



**FINARTE**



#### CUSTOMER SERVICE

store@finarte.fi  
+358 40 038 4111

#### WHOLESALE ORDERS AND INQUIRIES

info@finarte.fi  
+358 5 2871181

#### MARKKU BRUNILA

Wholesale Finland  
markku.brunila@finarte.fi  
+358 400 550 717

#### OFFICE & OUTLET

Finarte (India) Oy  
Kirkkokatu 1  
48100 Kotka

#### VAT NUMBER

FI09241222

#### WWW.FINARTE.FI



**FINARTE**





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**FINARTE**



# 40 YEARS OF JOYFUL LIVING

FINARTE

WE KNOW RUGS

Celebrating 40 years of pioneering rug design in 2025, the Finnish family company Finarte (est. 1985) is still carrying the same ethos as decades ago: making design home textiles that celebrate bold thinking, handicraft and the joy of being who you are - all made sustainably with long-term production partners to create joyful living for all, near and far.

The colorful and bold designs of Finarte are well-known in the Nordics, and the company's loved designs are found in countless homes in Finland and beyond. The healing effect of colours has been tried and tested for centuries, and Marianne Huotari (head of design) and the Finarte design team are firm believers that splashes of colour in our everyday lives provide joy and well-being.

The Finnish heritage is omnipresent at Finarte, where long-lived rugs of the ultimate quality are hand-woven with sustainable materials just like Finns have done for centuries. This mindset has been part of Finarte's design identity since its 1985 launch. At the very core of the company lies the rag rug that co-founder and creative whirlwind Eija Rasinmäki helped to pioneer in her early days as a designer. Eija reinvented the idea of using upcycled and recycled materials to create stripes and multi-coloured patterns that designers wouldn't utilize with new materials. Birthed in a charming contradiction, the Finarte design DNA lies in the next designs.

Since Eija Rasinmäki started making the first couple of Finarte rugs by hand, Finarte's products have seen more colours and patterns than they can count. One major source of inspiration is the impression-heavy country of India, where Finarte relocated its production to in the early 1990s. If Finland is the heart of Finarte, India is its lungs — circulating out creativity and inspiration with every visit the Finarte team takes.

"It's an integral part of our company. We've exchanged weaving wisdom with people for generations in India, and we're proud to call them our friends before business partners. It's now been over three decades, and just like our friends at the factory have seen me take up where my parents left off, a second generation of weaving artisans have taken over parallel to me", says Larissa, Eija's daughter and current CEO of Finarte, before adding: "One weaver at the factory grew so close to my mom that she named her daughter after me!"

Like back in the 1980s, all of Finarte products are still woven by hand only from sustainable materials. All Finarte cotton rugs are made from recycled cotton, saving huge quantities of water and raw materials, and helping us towards a more ecologically sustainable everyday life.







# WE KNOW RUGS

FINARTE

WE KNOW RUGS

Finarte has been weaving stories into rugs since 1985. With 40 years of dedicated experience, our family-run company holds deep-rooted expertise in rug making, from materials and techniques to cultural nuance and functional design. We combine this know-how with a forward-thinking approach, creating pieces that are made to last – both visually and physically.

Our creative process is led by the idea of unique design-items, which are available for many and will last time in both design and quality. We collaborate with amazing Finnish

designers from various fields that all give their unique input to our collection, always preserving precious handicraft traditions and techniques to the modern-day.

All Finarte rugs are handwoven by our skilled Indian artisans. We have been producing rugs in India for 35 years now. Our production partnership is based on a life-long relationship with real people and real communities. We visit our factories, old friends and their families at least twice a year, after we spent a sizeable chunk of our lives living in India.



The *rugs* in this collection are true treasures from the archives. With their timeless appeal, they have remained effortlessly beautiful for decades and will continue to do so for many years to come.





# OUR STORY

At Finarte, our mission is to help people create joyful experiences in their lives by making colorful, thoughtfully designed sustainable rugs. We are a family-owned, Finland-based design company, with 35 years of experience of responsibly producing hand-made rugs in India.

Our history goes back to the eighties. It's a story of a young designer and a businessman falling in love and setting up a business that by today has evolved into the second generation.

*"We see Finarte as something else than just a company – besides it being our life's work, it's a lifestyle of creativity, exchanging ideas and preserving things we hold dear, from Finland to India. It is so meaningful to carry on the work of my parents and especially giving light to my mothers craft, the rag rug.", Larissa Immonen-Sharma, the second-generation CEO.*

Finarte's co-founder, Eija Rasinmäki, is a pioneer in renewing Finland's textile tradition and one of the few textile artists in the world focused on rag rugs. Her journey began in 1970 with a loom gifted by her mother. Her bold use of color blocks and imaginative textures established an iconic style admired both in Finland and internationally.

Founder *Eija* Rasinmäki with her daughter *Larissa* Immonen-Sharma, the second-generation CEO of Finarte

At 80, Rasinmäki is still actively designing, spending weeks at our partner factories in India creating and teaching the know-how of weaving. In 2025, Finarte celebrates its 40th anniversary with a special collection with Rasinmäki's new and vintage rug designs.

*"This anniversary collection is based on our long Finnish tradition, which I want to make more visible and appreciated by us Finns and the world. The strength of tradition is that it has a soul that can be only achieved by time and from making by hand. Everyone who has a rag rug knows the feeling it gives to a home; it is an emotional textile. The rugs represent different times, bringing them to the present for example, the new chequered design Iris draws from early 1930's, whereas Apollo is one of my most popular rugs from the 80's and Columbus, which is a modern piece from the 1990's.",* tells Rasinmäki.

Celebrating 40 years of tradition, our vision carries heritage forward, shaping bold, sustainable design for tomorrow. It's about making each piece not only a design object, but a bridge between people, homes, and generations.



FINARTE



IRIS

WE KNOW RUGS



Cupola



# FINARTE PROJECT

FINARTE

WE KNOW RUGS

Finarte Project is our answer to adding joy in hospitality, residential and office spaces. It offers curated rug solutions for architects, interior designers and creative professionals. Whether for private homes, hospitality or public interiors, we bring together bold design, sustainability and expert craftsmanship.

Our rugs tell stories. They energise, ground, soften or surprise – shaped by space, context and culture. Designed in Finland, our collections reflect a bold and distinctive design vision, characterised by expressive colour, rich texture and artistic collaboration.

