

massimo



**handknotted
handwoven
handtufted**

**rugs
made by hand
are forever**



OUR STORY

massimo



OUR STORY

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.

“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 choice of weaving technique, strength of the fibers, eco-friendly materials. And this is where we’re really thriving.”

- Chim Scavenius Sonne-Schmidt

massimo



We focus on helping professionals create spaces that *feel* good.

1.0 NATURAL MATERIALS

The choice of working only with natural and recycled materials is important to us. Not only due to the sustainable properties of materials such as bamboo, hemp or wool, but also due to the strength, durability and versatile nature of these materials.

We understand the important role that textiles play in creating a good feeling in our homes and public spaces. Surrounding ourselves with less, but choosing better and enjoying it for longer. It's about forever pieces. This is why, at massimo we make our rugs by hand from natural materials, creating durable, strong and timeless rugs that last and will look stylish for years to come.

2.0 RELIABILITY

Years of experience in delivering high-quality rugs and other textile products to massimo's clients and partners, contributed to our good reputation and a strong relationship with our key manufacturers. This fortunate position enables us to offer high flexibility when it comes to the production and design. No project or idea is too small or too big.

Furthermore, we are proud to be able to offer fast delivery. We believe timely delivery is a big part of a positive "feel-good" experience, which is why we put an extra effort in ensuring orders arrive as they should.

3.0 INNOVATION

massimo has an experimental nature in its DNA. Since day-one, keen to explore new pioneering techniques and materials. Always at the forefront, always with sustainability in mind. Working towards better tomorrow through everything we do.

Innovativeness also means for us to be challenged when it comes to the design. Through various collaborations with architects, designers, and artists, we experiment and discover new forms together. Forms that in a unique way bring the entire room together and add to that special atmosphere and welcoming feeling.

CERTIFICATIONS





COLLABORATORS

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.

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COLLABORATORS



OEO STUDIO



TANJA KIRST



SPACE COPENHAGEN



PERNILLE PICHERIT



FACNE STUDIO

BESPOKE

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.

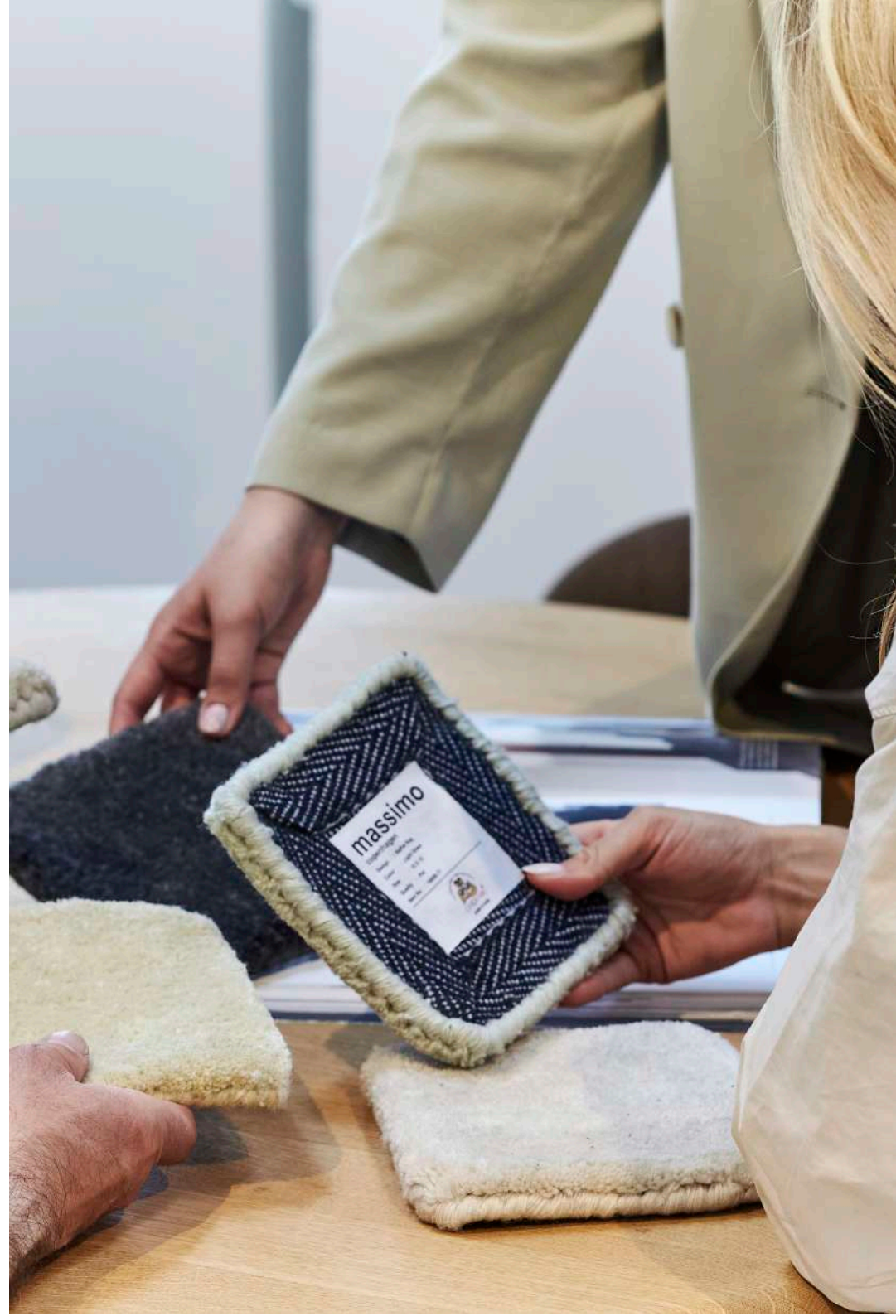
We have an extensive experience, know-how and production capacity that allows for a high flexibility. This means, that no matter the size of your project - we can offer the service of customisation.

