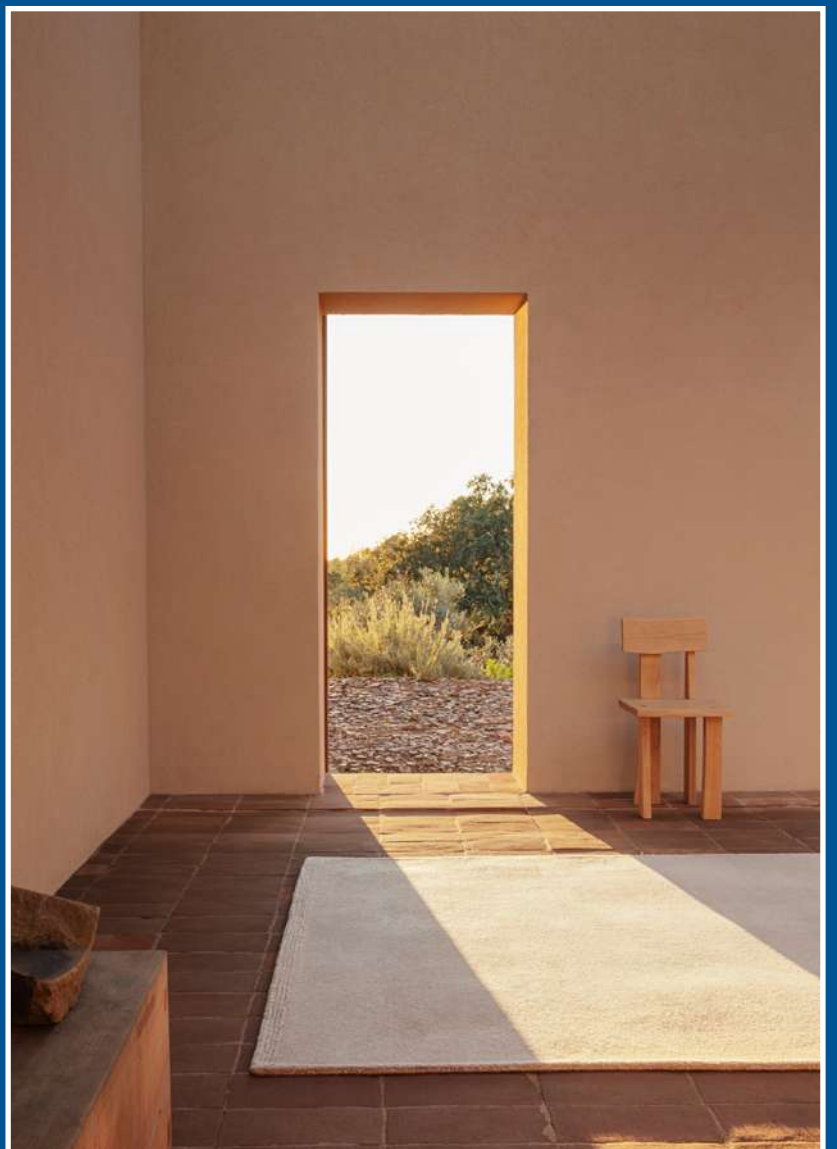


massimo copenhagen



2025

**handknotted
handwoven
handtufted**

**rugs
made by hand
are forever**



massimo
copenhagen

ORIGINS

Established in Copenhagen, Denmark - for more than 20 years massimo copenhagen has focused on creating handmade contemporary rugs for both private homes and public spaces.

We believe that any interior can be elevated with uplifting colours and pleasant textures - and we do it one rug at a time. Today, our collection includes more than 350 rug variations, of which 98% is available in stock and ready to ship from our 1,600 sqm showroom in Birkerød. And the possibilities don't end there, since massimo is offering customised service for both private and contract projects.

When choosing the materials, our focus has always been on well-being, positive impact on the environment and superior quality. That decision to only work with natural and recycled materials, is rooted in the Scandinavian way of living rather than the latest trends. Each material, from bamboo to hemp, lends its own characteristics to the rug, making them distinctive and suitable for different areas.

CRAFTSMANSHIP

Our rug production is based in India, where skills of weavers are passed down from one generation to another, handcrafting textiles renowned worldwide for their quality and intricate artistry. Every process involved in making a massimo rug is manual, which means each rug is one-of-a-kind. It's this art that transforms strands of yarn tied by hand into pieces of art.

Over the years we have developed strong and trusted relationships with our manufacturers, some of which have been with us from day-one. Together we ensure strict quality control throughout the rug-making process. Starting from sourcing the raw materials to spinning, dyeing, and weaving the rugs to washing and finishing them. This guarantees that massimo rugs are long-lasting and not harming the environment.

That full control over the process also allows for experimentation with design, materials and techniques regardless of the size of the project. No idea is too small or too big - and that's the foundation of our many partnerships and collaborations.

certifications

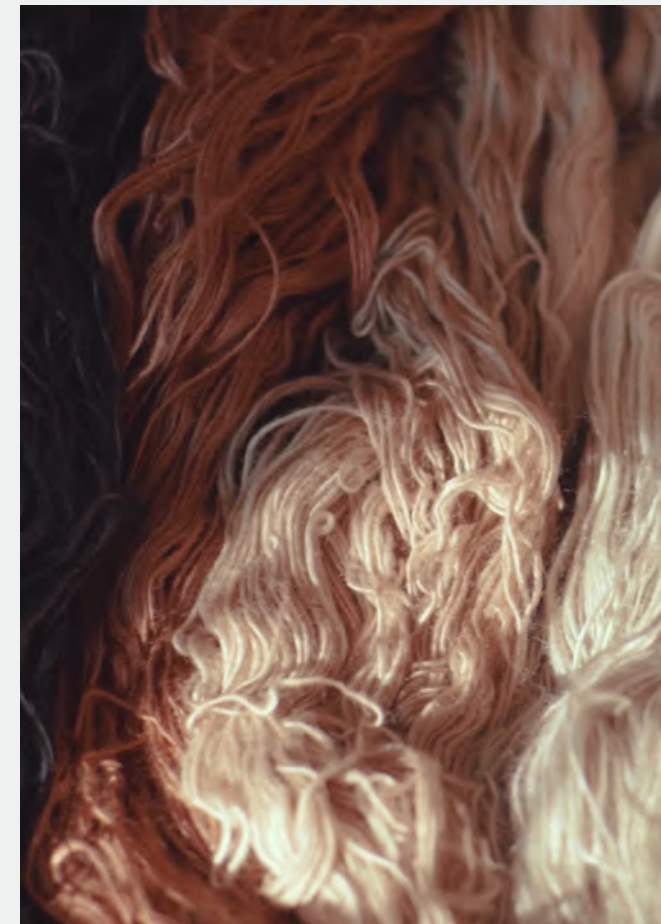
Our commitment to quality and sustainability.

Sustainability

Being sustainable isn't just our strategy, it's our promise for a better future. We hold various certifications that demonstrate our unwavering commitment to eco-friendly practices and superior quality products. These certificates ensure that our rugs are produced using sustainable methods, with a focus on reducing environmental impact and promoting fair working conditions.