We work with exceptional Finnish designers from various fields, each bringing their unique perspective to the collection, always honouring precious handicraft traditions and techniques,

thoughtfully carried into the present day. For Finarte Project rugs you can choose from our curated designer collections or work with us on a bespoke level to create something truly one of a kind.

We offer flexible project solutions from quick access to our existing collections, to tailored rugs designed and made just for your space.

Our project rug collection is made entirely from wool, a natural, durable and versatile material. We offer two wool qualities tailored for different environments: our standard residential quality, and a more robust, hand-tufted contract-grade quality designed for hotels, offices and other high-traffic spaces. Both options are available for custom production in project-specific designs, sizes and colours.



# PRODUCTS



# WOOL

Woolen rugs are an excellent choice for adding warmth and comfort to any room in your home. Handcrafted sustainably in India from mulesing-free sheep wool, these rugs are naturally resistant to dirt, making them easy to maintain with regular vacuuming and spot cleaning. In our collection of wool rugs, you

will find sizes ranging from 60x90 doormats to 90x200 runners and up to 200x300. Most of our wool rugs can also be manufactured in custom sizes.





COLUMBUS



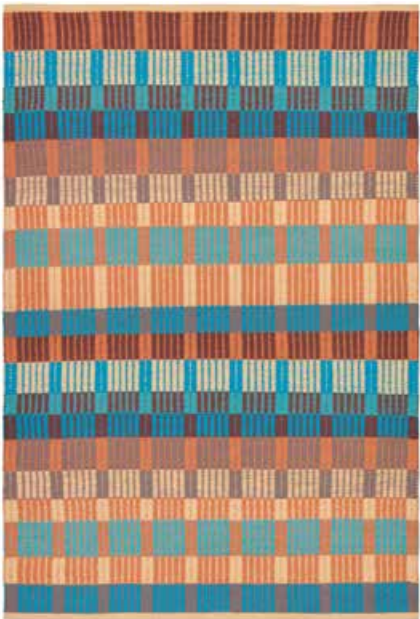
100% wool, cotton backing  
Hand-tufted, pile height approx. 7 mm  
Design Eija Rasinmäki

170 x 240 cm    890,00 €  
200 x 300 cm    1 290,00 €  
Custom size available





ORION



100% wool, cotton warp  
Handwoven  
Design Eija Rasimäki

90 x 200 cm	249,00 €
170 x 240 cm	550,00 €





VIRTA



70% wool, 30% tencel, cotton backing  
Hand-tufted, pile height approx. 7 mm



170 x 240 cm    890,00 €  
200 x 300 cm    1 350,00 €  
Custom size available



SULA



70% wool, 30% tencel, cotton backing  
Hand-tufted, pile height approx. 7 mm



Light blue



Peach

140 x 200 cm    550,00 €  
170 x 240 cm    780,00 €  
200 x 300 cm    1 250,00 €  
Custom size available





KERTOMUS



90% wool, 10% tencel, cotton backing  
Hand-tufted, pile height approx. 7 mm  
Design Marianne Huotari



170 x 240 cm 950,00 €  
200 x 300 cm 1 500,00 €  
Custom size available

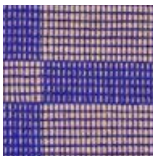
RIIMI



100% wool  
Handwoven



Beige



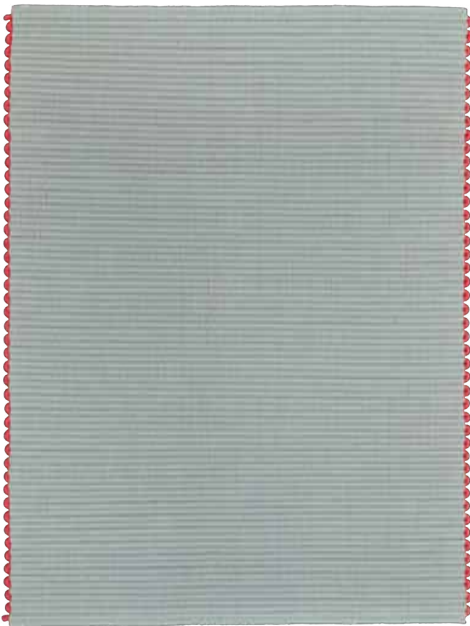
Blue

140 x 200 cm 390,00 €  
170 x 240 cm 550,00 €  
200 x 300 cm 890,00 €  
Custom size available





KUMPU



Grey

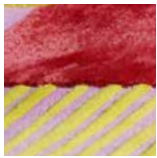
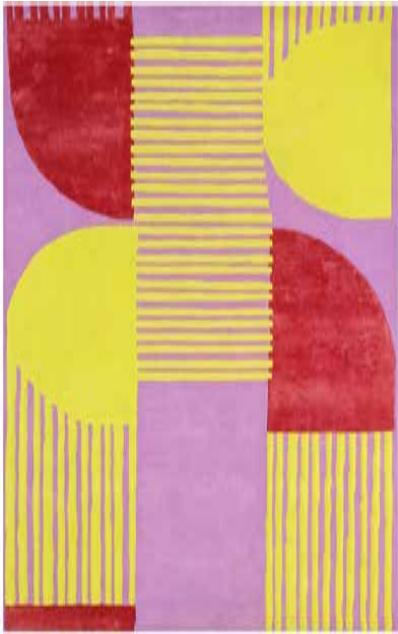


Burgundy

100% wool  
Handwoven  
Thickness, Grey approx. 9 mm  
Burgundy approx. 5 mm

Grey	
170 x 240 cm	1 650,00 €
Burgundy	
60 x 90 cm	115,00 €
90 x 200 cm	380,00 €

STOOL



70% wool, 30% tencel, cotton backing  
Hand-tufted, pile height approx. 7mm  
Design Antti Kekki

170 x 240 cm	1 360,00 €
200 x 300 cm	1 990,00 €
Custom size available	





ARKKI



100% wool, cotton backing  
Hand-tufted, pile height approx. 7 mm  
Design Marianne Huotari



140 x 200 cm    550,00 €  
170 x 240 cm    840,00 €  
200 x 300 cm    1 100,00 €  
Custom size available