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.



How rugs can *change*
the atmosphere
the room
the space
the world.

MATERIALS



1.0

RECYCLED PET



2.0

BAMBOO



3.0

WOOL



4.0

HEMP & JUTE



5.0

SISAL

RECYCLED PET

massimo

RECYCLED PET

PET (short for Polyethylene Terephthalate), is a strong, lightweight and often transparent plastic. Due to its unique properties, PET is one of the most commonly used plastics.

PET plastic 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 rPET rugs are made from the commonly recycled items such as plastic bottles. This innovative process gives a second life to a material that's not biodegradable, and would otherwise end up in landfill or the ocean - creating new textiles without sacrificing on the quality.

The composition makes the rPET rugs both earth-friendly and easy to care for.

The fiber resists stains, mold, mildew and moisture. You can clean them simply by using a garden hose or spot clean with a damp sponge.

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.

rPET is just as good as virgin polyester, but takes less resources to make

Recycled polyester is almost the same as virgin polyester in terms of quality, but its production requires 59 percent less energy compared to a virgin polyester.

In addition, rPET can contribute to reduce the extraction of crude oil and natural gas from the Earth to make more plastic.

Using rPET lessens our dependence on the petroleum as a source of raw material.



COLLECTION

REPEAT

HANDTUFTED - 100% RECYCLED PET YARN - 100% OEKO-TEX COTTON ON THE BACKSIDE

PILE HEIGHT: 10-11 MM



pastel yellow



pistachio



graphite



cream



beige

160 X 230 CM | 200 X 300 CM | 250 X 350 CM | Ø300 CM

WALL-TO-WALL

CUSTOM SIZES

massimo

BAMBOO

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BAMBOO

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!