They are a testament to our dedication to not only provide high-quality and stylish rugs but also to our commitment to ethical and sustainable practices.

Should you require any further information or have any queries regarding our specific certifications, reach out to us directly at chim@massimo.dk



massimo.dk

50% Bamboo - 50% New Zealand Wool



EARTH BAMBOO nougat rose
EARTH BAMBOO desert sand
EARTH BAMBOO soft grey
EARTH BAMBOO cashmere
EARTH BAMBOO camel



EARTH BAMBOO concrete
EARTH BAMBOO warm grey
EARTH BAMBOO mustard yellow
EARTH BAMBOO vibrant blue

100% Bamboo



BAMBOO rose dust
BAMBOO light brown
BAMBOO light grey
BAMBOO grey
BAMBOO copper
BAMBOO stiffkey blue

100% Recycled Bamboo



KARMA light grey
KARMA nougat brown
KARMA olive green
KARMA washed blue

100% New Zealand Wool



KARMA WOOL marine
KARMA WOOL dark burgundy
KARMA WOOL taupe
KARMA WOOL dark oak
EARTH HANDTUFT golden brown
EARTH HANDTUFT dark grey/brown



EARTH blush
EARTH verte grey
EARTH moss green
EARTH sea green



EARTH HANDTUFT taupe

100% Undyed New Zealand Wool



ESCAPE KELIM chalk
ESCAPE KELIM chalk w. fringes
ESCAPE KELIM muscat w. fringes
ESCAPE KELIM muscat
ESCAPE KELIM stone
ESCAPE KELIM light beige

100% Undyed New Zealand Wool



EARTH NATURAL ivory
EARTH NATURAL light beige
EARTH NATURAL silver grey
EARTH NATURAL light grey
EARTH NATURAL dark grey

100% New Zealand Wool



GROUND dune
GROUND sand
GROUND warm oak
GROUND walnut
GROUND bark
GROUND soil

100% New Zealand Wool



DROPS forest green
DROPS smoked caramel
DROPS rocky grey
VEIN forest green
VEIN smoked caramel
VEIN rocky grey

Mix Alpaca Wool & Bamboo



LORO cream

100% Merino Wool



MONTE cream
MONTE natural

Recycled Plastic (RPET)



REPEAT cream
REPEAT beige
REPEAT pastel yellow
REPEAT pistachio
REPEAT graphite

SPACE COPENHAGEN

NORM ARCHITECTS

GROUNDWORK STUDIO

100% New Zealand Wool



RYA cream
RYA soft beige
RYA nougat brown
RYA charcoal

100% Sisal



BELIZE taupe
BELIZE natural

100% Hemp/Jute



SUMACE navy blue
SUMACE black
SUMACE natural

50% Bamboo - 50% New Zealand Wool



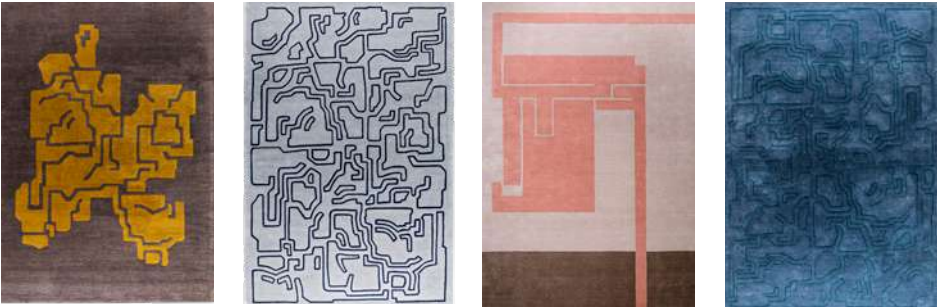
SPACE SURFACE

100% Bamboo



MOON NIGHT
COPPER MOON

50% New Zealand Wool - 50% Bamboo



STRUCTURES fragment I
STRUCTURES fragment II
STRUCTURES fragment III
STRUCTURES fragment IV

OE0 STUDIO

100% New Zealand Wool



STRUCTURES 2.0 pale rose
STRUCTURES 2.0 vulcano dust
STRUCTURES 2.0 arctic green

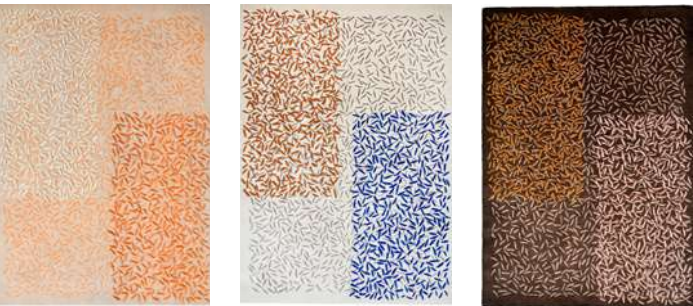
100% New Zealand Wool



CLOUD9 morning
CLOUD9 day
CLOUD9 afternoon
CLOUD9 cloudy

FACNE STUDIO

100% New Zealand Wool



AFFINITY blush
AFFINITY lagoon
AFFINITY mocha

VERA & KYTE

100% Hemp



HEMP grey
HEMP multi
HEMP nougat rose
HEMP red

TANJA KIRST

50% New Zealand Wool - 50% Bamboo



STARDUST blue

PERNILLE PICHERIT



ABOUT NORM ARCHITECTS

Norm Architects is a multidisciplinary studio utilising design to enrich daily life. Founded in 2008, their practice works from the belief that architecture, interior and product design can and should re-sensitize the modern human lifestyle. Projects of all scales are guided by the essential and universal needs of body and mind to arrive at outcomes that feel as good as they look and that age gracefully. Through natural materials, simple geometries and thoughtfully composed atmospheres, Norm Architects aim to nurture all five human senses, support the human form and provide enduring functionality. The Copenhagen-based studio merges Scandinavian traditions with an international perspective and cultural curiosity to deliver site-specific spaces and objects defined by exceptional craft, beauty and longevity.

GROUND BY NORM ARCHITECTS

Ground Collection reflects the philosophy of "Soft Minimal" by embracing simplicity and tranquility, evoking a feeling of calmness and warmth.

The colors and textures are inspired by earthy tones and subtle hues that reflect the diverse landscapes of the living environment. By incorporating these elements into the designs, the aim is to create a space that feels inviting and harmonious – where the presence of nature is palpable, promoting a sense of connection and well-being.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:

Handtufted
100% New Zealand Wool
100% OEKO-TEX Cotton base layer

Available Sizes:

170 x 240 cm
200 x 300 cm
250 x 250 cm
250 x 350 cm
300 x 400 cm

Custom sizes: Yes

Pile height: 7-9 mm

Weight: 4,0 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
STANDARD 100 by OEKO-TEX®



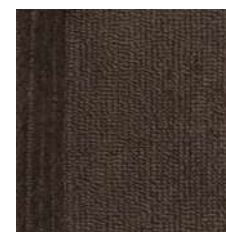
dune



sand



warm oak



walnut



bark



soil



Photography: Jonas Bjerre-Poulsen

GROUND | dune



Photography: Sofie Staunsager

**ABOUT GROUNDWORK STUDIO**

GROUNDWORK Studio is a Copenhagen-based design office founded by Morten Bo Jensen, former in-house Chief Designer with 16 consecutive years for a leading Danish design brand. GROUNDWORK Studio is deeply passionate about the design of refined products with a strong DNA and an ability to stand the test of time.