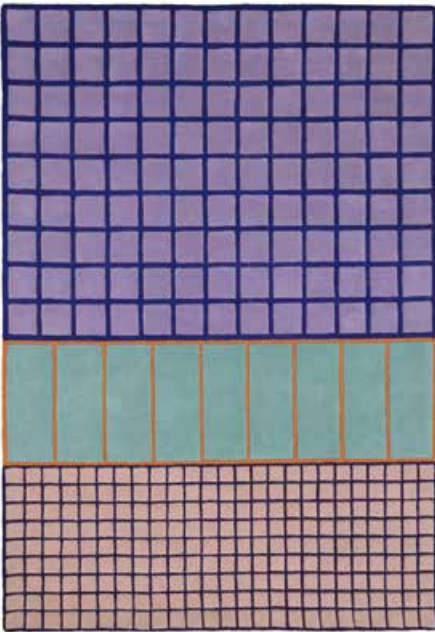
Beige



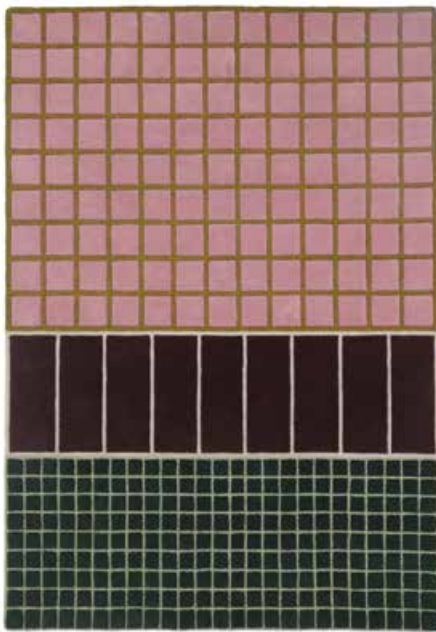
Plum



BADEN



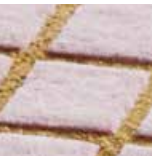
100% wool, cotton backing  
Hand-tufted, pile height approx. 7 mm  
Design Marianne Huotari



170 x 240 cm    950,00 €  
200 x 300 cm    1 390,00 €  
Custom size available



Lilac



Pink





OASIS

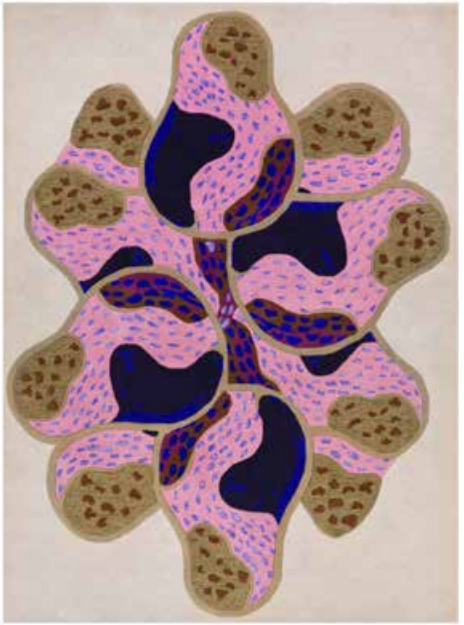


100% wool, cotton backing  
Hand-tufted, pile height approx. 7mm  
Design Minni Havas