COLLECTION

BAMBOO

HANDWOVEN - 100% BAMBOO

PILE HEIGHT: 11-12 MM



stiffkey blue



grey



light grey



light brown



rose dust



copper

140 X 200 CM | 170 X 240 CM | 200 X 300 CM | 250 X 300 CM | 300 X 400 CM

WALL-TO-WALL

CUSTOM SIZES

massimo



COLLECTION

KARMA

HANDWOVEN - 100% RECYCLED BAMBOO

PILE HEIGHT: 5-7 MM



washed blue



light grey



olive green



nougat brown

160 X 230 CM | 200 X 300 CM | 250 X 350 CM | Ø300 CM

CUSTOM SIZES

massimo



COLLECTION

MOON NIGHT / COPPER MOON

HANDKNOTTED - 100% BAMBOO

PILE HEIGHT: 11-12 MM



moon night



copper moon

170 X 240 CM | 200 X 300 CM | Ø200 CM | Ø240 CM

CUSTOM SIZES

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50% BAMBOO / 50% WOOL

massimo

COLLECTION

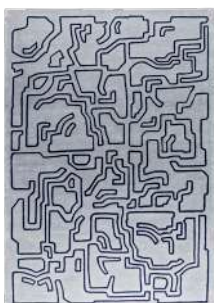
STRUCTURES

HANDTUFTED - 50% BAMBOO / 50% NEW ZEALAND WOOL

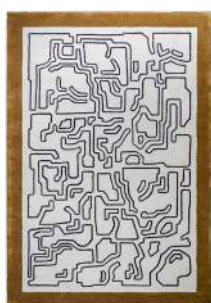
PILE HEIGHT: 10-11 MM



Fragment I



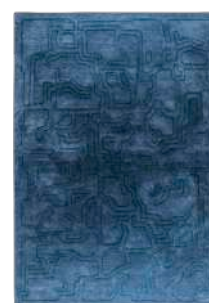
Fragment II



Fragment II
with border



Fragment III



Fragment IV

170 X 240 CM | 200 X 300 CM | 250 X 350 CM | 300 X 400 CM

CUSTOM SIZES

BY OEO STUDIO

massimo





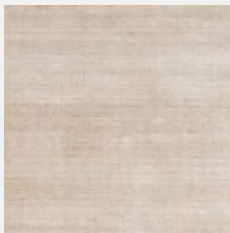
Credits: Hotel Kong Arthur / Brdr. Kruger / Michael Rygaard

COLLECTION

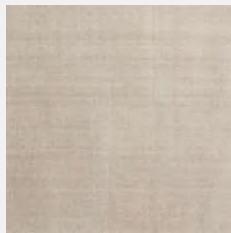
EARTH BAMBOO

HANDWOVEN - 50% BAMBOO / 50% WOOL

PILE HEIGHT: 10-11 MM



desert sand



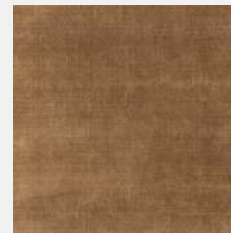
soft grey



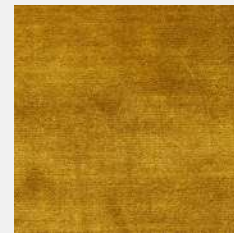
warm grey



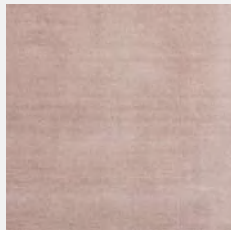
cashmere



camel



mustard yellow



nougat rose



terra cotta



vibrant blue



concrete

140 X 200 CM | 170 X 240 CM | 200 X 300 CM | 250 X 300 CM | 300 X 400 CM | Ø240 CM

WALL-TO-WALL

CUSTOM SIZES

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Credits: Fredericia Furniture



WOOL

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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 microfibers into the land and our oceans.

After hemp and jute, wool consumes less energy and has a smaller carbon footprint than other textile fibers.

Natural wool rugs are 100% natural, renewable and don't require a lot of fertilizer and pesticides to produce, meaning they are chemical-free and non-toxic.

Not to mention that 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, wool rugs can bring a touch of luxury and warmth to any interior.

Part of the natural carbon cycle

Many textiles and fibres are made from carbon-based products, but only some, such as wool, are made from renewable atmospheric carbon. When disposed of, wool acts like a fertiliser by slowly releasing valuable nutrients and carbon back into the soil.

Wool does not contribute to microplastic pollution

As a natural fibre, wool does not shed microplastics, which can negatively affect ocean health. Scientific studies show that wool is 100% biodegradable in both land and marine environments and so.