Their design-awarded work covers leadership in a wide range of product categories from furniture, lighting and accessories to entire kitchen and bathroom systems – and everything in between.

SURFACE BY GROUNDWORK STUDIO

Delve into the quiet elegance of the everyday with the Surface Collection – a new series of hand-tufted wool rugs by Morten Bo Jensen of GROUNDWORK Studio for massimo copenhagen.

This collection illuminates the subtle yet sublime patterns that enrich our daily surroundings. Designed to captivate both as a standalone piece and in harmony with the rest of the interior, the Surface Collection emerges with architectural finesse, rendered in monochromatic tones that echo the natural world.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:

Handtufted
100% New Zealand Wool
100% OEKO-TEX Cotton base layer

Available Sizes:

170 x 240 cm
200 x 300 cm
250 x 350 cm

Custom sizes: Yes

Pile height: 12-18 mm

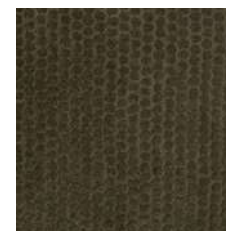
Weight: 4,5 kg/m²

Size variation: +/-3%

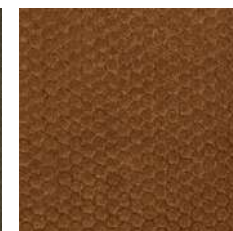
Warranty: 2 years

Certifications:

Colorfastness to light: ISO 105-B02-grade 5
Flammability: 16CFR 1630 (FF-1-70)
Production: SA 8000
STANDARD 100 by OEKO-TEX®



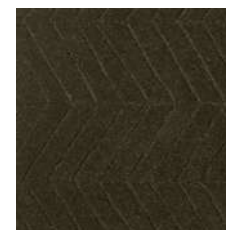
DROPS
forest green



DROPS
smoked caramel



DROPS
rocky grey



VEIN
forest green



VEIN
smoked caramel



VEIN
rocky grey



ABOUT MERINO WOOL

Merino sheep are known for their exceptionally soft fleece, which provides the rug with a delightful touch without sacrificing on the performance. Merino Wool is not only sustainable, renewable, and biodegradable, but also inherently resistant to stains, soil, and crushing, making Monte rugs a harmonious fusion of elegance and resilience.

MONTE

Monte collection of rugs, skilfully crafted from the finest Merino Wool fibres, offers a sense of luxury and lasting quality. The refined design incorporates varying pile heights, forming an elegant geometric pattern with a plush and inviting texture.

Underlay carpet is recommended.
Suitable for domestic use.

Quality:

Handknotted
100% Merino Wool

Available Sizes:

170 x 240 cm
200 x 300 cm
250 x 350 cm

Custom sizes: Yes

Wall-to-wall: Yes

Pile height: Low Cut -5 mm | High Cut 8-9 mm

Weight: 4,7 kg/m²

Size variation: +/-3%

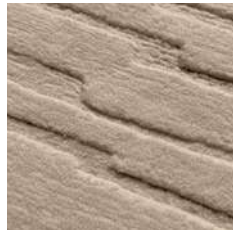
Warranty: 2 years

Certifications:

Colorfastness to light: ISO 105-B02-grade 5
Flammability: 16CFR 1630 (FF-1-70)
Production: SA 8000
STANDARD 100 by OEKO-TEX®



cream



natural



MONTE | cream





ABOUT ALPACA WOOL

Alpaca Wool is a naturally biodegradable, soft, robust, and insulating fibre, with remarkable water resistance whilst maintaining exceptional breathability. Alpaca fibers have a smoother and more uniform surface. Raising and grazing of alpacas has a very low environmental impact, and the processing of fibers does not require any harsh chemical treatments or added synthetics, which together make alpaca wool a sustainable choice.

LORO

Loro collection of rugs, meticulously hand-knotted from the finest Alpaca Wool, is interwoven with a delicate touch of Bamboo fibres, creating an enduring rug with a subtle shimmer. A touch of nature's luxury, Loro rugs gracefully blend unrivalled warmth and comfort with sophisticated allure. In addition to their undeniable beauty, Loro rugs represent a harmonious blend of elegance and sustainability.

Underlay carpet is recommended.
Suitable for domestic use.

Quality:

Handknotted
Alpaca Wool / Bamboo

Available Sizes:

70x120xm
170 x 240 cm
200 x 300 cm
250 x 350 cm

Custom sizes: Yes

Pile height: 9-11 mm

Weight: 5,0 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



cream

wool

Wool is the original eco-friendly fibre.

"We strive to create timeless pieces that will last. We want them to feel current today and, in the years, to come. This is why the quality has to be second to none. The weaving technique and a strength of the fibres is very important. The most important."

- Chim Scavenius Sonne-Schmidt

Beauty of Natural Wool.

Wool has long been accepted as an environmentally positive fibre choice with a number of benefits. From a sustainability perspective, wool is an entirely natural product that is fully biodegradable. It breaks down quickly, returning its nutrients to the soil without releasing plastic microfibrils into the land and our oceans.

Wool has thermo-regulating properties, is easy to care for, and can be repaired and enjoyed for years and years. Naturally stain-resistant, durable, and fire retardant, it can bring a touch of luxury and warmth to your interior.





ABOUT SPACE COPENHAGEN

Lead by 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.

ESCAPE KELIM BY SPACE COPENHAGEN

The series of kelim rugs by Space Copenhagen for massimo focus on the subdued colour tones and the natural feel. The designer's 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 Escape Kelim collection is all about diving into the traditional techniques of Kelim Weave. 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.

Underlay carpet is included.
Suitable for domestic and contract use.

Quality:

Handwoven
100% Undyed New Zealand Wool

Available Sizes:

170 x 240 cm
200 x 300 cm**
250 x 350 cm
300 x 400 cm***

Runner Sizes:

90 x 250 cm*

Custom sizes: Yes

Pile height: N/A

Weight: 2,0 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
STANDARD 100 by OEKO-TEX®



light beige



chalk



chalk with fringes



stone



muscat



muscat
with fringes

*only available in chalk, light beige, muscat & stone

**not available in light beige with stiches

*** not available in stone with stiches



ESCAPE KELIM by Space Copenhagen





KARMA WOOL I marine

KARMA WOOL

The Karma Wool Rug combines timeless design with lasting durability. Made from high-quality wool, this rug offers a soft, inviting texture while standing up to the demands of everyday life. Its natural fibres provide a long-lasting resilience, making it a versatile addition to any space.