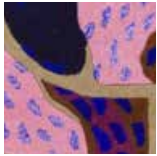


170 x 240 cm    1 100,00 €  
200 x 300 cm    1 580,00 €  
Custom size available

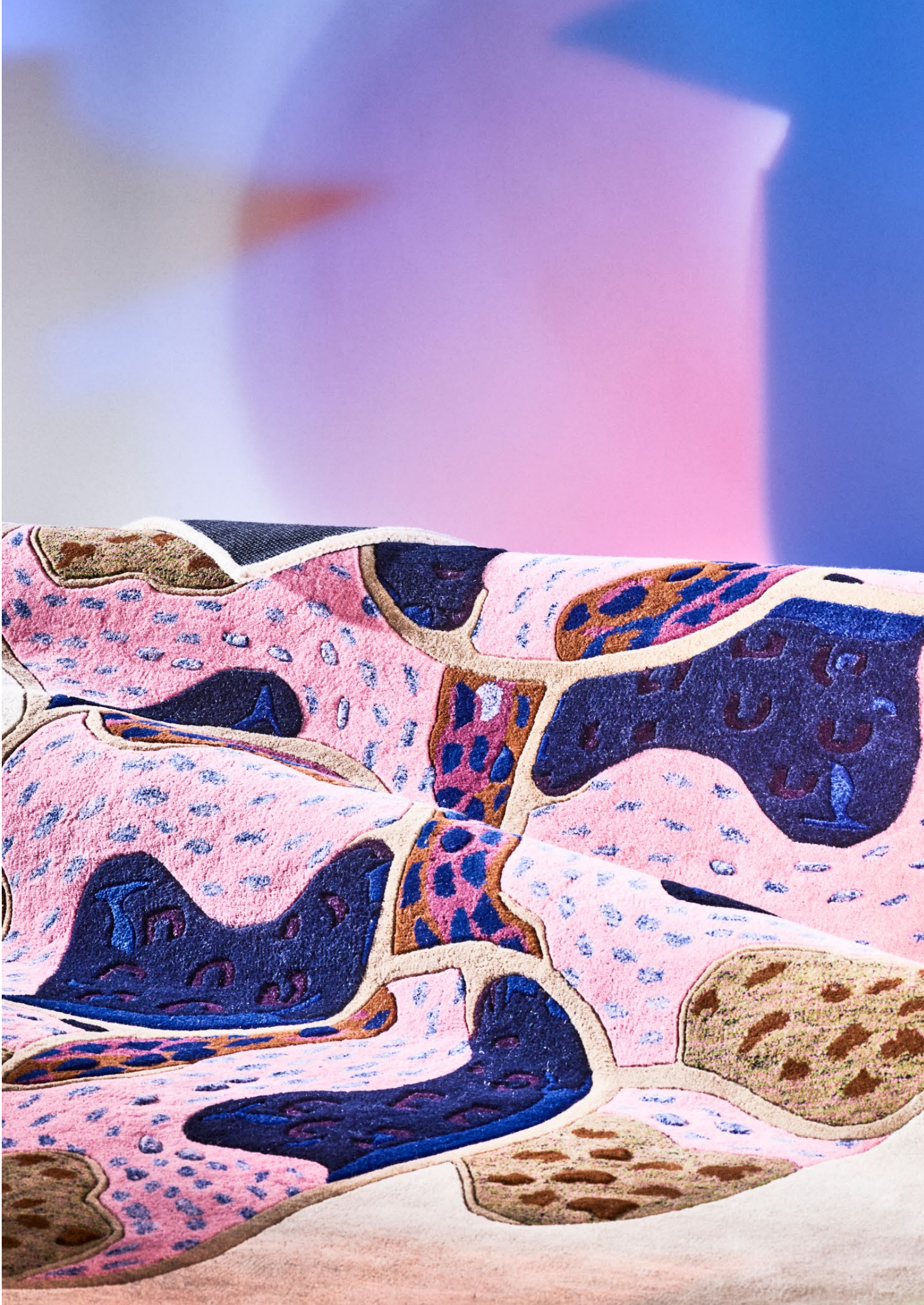
POME



100% wool, cotton backing  
Hand-tufted, pile height approx. 7mm  
Design Minni Havas



140 x 200 cm    660,00 €  
170 x 240 cm    990,00 €  
200 x 300 cm    1 390,00 €  
Custom size available





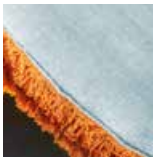
HARMONY



100% wool  
Loom knotted, pile height approx. 5 mm



90 x 200 cm    420,00 €  
140 x 200 cm    650,00 €  
170 x 240 cm    890,00 €  
200 x 300 cm    1 290,00 €  
Custom size available

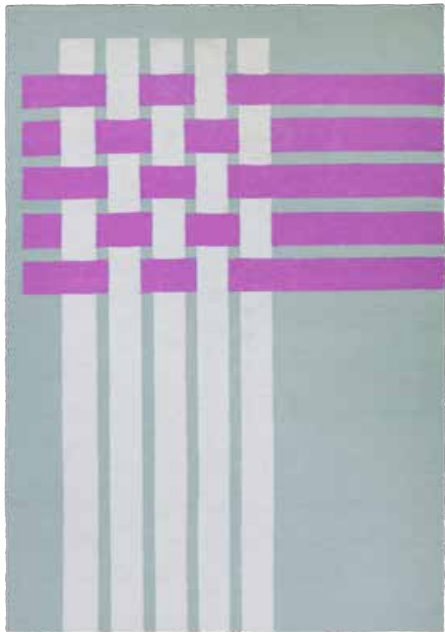


Light blue

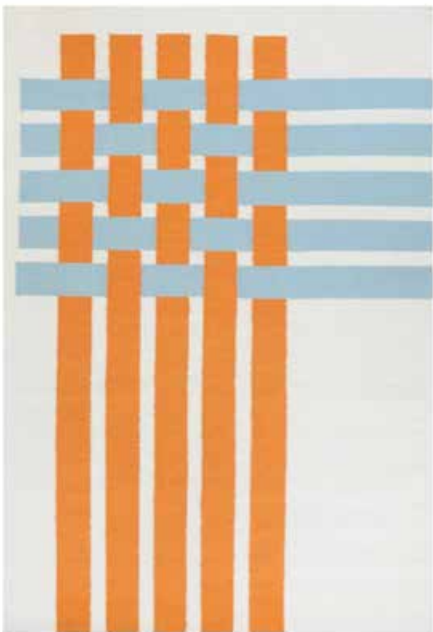


Lilac

BOND



100% wool, cotton warp  
Handwoven



140 x 200 cm    330,00 €  
170 x 240 cm    480,00 €  
200 x 300 cm    690,00 €  
Custom size available



Aqua



White





# KVARTSI



100% wool, cotton backing  
Hand-tufted and carved, pile height approx. 7mm  
Design Juslin Maunula

140 x 200 cm    890,00 €  
170 x 240 cm    1 290,00 €  
Custom size available



# RUUSUKVARTSI



100% wool, cotton backing  
Hand-tufted and carved, pile height approx. 7mm  
Design Juslin Maunula

140 x 200 cm    890,00 €  
170 x 240 cm    1 290,00 €  
200 x 300 cm    1 750,00 €  
Custom size available

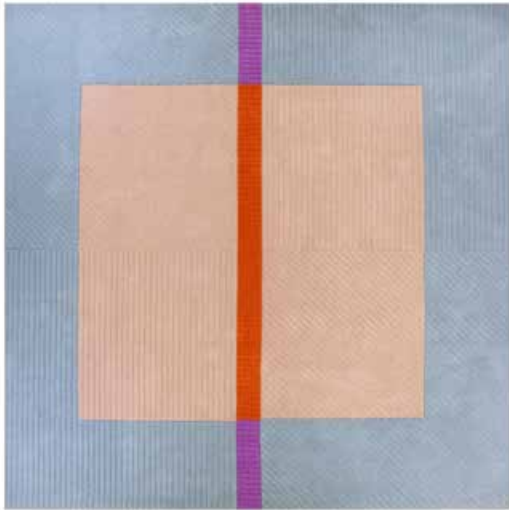




# UMBRA, AKAATTI



100% wool, cotton backing  
Hand-tufted and carved, pile height approx. 7 mm  
Design Juslin Maunula



