour hues that are woven in optical repetitions and interact depending on the light. The colourful palette of the collection is a tribute to nature, while the unique pattern with flat weave and colour and weft effect, creates a different experience every time you enter the room.

#### A change to something better.

Through colourful expressions Tanja explores both the agricultural and industrial narrative of hemp and reminds us that sometimes the best solutions are created when in harmony with nature. Massimo have always put the emphasis on sustainability and are seen as innovators in the textile design industry.

Dedicated to creating rugs from sustainable materials using eco-friendly techniques, collaboration between massimo and Tanja is a natural partnership, that resulted in the collection of rugs that not only offers a sustainable option for customers - but also reflects personality through intricate design patterns and colorful palette. Tanja and massimo lead the way towards a better future together with their customers - not only for them.

Chim Scavenius Sonne-Schmidt, partner at massimo says:

*"We are changing the concept of home for a better future, and designers like Tanja are the present and the future of research-driven and sustainable design."*

Currently, four variations of subtle colour patterns are on offer to accommodate any style, all handwoven in 100% hemp, which besides sustainability in production, is known for its light and delicate visual expression while being wear-resistant. The above mentioned qualities make this collection ideal for both public and residential spaces.

**Quality:** Handwoven  
100% Hemp

**Available Sizes:**  
200 x 300 cm  
250 x 350 cm

**Custom sizes:** Yes

**Pile height:** N/A  
**Weight:** 3,0 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



grey



multi



nougat rose



red

**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.

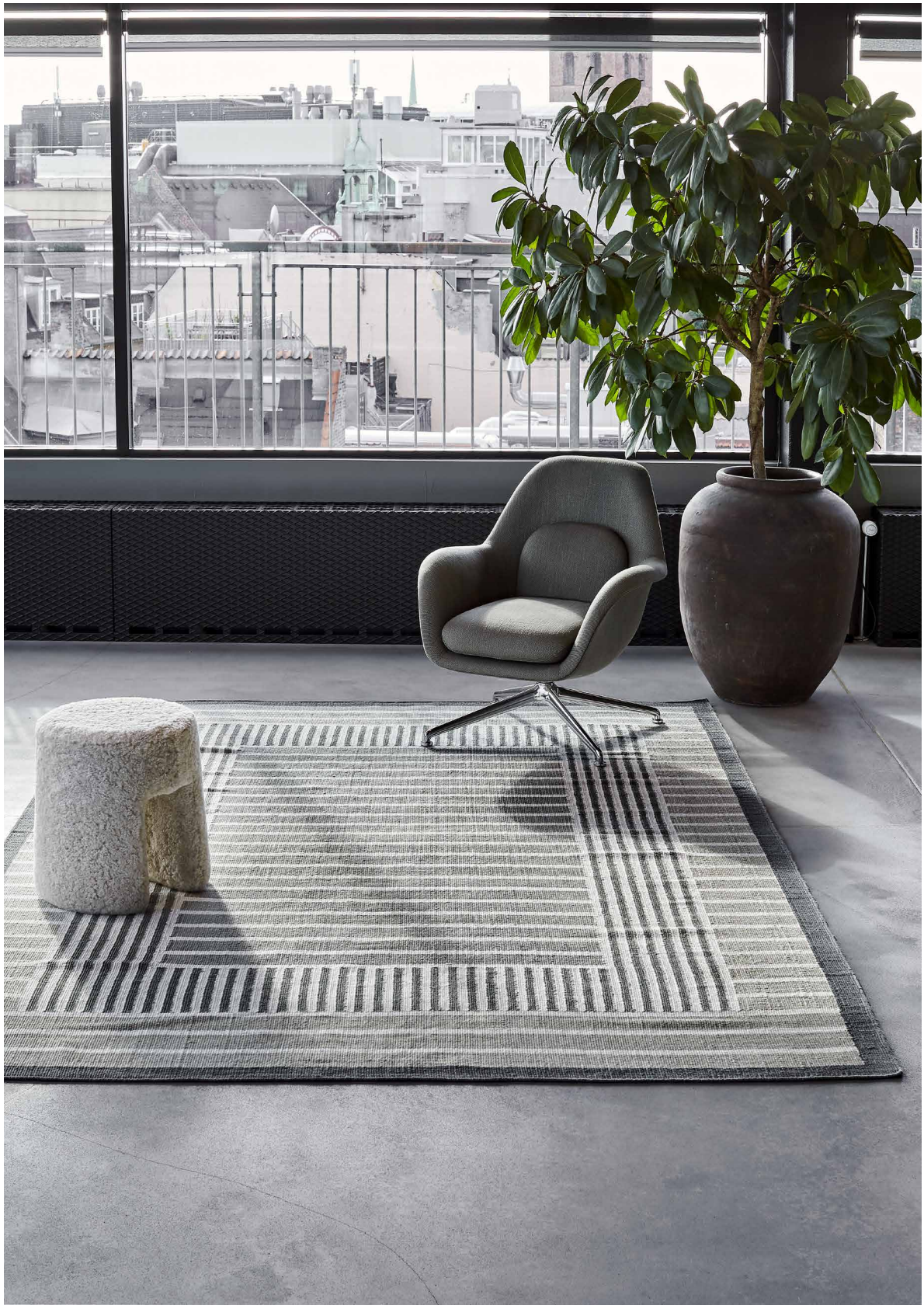
We cannot and we will not deny our Scandinavian origin. We have a passion for subtle, natural colour schemes and long-lasting functional design - but are not afraid to challenge and tempt with a bolder, more colourful alternative. After all, a rug is the soul of a room - and some souls are simply more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



**ABOUT TANJA KIRST**  
*Tanja Kirst's work is characterized by reflection on thoughts and details that you don't immediately recognize but are of utmost importance for our perception, like subtle colour transition and gradation into shades. The Hemp Collection and collaboration with massimo emerged as the continuation of Tanja's participation in the Mindcraft Project 2020 - a selection of artistic and experimental design projects by ten of Denmark's most notable artists and designers.*

*As the next generation of contemporary Danish designers, Tanja stands at the forefront of sustainable textile production combining her two passions: colorful textiles and hemp - giving it a whole new appeal.*





HEMP COLLECTION | grey



HEMP COLLECTION | red





HEMP COLLECTION | nougat rose

nougat rose



multi



grey



red

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copenhagen

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