Inspired by the sustainable principles of the original bamboo Karma rug, the Karma Wool reflects a commitment to eco-conscious living. Wool, a renewable resource, is naturally stain-resistant and hypoallergenic, offering both practicality and beauty. A true testament to lasting craftsmanship, with timeless design and enduring quality.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:

Handtufted
100% New Zealand Wool

Available Sizes:

170 x 240 cm
200 x 300 cm
250 x 350 cm

Custom sizes: Yes

Wall-to-wall: Yes

Pile height: 8 mm

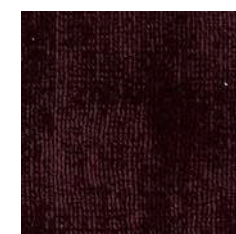
Weight: 3,5 kg/m²

Size variation: +/-3%

Warranty: 2 years

Certifications:

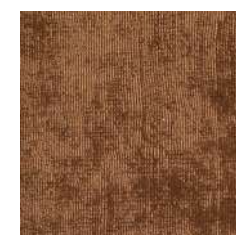
STANDARD 100 by OEKO-TEX®
Certified Colorfastness to light:
ISO 105-B02-grade 5
Flammability: 16CFR 1630 (FF-1-70)
Production: BSCI Audit



dark burgundy



taupe



dark oak



marine



EARTH NATURAL I taupe

EARTH HANDTUFT

The Earth Handtuft Rug is expertly hand-tufted using 100% premium New Zealand wool, offering a unique blend of craftsmanship and quality. The hand-tufting technique creates a plush texture that adds depth and dimension to the rug, making it a standout piece in any room. This process ensures that each rug is carefully crafted for lasting durability and comfort.

New Zealand wool is naturally non-allergenic, fire-resistant, and resistant to dirt, providing a safe, low-maintenance rug for your home. Sourced sustainably with animal-friendly practices, the wool is biodegradable, making it an eco-conscious choice.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:
Handtufted
100% New Zealand Wool

Available Sizes:
170 x 240 cm
200 x 300 cm
250 x 350 cm

Custom sizes: Yes
Wall-to-wall: Yes

Pile height: 10 mm
Weight: 4,1 kg/m2
Size variation: +/-3%
Warranty: 2 years

Certifications:
STANDARD 100 by OEKO-TEX®
Certified Colorfastness to light:
ISO 105-B02-grade 5
Flammability: 16CFR 1630 (FF-1-70)
Production: BSCI Audit



dark grey/brown



taupe



golden brown



EARTH NATURAL I silver grey

EARTH NATURAL

Earth Natural rugs are handwoven from best quality undyed 100% New Zealand wool. Celebrating the natural properties of wool, this collection of rugs takes us back to basics and teaches us to appreciate the beauty of nature.

The natural properties of New Zealand wool make it non-allergenic and fire-resistant which helps to create a safe and healthy indoor environment, and also it has a natural ability to resist dirt. New Zealand wool is made with animal friendly practices and it is sustainable, natural and biodegradable. With its long fibres, the peeling is minimized to almost nothing.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:
Handwoven
100% undyed
New Zealand Wool

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

Custom sizes: Yes
Wall-to-wall: Yes

Pile height: 11-12 mm
Weight: 4,0 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



light beige



ivory



silver grey



light grey



dark grey

"I'm always amazed by the impact a rug can have on an interior. It's the element that grounds the space, bringing warmth and definition to a space. Beyond aesthetics, it's important to invest in a rug that will wear well for many years and can take regular traffic and use. Massimo understands this importance of quality, creating each of their rugs with exquisite attention to detail and craft while using materials which are certified for their sustainability."

- Rebecca Goddard, Blogger, Visual Editor & Designer





EARTH | moss green

EARTH

Earth rugs are made of best quality New Zealand wool, which adds natural beauty and ensures easy maintenance. The natural properties of New Zealand wool makes it non-allergenic and fire-resistant, which helps to create a safe and healthy indoor environment, and also it has a natural ability to resist dirt. New Zealand wool is made with animal friendly practices and it is sustainable, natural and biodegradable. New Zealand wool has long fibres and therefore peeling is minimized to almost nothing. In our opinion, New Zealand wool has all the qualities to create the perfect rug.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:
Handwoven
100% New Zealand Wool

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

Custom sizes: Yes
Wall-to-wall: Yes

Pile height: 11-12 mm
Weight: 4,0 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

*only available in moss green, verte grey & blush
**not available in sea green
***not available in sea green
****only available in verte grey & moss green



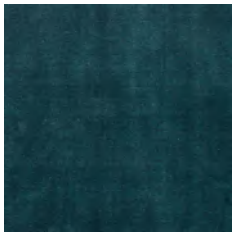
moss green



blush



verte grey



sea green



EARTH BAMBOO | camel

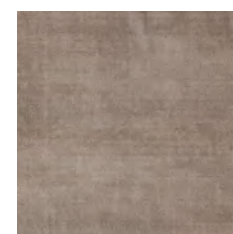
EARTH BAMBOO

Earth Bamboo rug is made of the best quality New Zealand wool mixed with Bamboo fibres. The combination of New Zealand wool and Bamboo gives a very durable rug with a light shine, which is easy to maintain. The quality of the fibres minimizes peeling to almost nothing. The production of Bamboo is sustainable as it thrives without any pesticides, New Zealand wool is made with animal friendly practices and both fibres are sustainable, natural and biodegradable and thus very eco-friendly materials.

Underlay carpet is recommended.
Suitable for domestic and contract use.



desert sand



cashmere



camel



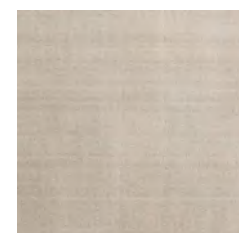
nougat rose



vibrant blue



mustard yellow



soft grey



concrete



warm grey

Quality:

Handwoven
50% New Zealand wool
50% Bamboo

Available sizes:

140 x 200 cm*
170 x 240 cm
200 x 300 cm
250 x 300 cm**
300 x 400 cm***

Custom sizes: Yes

Wall-to-wall: Yes

Pile height: 11-12 mm

Weight: 4,0 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

*only available in cashmere, vibrant blue, soft grey, nougat rose & concrete.

**not available in mustard yellow

***only available in nougat rose, cashmere, soft grey & concrete



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 'structures' 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.

STRUCTURES BY OEO STUDIO

The 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.

Handtufted in best quality New Zealand wool and Bamboo fibres the rugs are very durable with a light shine, which is easy to maintain. The quality of the fibres minimizes peeling to almost nothing. The production of Bamboo is sustainable as it thrives without any pesticides, New Zealand wool is made with animal friendly practices and both fibres are sustainable, natural and biodegradable and thus very eco-friendly materials.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:

Handtufted
50% New Zealand Wool
50% Bamboo

Available Sizes:

170 x 240 cm
200 x 300 cm
250 x 350 cm*
300 x 400 cm**

Custom sizes: Yes

Pile height: 15-18 mm

Weight: 4,50 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

*only available in fragment IV

**only available in fragment I & fragment III



Fragment I



Fragment II



Fragment III



Fragment IV







STRUCTURES 2.0 | vulcano dust

STRUCTURES 2.0 BY OEO STUDIO

The latest series of iconic rugs by OEO Studio for massimo copenhagen blends ancient Asian aesthetics with Scandinavian values in a modern context. By reimagining the graphic qualities of the original collection, these new rugs offer a design that is both subtly understated and distinctly expressive, enhancing their enigmatic allure.