170 x 170 cm 1 100,00 €  
240 x 240 cm 1 750,00 €  
Custom size available

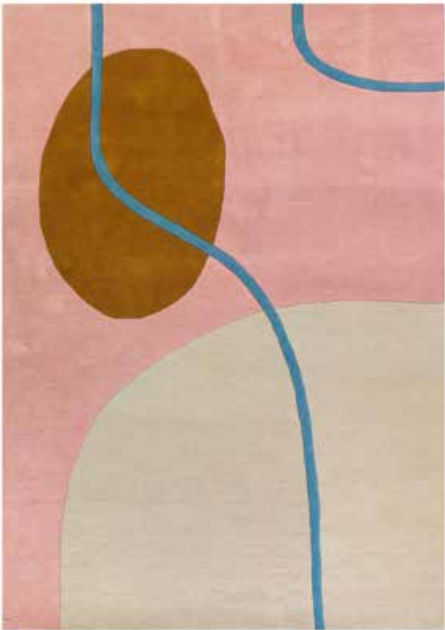


Umbra



Akaatti

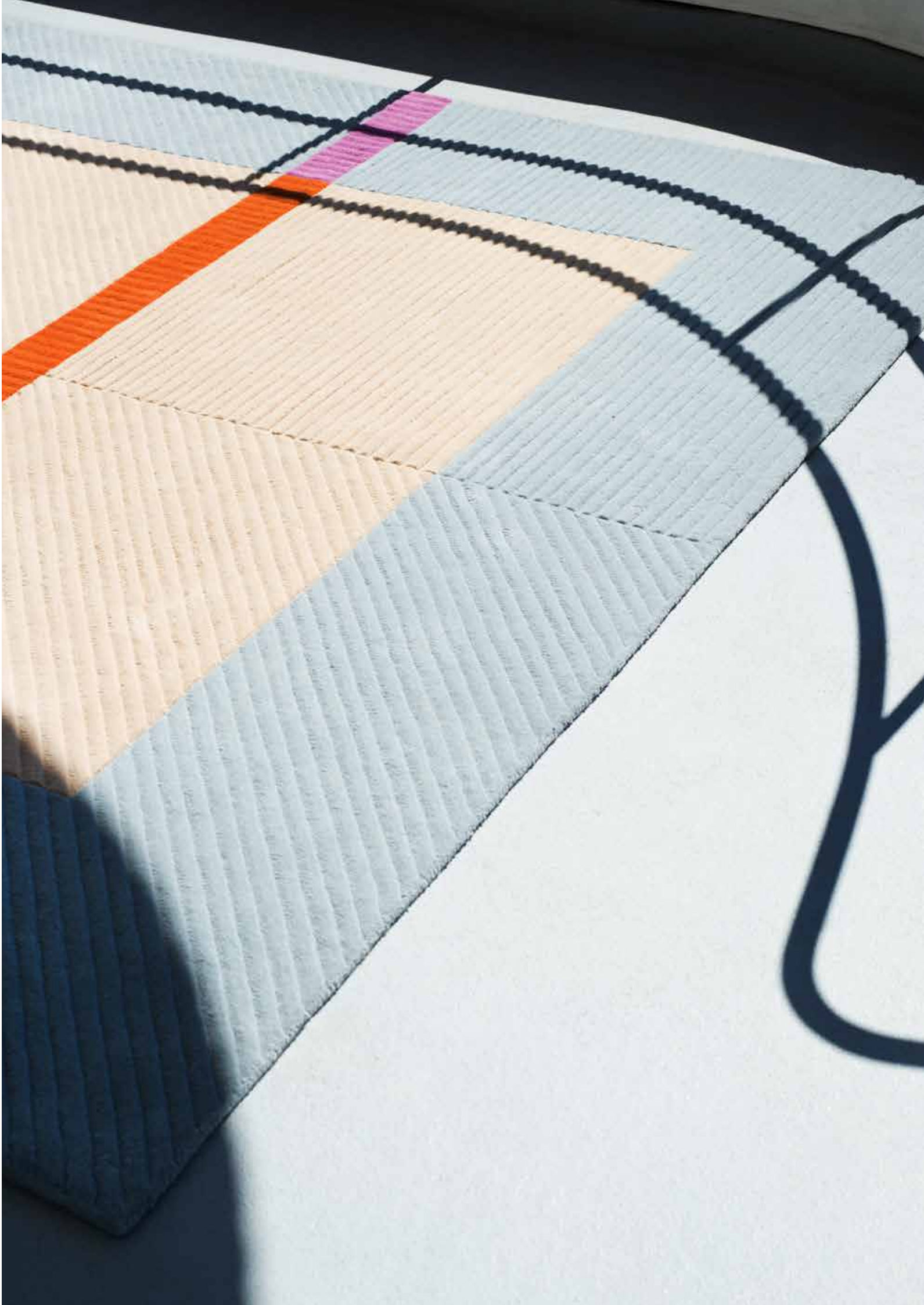
# RUUKKU



100% wool, cotton backing  
Hand-tufted, pile height approx. 7mm  
Design Marianne Huotari



160 x 230 cm 750,00 €  
200 x 300 cm 1 100,00 €  
Custom size available





VÄRE



100% New Zealand semi-worsted wool, cotton warp  
Hand-knotted, pile height approx. 35mm  
Design Marianne Huotari

80 x 150 cm    450,00 €  
Custom size available

VEGA



100% wool, cotton warp  
Handwoven

90 x 200 cm    165,00 €  
170 x 240 cm    370,00 €  
200 x 300 cm    550,00 €  
Custom size available



Ochre



Linen



Aqua





MOMBASA



100 % wool, cotton warp  
Handwoven  
Design Mifuko

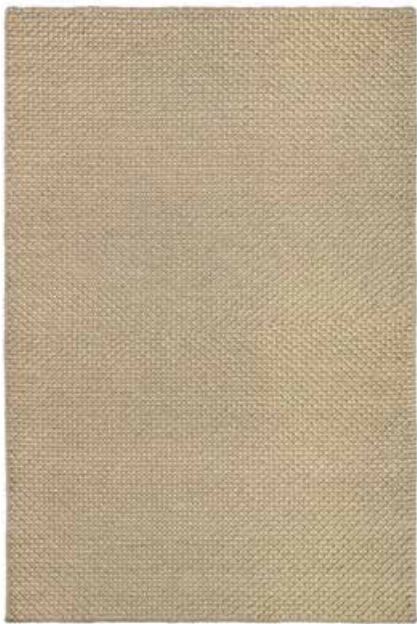


140 x 200 cm    360,00 €  
170 x 240 cm    490,00 €  
Custom size available





KETO



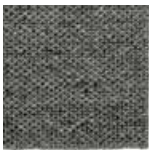
White



Grey



Beige



Dark grey

100% wool, cotton warp  
Handwoven

90 x 200 cm	195,00 €
140 x 200 cm	320,00 €
160 x 230 cm	420,00 €
200 x 300 cm	660,00 €
Custom size available	