Handtufted in 100% New Zealand wool with an additional base layer of organic cotton that enhances durability and resilience. The new color scheme is more subdued than the original collection. This allows the design to take on a different role, becoming more sophisticated and mystic in its overall aesthetic.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:
Handtufted
100% New Zealand Wool

Available Sizes:
170 x 240 cm
200 x 300 cm
250 x 350 cm

Custom sizes: Yes

Pile height: 15-18 mm
Weight: 4,50 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
STANDARD 100 by OEKO-TEX®



STRUCTURES 2.0
pale rose



STRUCTURES 2.0
vulcano dust



STRUCTURES 2.0
arctic green



ABOUT VERA&KYTE

Based in Bergen on the west coast of Norway, Vera & Kyte consists of Vera Kleppe and Åshild Kyte. Together they work within the fields of furniture, products and interior architecture. Always seeking new impressions, eager to discover the triggers for the next idea. This curious approach leads them to constantly explore new materials and aesthetics. With an analytical mindset, they aim to transform their curiosity into products that engage. The duo actively pushes the boundaries between furniture, graphics, interior accessories, and spatial design, creating innovative links among them.

AFFINITY BY VERA&KYTE

Affinity Collection is a collaboration between Norwegian duo Vera & Kyte and Massimo Copenhagen, curated as a part of Designers' Saturday initiative "DS Collab". The new collection is a series of hand-tufted rugs crafted from the finest New Zealand wool, featuring a vibrant color palette and intricate designs, giving a nod to the iconic works of Josef Albers, while adding a touch of playful brightness to the interior.

By mixing equal parts wool and bamboo fibres, we are able to create a finished rug with an exceptional level of sturdiness, protecting the rug against wear and tear and pressure marks, without sacrificing on the luxurious look and feel.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:

Handtufted
100% New Zealand Wool

Available Sizes:

170 x 240 cm
200 x 300 cm

Custom sizes: Yes

Pile height: 8-22 mm

Weight: 5,0 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
STANDARD 100 by OEKO-TEX®



blush



lagoon



mocha



AFFINITY | blush



Photo: Anne Bråtveit / Stylist: Kråkvik & D'Orazio



ABOUT FACNE DESIGN STUDIO

The FACNE Design Studio was founded by Mathilde Witt Mølholm and Kamilla Schultz. Their way of working revolves around user needs. For each project they carefully uncover unknown needs and dive into their own in-depth knowledge of materials. Honing in on the unredeemed potential of each project they always end up transforming ambitious ideas into inspiring and beautiful designs.

CLOUD9 BY FACNE DESIGN STUDIO

The new series of vibrant rugs, by FACNE Design Studio for massimo, capture playfulness in the form of contemporary artworks. Drawing inspiration from the temperaments of the sky, CLOUD9 series are handwoven and handtufted with different weaving techniques from 100% New Zealand Wool. A poetic snapshot of clouds seamlessly created from different pile heights and a boucle weaving technique.

Highest 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. New Zealand wool has long fibres and therefore peeling is minimized to almost nothing.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:

Handwoven & Handtufted
100% New Zealand Wool

Available Sizes:

140 x 200 cm
200 x 300 cm

Custom sizes: Yes

Pile height: 5 - 30 mm

Size variation: +/-3%

Warranty: 2 years

Certifications:

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



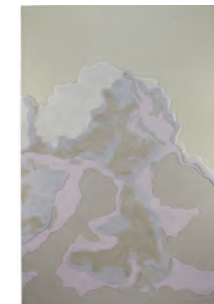
cloudy



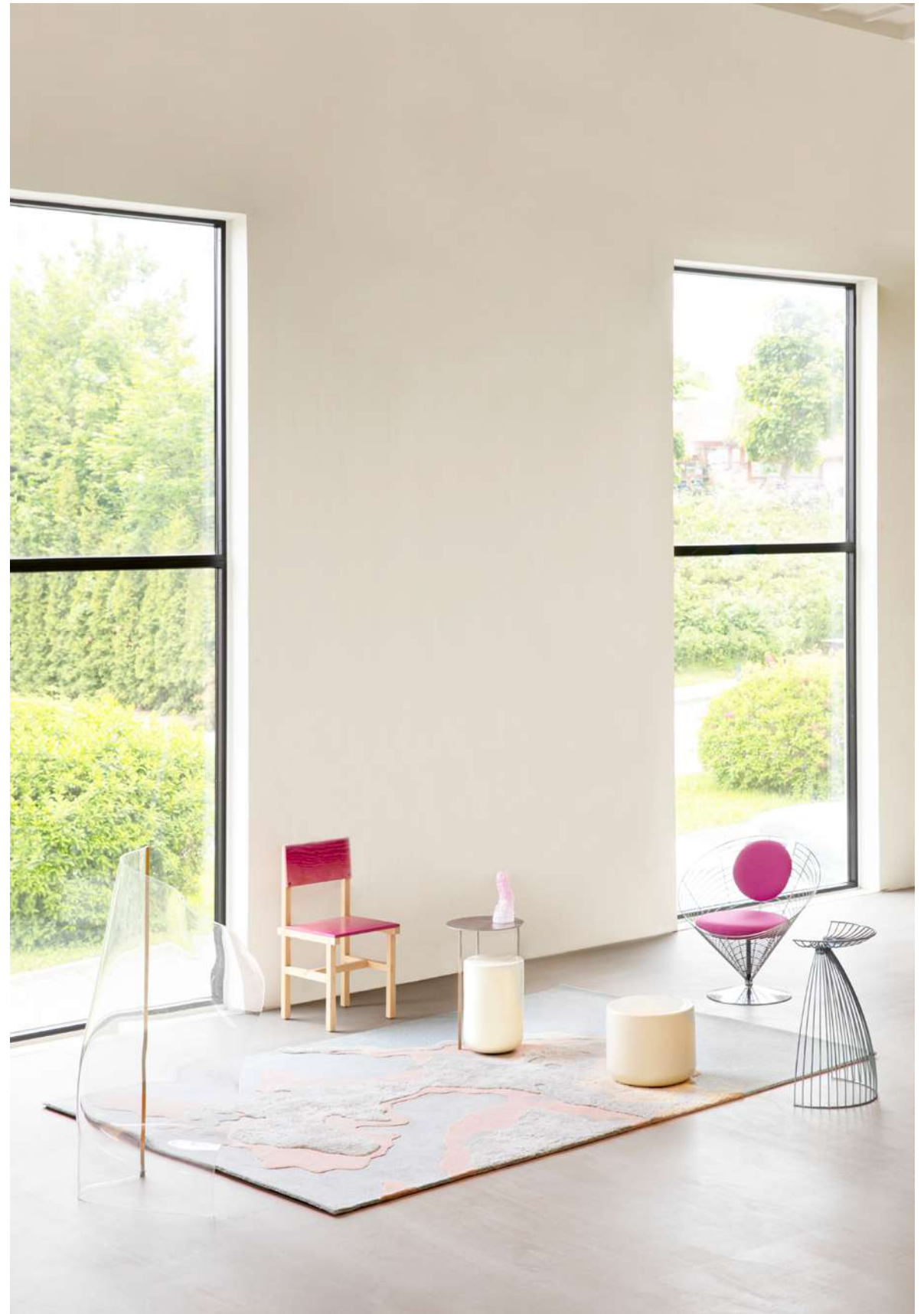
morning



day



afternoon



CLOUD9 | day



recycled PET

Innovative take on textiles, keeps our oceans plastic-free, our conscience clear and homes stylish.

What on earth is rPET?

PET (short for Polyethylene Terephthalate), is strong, lightweight and often transparent. Due to its unique properties, PET is one of the most commonly used plastics and can be recycled into rPET. In the recycling process, PET plastic is collected, cleaned and remade into new products, without exhausting natural resources, and by reducing energy and carbon emission, which makes rPET widely considered a highly sustainable choice.

The environmental benefits of this process are countless: it reduces environmental impact, avoids the use of non-renewable natural resources, reduces energy consumption and can contribute to reduce the extraction of crude oil and natural gas from the Earth to make more plastic, lessening our dependence on petroleum as a source of raw material.

Keeping plastics from going to landfill and the ocean.

According to the NGO Ocean Conservancy, 8 million metric tons of plastic enter the ocean every year, on top of the estimated 150 million metric tons that currently circulate in marine environments. If we keep this pace, by 2050 there will be more plastic in the ocean than fish. Taking plastic waste and turning it into a useful material is very important for humans and our environment.

This innovative process of turning rPET into textiles, gives a second life to a material that's not biodegradable, and would otherwise end up in landfill or the ocean.



REPEAT | pistachio

REPEAT

RePeat collection represents an innovative and sustainable take on textiles. The collection of rugs is handwoven from 100% recycled plastic (rPET), through an innovative process that creates a carbon-neutral fibre.

The eco benefits of rPET are countless as it reduces environmental impact, avoids the use of non-renewable natural resources, reduces energy consumption and lessens our dependence on petroleum as a source of raw material. Rugs made from rPET have a high resistance to wear and tear and offer good thermal protection – making it ideal for rugs, that look and feel just like wool.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:
Handtufted
100% Recycled PET yarn
100% OEKO-TEX Cotton base layer

Available sizes:
160 x 230 cm
200 x 300 cm
250 x 350 cm
Ø 300 cm

Custom sizes: Yes
Wall-to-wall: Yes

Pile height: 10-11 mm
Weight: 4,0 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
STANDARD 100 by OEKO-TEX®



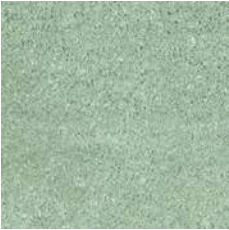
beige



graphite



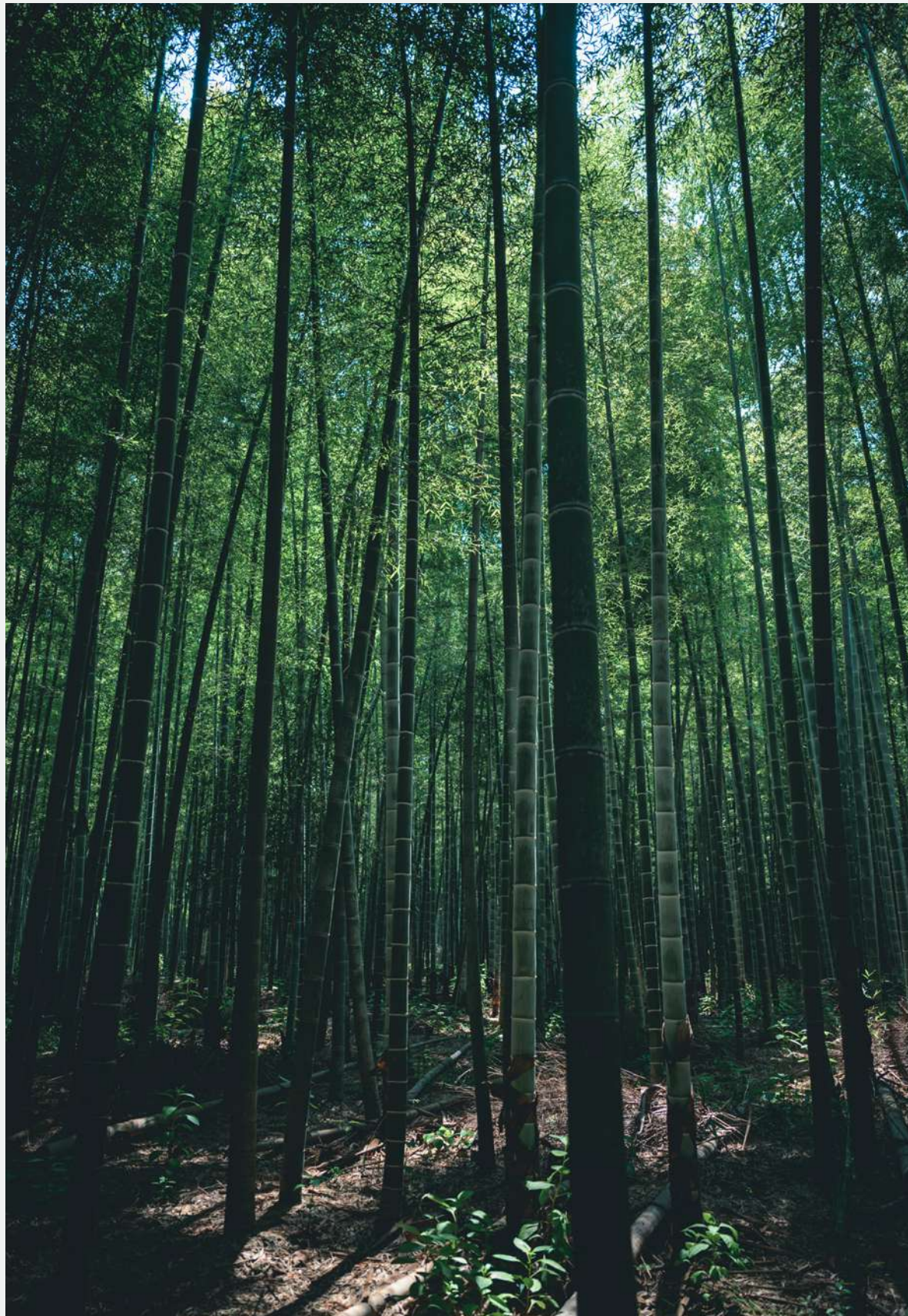
cream



pistachio



pastel yellow



bamboo

The very nature of bamboo has shown it to be a naturally green source for textiles.