SUOVILLA



White

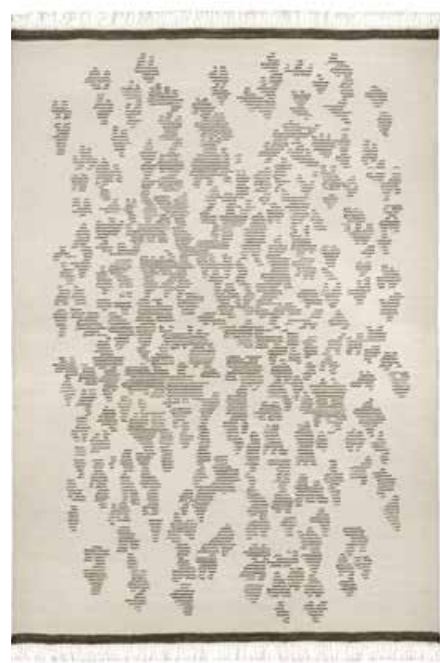


Green

100% New Zealand semi-worsted wool, cotton warp  
Hand-knotted, pile height approx. 35 mm  
Design Marianne Huotari

140 x 200 cm    1 100,00 €  
170 x 240 cm    1 590,00 €  
Custom size available

SAARISTO



Terra



White-Grey

100 % wool, cotton warp  
Handwoven  
Design Marianne Huotari

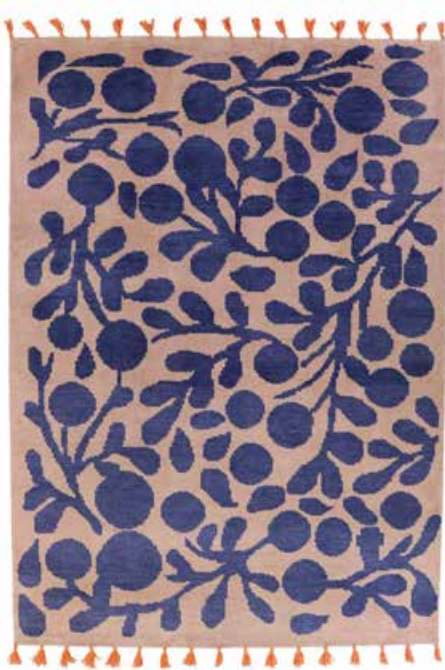
140 x 200 cm    370,00 €  
170 x 240 cm    550,00 €  
200 x 300 cm    790,00 €  
Custom size available

Size only available in Terra

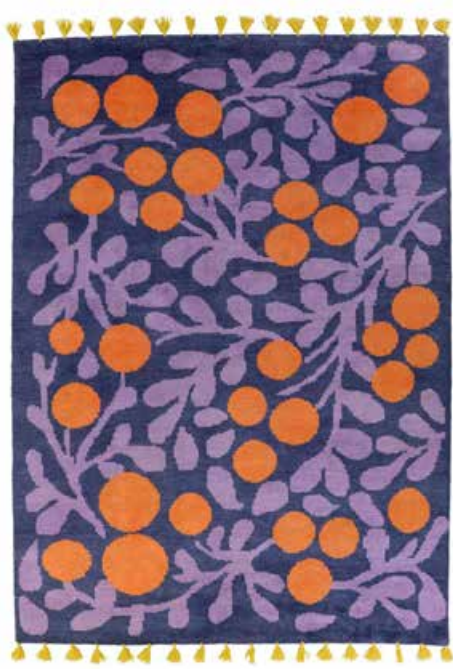




TERTTU



100% wool  
Handknotted, pile height approx. 4 mm  
Design Eri Shimatsuka



140 x 200 cm    850,00 €  
170 x 240 cm    1 390,00 €  
Custom size available



Beige



Blue





ATRIUM



80% wool, 20% viscose, cotton backing  
Hand-tufted, pile height approx. 7 mm  
Design Marianne Huotari



140 x 200 cm    540,00 €  
170 x 240 cm    750,00 €  
200 x 300 cm    1 100,00 €  
Custom size available



Pink-gold



Grey



KORTTELI



100% wool, cotton warp  
Handwoven



140 x 200 cm    290,00 €  
170 x 240 cm    440,00 €  
200 x 300 cm    620,00 €  
Custom size available



Grey-pink



Yellow





# COTTON

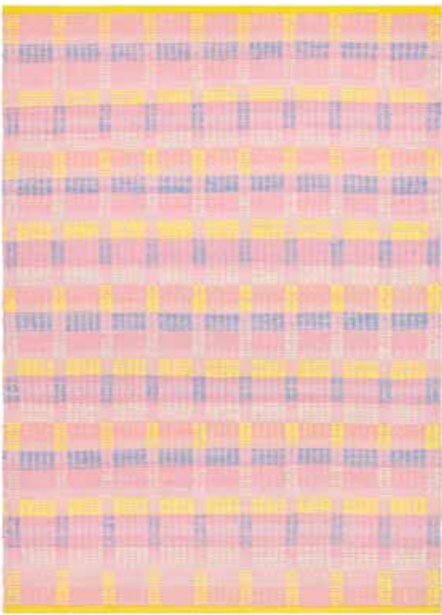
Cotton rugs are an excellent choice for adding softness and natural charm to any room in your home. We offer a wide variety of traditional Finnish rag rugs as well as more modern cotton rug designs, available in sizes from runners to larger sizes up to 200x300. All of the cotton

rugs are handcrafted sustainably in India with recycled cotton, making them an eco-friendly option. Cotton rugs are easy to care for and perfect for everyday use. They are hand washable using a flat wash, making them ideal for spaces that require frequent cleaning.





IRIS



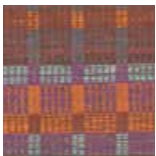
100% upcycled cotton  
Handwoven  
Design Eija Rasinmäki



60x90	55,00 €
80x200	159,00 €
125x180	229,00 €
170x240	399,00 €



Pink-gold



Brown



APOLLO



100% upcycled cotton  
Handwoven  
Design Eija Rasinmäki



170x240	490,00 €
200x300	740,00 €



Terra



Beige





RUUTU

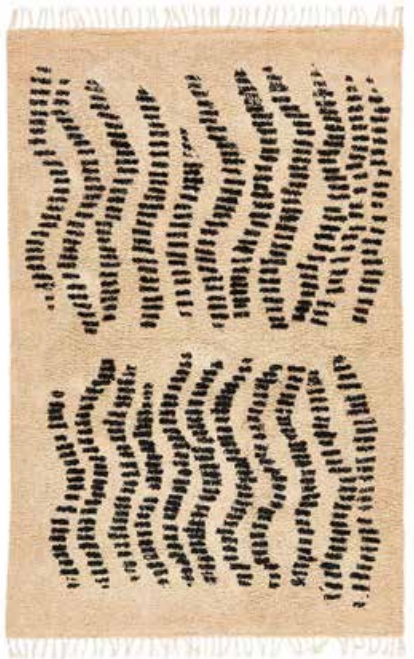


100% recycled cotton  
Handwoven



60 x 90 cm	39,00 €
90 x 200 cm	95,00 €
140 x 200 cm	139,00 €
160 x 230 cm	220,00 €

DYYNI



100% recycled cotton  
Tabletufed, pile height approx. 4 mm  
Design Saana ja Olli

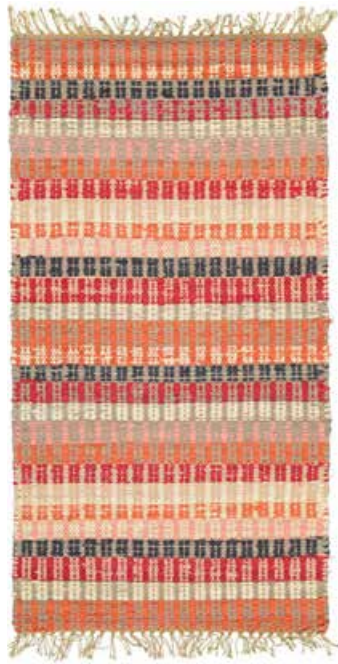
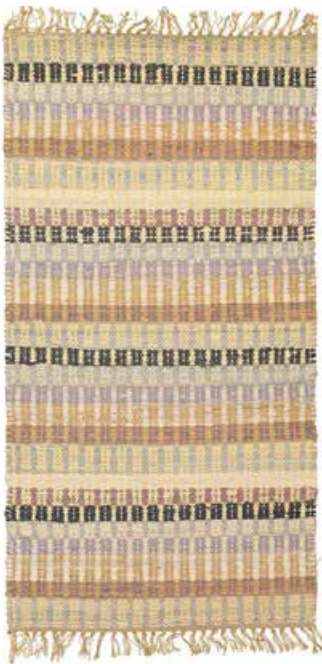


80 x 200 cm	145,00 €
140 x 200 cm	245,00 €
160 x 230 cm	330,00 €
200 x 300 cm	550,00 €





HUVILA



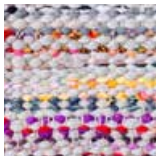
Beige



Red

95% upcycled cotton, 5% polyester	60 x 120 cm	59,00 €	80 x 250 cm	165,00 €	140 x 200 cm	230,00 €
Handwoven	80 x 150 cm	99,00 €	80 x 300 cm	189,00 €	160 x 230 cm	299,00 €
Design Mervi Pesonen	80 x 200 cm	129,00 €	100 x 200 cm	159,00 €	200 x 300 cm	480,00 €

KUHMO

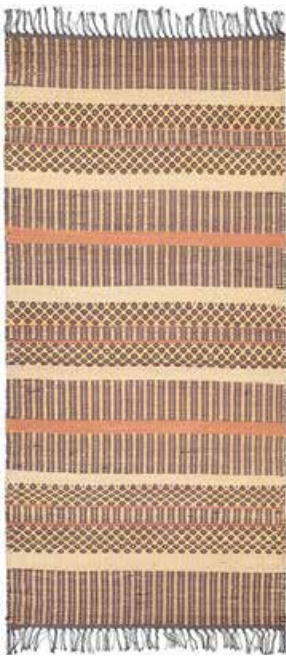


90% recycled polyester, 10% upcycled cotton	70 x 140 cm	59,00 €	80 x 300 cm	149,00 €
Handwoven	80 x 200 cm	99,00 €	130 x 190 cm	155,00 €
	80 x 250 cm	125,00 €	160 x 230 cm	235,00 €





BIRGITTA



Beige



Red

95% upcycled cotton, 5% polyester  
Handwoven  
Design Eija Rasinmäki

60 x 120 cm	65,00 €
60 x 180 cm	95,00 €
80 x 150 cm	110,00 €
80 x 200 cm	138,00 €
80 x 300 cm	199,00 €

100 x 200 cm	175,00 €
160 x 230 cm	320,00 €
200 x 300 cm	490,00 €





# JUTE

Jute is a fast-growing natural fiber that is one of the most ecological natural materials available. Jute can be grown without pesticides or fertilizers. The jute Finarte is using is from India, nearby from where our jute rugs are woven by the local artisans.

The best features of jute are durability and practicality. Jute is naturally multicolored and the color of a jute fiber can vary from off-white to brown. That's why jute rug is very good at hiding the stains and dirt on it.



## NATUR



100% jute	50 x 80 cm	27,90 €	Ø 100 cm	59,00 €
	100 x 200 cm	110,00 €	Ø 150 cm	115,00 €
			Ø 200 cm	195,00 €



FINARTE

WE KNOW RUGS

# ACCESSORIES

Finarte accessories are designed to complement our rugs and bring additional softness and colour to your home. The collection includes cushions and throws that add layers of joy and warmth to your interior.

All accessories are handcrafted sustainably from high-quality materials and are easy to care for.