Bamboo is the fastest-growing plant on Earth.

Bamboo can grow to full size in just 3-4 months, compared to standard trees which can take 30+ years to grow. In the right conditions, it can grow 3 feet tall in 24 hours, which means you can literally watch it grow with your own eyes! This makes it a super sustainable alternative due to its naturally renewing properties.

Plus, nasty pesticides and chemicals aren't required when harvesting bamboo. This means the cultivation is natural, and never harms the environment.

Bamboo is strong and durable.

It's no surprise that bamboo is often named as the new 'green steel' for its versatility and strength in construction. Its robustness and durability is embedded into every type of product that is made from this incredible natural material.

Bamboo has an astounding strength and lifespan whilst remaining light and undemanding. With proper care, your bamboo rugs can be used time and time again without the worry of them deteriorating.

Bamboo is great for the environment

Bamboo forests have enormous positive benefits for the environment as this incredibly productive plant efficiently stores carbon.

Bamboo absorbs 2x more carbon dioxide than trees, which is why they are known to act as carbon sinks. It also generates a vast amount of oxygen, totalling up to 30% more than most plants and trees.

As well as this, bamboo plants have strong roots in the ground, which makes the soil more stable. This means it can stabilise and restore the land, and prevent landslides. So in countries which are prone to landslides, bamboo could be a good option.

Finally, bamboo helps protect biodiversity and endangered species by creating homes for a variety of different animals. Bamboo forests, save and protect the species living in that forest, by providing both homes and food. Don't forget the giant pandas who rely on bamboo alone!



BAMBOO | copper

BAMBOO

Bamboo rugs are made of 100% bamboo fibres which gives a luxurious feeling due to the unique softness and shiny surface. Bamboo fibres are made of bamboo pulp and have strong durability, stability and tenacity. The quality of the fibres minimizes peeling to almost nothing.

The production of Bamboo is sustainable as it thrives without any pesticides and also it is biodegradable and thus a very eco-friendly material.

Underlay carpet is recommended.
Suitable for domestic and contract use in areas with moderate traffic.

Quality:

Handwoven
100% Bamboo

Available sizes:

140 x 200 cm*
170 x 240 cm
200 x 300 cm
250 x 300 cm**
300 x 400 cm***

Custom sizes: Yes

Wall-to-wall: Yes

Pile height: 10-11 mm

Weight: 4.00 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

*only available in light brown

**only available in grey, light brown & copper

***only available in grey



rose dust



copper



stiffkey blue



light brown



light grey



grey



KARMA | nougat brown

HANDWOVEN

KARMA

Karma rug is made of recycled bamboo fibres, which gives a durable rug with a light shine that is easy to maintain. Bamboo fibres are made of bamboo pulp and have strong durability, stability and tenacity. The quality of the fibres minimizes peeling to almost nothing.

The production of Bamboo is sustainable as it thrives without any pesticides and also it is biodegradable and thus a very eco-friendly material.

Underlay carpet is recommended.
Suitable for domestic and contract use.

Quality:
Handwoven
100% Recycled Bamboo

Available Sizes:
160 x 230 cm
200 x 300 cm
250 x 350 cm
Ø300 cm*

Custom sizes: Yes

Pile height: 5-7 mm
Weight: 4.00 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

*only available in light grey & nougat brown



olive green



nougat brown



light grey



washed blue



COPPER MOON

MOON NIGHT & COPPER MOON

Moon Night and Copper Moon are high-quality handknotted rugs made of 100% bamboo fibres, which gives a luxurious feeling due to the unique softness and shiny surface. Bamboo fibres are made of bamboo pulp and have strong durability, stability and tenacity. The quality of the fibres minimizes peeling to almost nothing. The production of Bamboo is sustainable as it thrives without any pesticides and also it is biodegradable and thus a very eco-friendly material.

Underlay carpet is recommended.
Suitable for domestic and contract use in areas with moderate traffic.

Quality:

Handknotted
100% Bamboo

Available sizes:

170 x 240 cm*
200 x 300 cm
Ø200 cm
Ø240 cm

Custom sizes: Yes

Pile height: 10-11 mm

Weight: 4,0 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



moon night



copper moon

*only available in moon night



SPACE SURFACE

Space Surface is high-quality handknotted rug made of the best quality New Zealand wool mixed with Bamboo fibres. The combination of New Zealand wool and Bamboo gives a very durable rug with a light shine, which is easy to maintain. The quality of the fibres minimizes peeling to almost nothing. The production of Bamboo is sustainable as it thrives without any pesticides, New Zealand wool is made with animal friendly practices and both fibres are sustainable, natural and biodegradable and thus very eco-friendly materials.

Underlay carpet is recommended.
Suitable for domestic and contract use in areas with moderate traffic.

Quality:

Handknotted
50% Bamboo
50% New Zealand Wool

Available sizes:

170 x 240 cm*
200 x 300 cm**
Ø200 cm
Ø240 cm***

Custom sizes: Yes

Pile height: 10-11 mm

Weight: 4,00 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



space surface



ABOUT PERNILLE PICHERIT

Danish born designer and artist, Pernille Picherit's talents are shown through her limited editions of art prints and hand-knotted rugs in collaboration with well-known Danish and French suppliers of interior decorating products. Pernille's expertise in interior design is inspired by her Nordic heritage. Through her graphical sensitivity and in seeking a poetic and minimalist harmony, her creations are an expression of her vision of aesthetics, lightness and humour.

STARDUST

The Stardust rug, designed by Pernille Picherit, is made of the best quality New Zealand wool mixed with Bamboo fibres. The combination of New Zealand wool and Bamboo gives a very durable rug with a light shine, which is easy to maintain. The quality of the fibres minimizes peeling to almost nothing. The production of Bamboo is sustainable as it thrives without any pesticides, New Zealand wool is made with animal friendly practices and both fibres are sustainable, natural and biodegradable and thus very eco-friendly materials.

Underlay carpet is recommended.

Quality:

Handknotted
50% New Zealand wool 50% Bamboo

Available sizes:

170 x 240 cm
200 x 300 cm

Custom sizes: Yes

Pile height: 10-11 mm

Weight: 3,75 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



blue



ABOUT TANJA KIRST

Tanja Kirst's work is characterized by reflection on thoughts and details that you don't immediately recognize. This includes subtle colour transition and gradation into shades. Tanja Kirst works with hemp as a sustainable alternative in textile design, rethinking a well-known material in a space between design and craftsmanship, she gives this eco-friendly material a whole new appeal. With interaction and observation, all the functions and details can be experienced over time. This experimental process and way of designing is developed with an intention to add more value to the textile – and to give a poetic approach and longevity to the product.