CUPOLA CUSHION COVER



Hand embroidered wool, cotton backing  
Design Antti Kekki

40 x 60 cm      115,00 €

SELENE CUSHION COVER



Hand embroidered wool, cotton backing  
Design Eija Rasinmäki

50 x 50 cm      115,00 €





APRICOT THROW



95% wool, 5% cashmere



130 x 170 cm    175,00 €



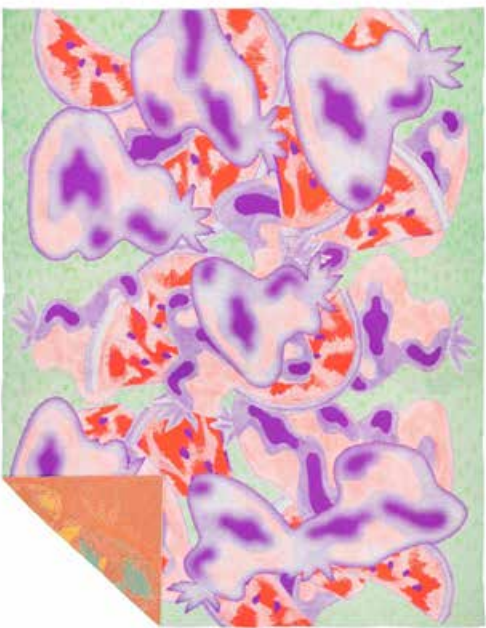


**STILLEBEN THROW**



Organic cotton throw    135 x 190 cm    195,00 €  
Design Antti Kekki

**TUTTI FRUTTI THROW**



Organic cotton throw    135 x 190 cm    195,00 €  
Design Minni Havas

**SOUVENIRS THROW**



Organic cotton throw    135 x 190 cm    195,00 €  
Design Minni Havas





MAININKI BEDSPREAD



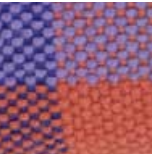
Cotton quilted bedspread  
Design Antti Kekki

130 x 170 cm	195,00 €
180 x 240 cm	295,00 €
260 x 260 cm	380,00 €

PALSTA CUSHIONS



Red-multi



Peach-multi

100% wool, cotton backing  
Handwoven, includes cushion

Red-multi	40 x 60 cm	78,00 €
Peach-multi	50 x 50 cm	78,00 €





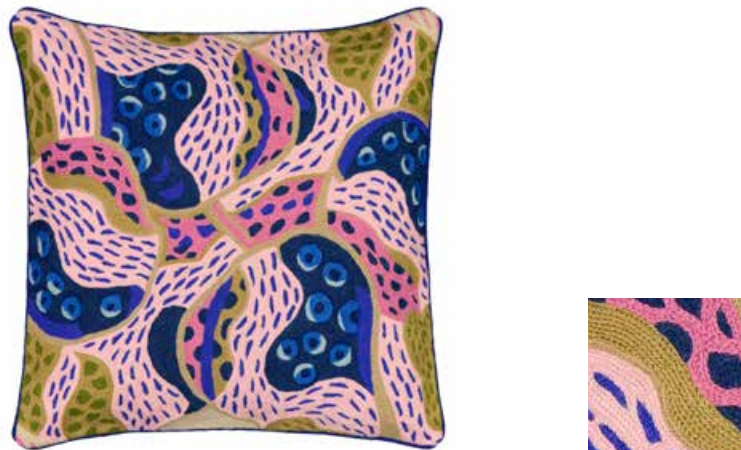
# VÄRE CUSHION COVER



Hand embroidered wool, linen backing  
Design Marianne Huotari

50 x 50 cm      95,00 €

# PALETTI CUSHION COVER



Hand embroidered wool, cotton backing  
Design Minni Havas

50 x 50 cm      95,00 €





POPSICLE CUSHION COVER



Hand embroidered wool, cotton backing  
Design Minni Havas

50 x 50 cm      95,00 €

TERTTU CUSHION COVER



Hand embroidered wool, cotton backing  
Design Eri Shimatsuka

50 x 50 cm      95,00 €



Blue



Beige





FINARTE

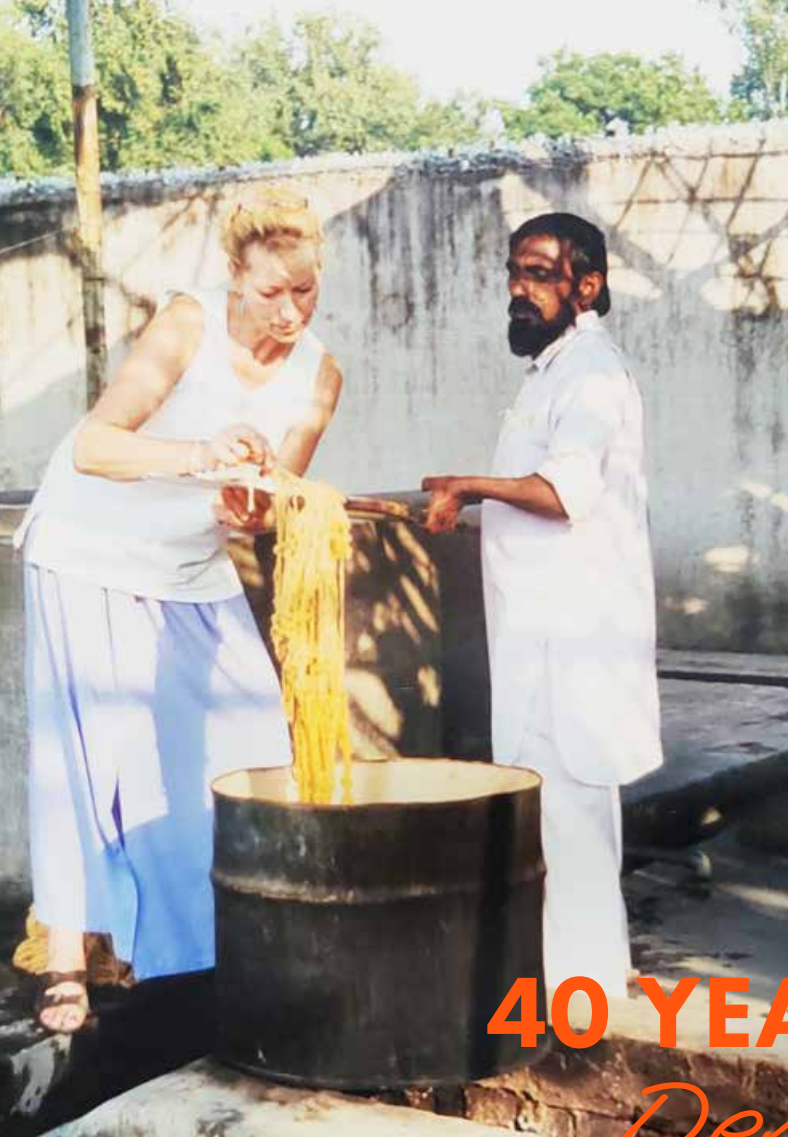
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