HEMP BY TANJA KIRST

The series of rugs by Tanja Kirst are handwoven in 100% hemp yarn. Each thread consists of 50 thin threads spun together and dyed in bio colour. The fact that hemp requires little water, can be cultivated without fertiliser and improves soil structure and adds nutrients as it grows – makes the hemp plant important in the aim for a more sustainable textile production. Handwoven in a flat weave construction with colour and weft effect.

Underlay carpet is included.
Suitable for domestic and contract use.



nougat rose



grey



multi



red

Quality:

Handwoven
100% Hemp

Available Sizes:

200 x 300 cm*
250 x 350 cm

Custom sizes: No

Pile height: N/A

Weight: 3,0 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

*only available in multi and grey



BELIZE | taupe

BELIZE

Natural rug in 100% Sisal with rubber backing. Belize is made in a simple design, yet with a lot of character. Sisal is sustainable, natural and biodegradable and has a strong durability.

With rubber backing.
Suitable for domestic and contract use.

Quality:
Machine made with rubber backing.
100% Sisal

Available sizes:
160 x 240 cm
240 x 320 cm
300 x 400 cm
Ø200 cm
Ø245 cm

Runner sizes:
80 x 150 cm*
90 x 200 cm
90 x 300 cm

Custom sizes: No

Pile height: N/A
Weight: 3,5–3,7 kg/m²
Size variation: +/-3%
Warranty: 2 years

*only available in taupe



taupe



natural



Photography: Jonas Bjerre-Poulsen

SUMACE | natural

SUMACE

Handknotted in 100% hemp and jute, which give a sophisticated rustic expression and appeals to the basics in life. Hemp and jute, are both sustainable, natural and biodegradable materials and have a strong durability.

Available in natural and black with or without fringes.

Rug underlay is included.
Suitable for domestic and contract use.

Quality:

Handknotted
100% Hemp/Jute

Available sizes:

170 x 240 cm
200 x 300 cm
250 x 300 cm

Custom sizes: Yes

Pile height: N/A

Weight: 3,5-3,7 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



natural



navy blue



black



RYA | charcoal

RYA

Rya rug is made of 100% New Zealand wool, which adds natural beauty and ensures easy maintenance. The natural properties of New Zealand wool makes it non-allergenic and fire-resistant, which helps to create a safe and healthy indoor environment, and also it has a natural ability to resist dirt.

New Zealand wool is made with animal friendly practices and it is sustainable, natural and biodegradable. New Zealand wool has long fibres and therefore peeling is minimized.

Underlay carpet is recommended.
Suitable for domestic and contract use in areas with moderate traffic.

Quality:

Handwoven
100% New Zealand wool

Available sizes:

140 x 200 cm*
170 x 240 cm
200 x 300 cm**

Custom sizes: Yes

Pile height: 45 mm

Weight: 4,2 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

*not available in nougat brown

**not available in nougat brown



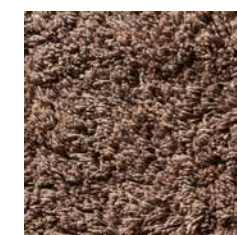
cream



charcoal



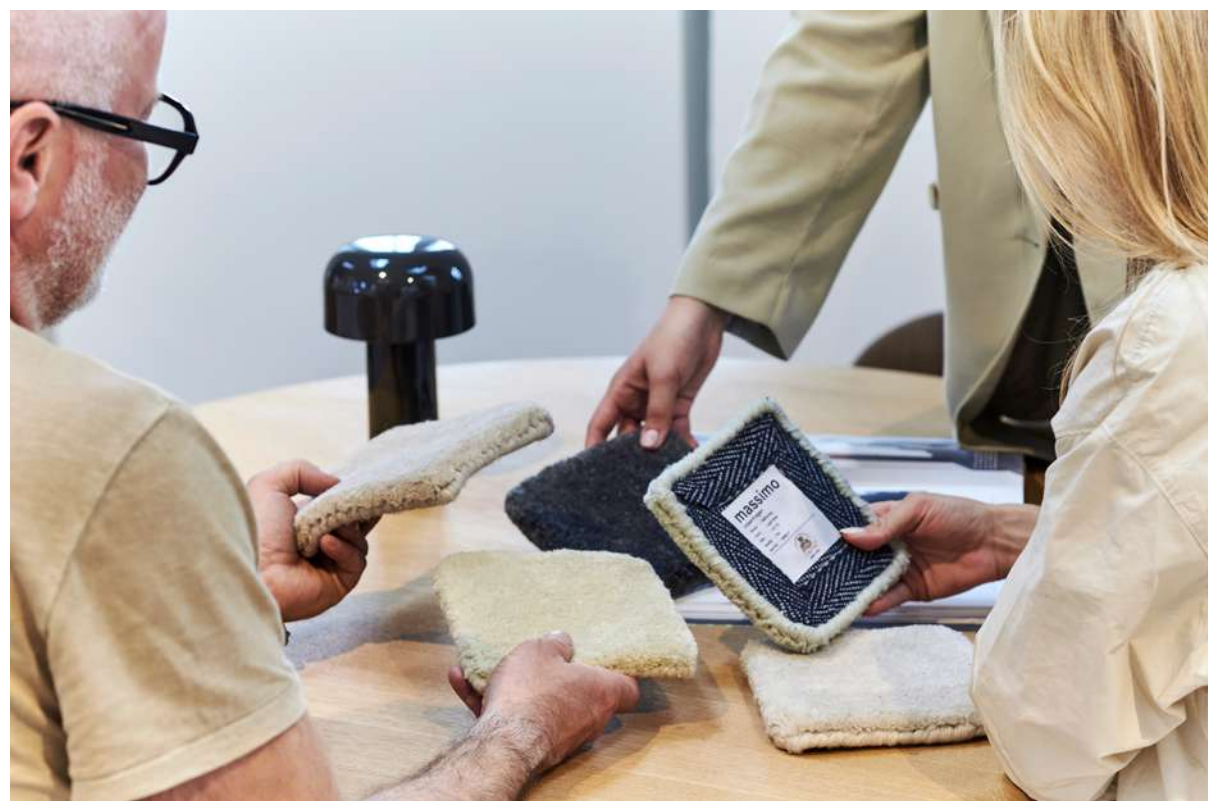
soft beige



nougat brown

bespoke

massimo solutions for your project.



hotels
residential
restaurants
co-working
offices
showrooms
institutions
retail stores
commercial

Customised in each and every detail.

Every rug in massimo's collection can be customised to match your vision. The size, the shape, the colour. You tell us what you need and we will make it happen.

We have an extensive experience, know-how and production capacity that allows for a high flexibility. This means, that no matter the size of your project - we can offer the service of customisation.

Regardless whether it's a single one, or 1,000 rugs project - we approach each order in the same professional manner and with the highest attention to detail.

Anything is possible.

At massimo we are passionate about pushing the boundaries and being challenged with new ideas. We enjoy the process of exploring different perspectives on textile design. Turning the ideas into tangible, tactile works of art.

If you have a unique rug concept in mind - we will be thrilled to help you express your vision.



EARTH NATURAL | ivory

Photography:
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Gaston Szerman
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Rebecca Goddard
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