COLLECTION

ESCAPE

HANDWOVEN - 100% UNDYED NEW ZEALAND WOOL



chalk



light beige



muscat



stone



chalk with fringes



light beige with stitches



muscat with fringes



stone with stitches

90 x 250 cm | 170 X 240 CM | 200 X 300 CM | 250 X 350 CM | 300 X 400 CM

CUSTOM SIZES

BY SPACE COPENHAGEN

massimo



COLLECTION

CLOUD9

HANDWOVEN & HANDTUFTED - 100% NEW ZEALAND WOOL



morning



day



afternoon



cloudy

140 X 200 CM | 200 X 300 CM

CUSTOM SIZES

BY FACNE DESIGN STUDIO

massimo



COLLECTION

EARTH NATURAL

HANDWOVEN - 100% UNDYED NEW ZEALAND WOOL

PILE HEIGHT: 10-11 MM



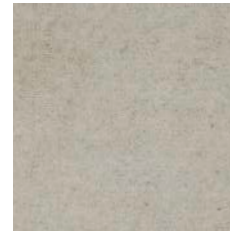
dark grey



light grey



silver grey



ivory



light beige

170 X 240 CM | 200 X 300 CM | 250 X 350 CM | 300 X 400 CM | Ø300 CM

WALL-TO-WALL

CUSTOM SIZES

massimo



COLLECTION

RYA

HANDWOVEN - 100% NEW ZEALAND WOOL

PILE HEIGHT: 45 MM



soft beige



cream



charcoal

140 X 200 CM | 170 X 240 CM | 200 X 300 CM |

CUSTOM SIZES

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HEMP & JUTE

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HEMP & JUTE

Jute, just as hemp come from a vegetable, which is derived from the plant family Sparrmanniaceae. There are many varieties of jute and hemp, but almost all have the same properties: long, soft and shiny fibres.

Because of the fibre's strength, it can be spun into coarse, strong, durable yarn or threads.

Jute and hemp are grown in a similar way as cotton - except with the enormous difference that the process uses much less water, requires no chemical pesticides and fertilisers to grow, and replenishes much faster.

All that's needed in order for jute or hemp to grow, is a combination of standing water and alluvial soil. Alluvial soil is the soil deposited from flowing streams and ripe with vitamins and minerals, so is already incredibly fertile.

Jute and hemp's natural qualities make them the ideal candidates for an environmentally friendly textile production.

Just like bamboo, hemp and jute combat the negative impacts of cotton production

As well as having natural UV protection, jute and hemp grow without the use of fertilizers and pesticides.

Not only is it completely biodegradable, but it is also a recyclable fibre.

Reaching maturity quickly, between 4-6 months, makes them the incredibly efficient sources of renewable material, and therefore "sustainable".

They rely on natural rainfall, rather than extensive and hugely consuming irrigation systems.

Like bamboo, hemp and jute absorbs carbon dioxide and releases oxygen much faster than trees. And they also enhances the fertility of the soil it grows on for future crops.

COLLECTION

SUMACE

HANDKNOTTED - 100% HEMP & JUTE



natural



black



navy blue

170 X 240 CM | 200 X 300 CM | 250 X 300 CM

WITH FRINGES OR WITHOUT

CUSTOM SIZES

massimo



COLLECTION

HEMP

HANDWOVEN - 100% HEMP



grey



multi



nougat rose



red

200 X 300 CM | 250 X 350 CM

CUSTOM SIZES

BY TANJA KIRST

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SISAL

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SISAL

Sisal rugs are known for their strength, durability and texture, but these rugs are also a top choice because of their environmentally friendly traits.

Sisal natural fiber is derived from the inside of the large leaves of the Agave Sisalana plant sustainably farmed across the world.

The Sisal plant is very hardy and grows well all year round in hot climates and arid regions, the areas often not suitable for any other crops. It can be cultivated in most soil types except clay.

Sisal area rugs are good for people with allergies and asthma. Sisal contributes to the air quality of a home because it won't off-gas volatile organic compounds (VOCs) as synthetic materials do.

It is one of the most durable fibers and can be used in high-traffic areas such as hallways and entryways when woven into area rugs. Flame retardant and Anti-static.

Like hemp and jute, sisal fibers are harder than most synthetic fibers so dirt is not able to penetrate or cling to the fiber. Instead, the dirt rests loosely on the weave and can be easily removed.

Renewable resource, 100% biodegradable.

Environmentally friendly, it absorbs more carbon dioxide than it produces. It helps reduce soil erosion with its extensive root system and thus contributes positively to watershed management.

Approximately 1,000 fibers are extracted from a single leaf, and its organic wastes and leaf residues are used to generate bio-energy, produce animal feed, fertilizer, and ecological housing material.

COLLECTION

BELIZE

MACHINE MADE - 100% SISAL



taupe



natural

80 X 150 CM | 90 X 200 CM | 90 X 300 CM

160 X 240 CM | 240 X 320 CM | 300 X 400 CM | Ø200 CM | Ø245 CM

massimo



SELECTED PARTNERS

| | | | | | |
|----------------------|-------------|---------------------------|---------------------|------------------|------------------|
| ANOUR | BOLIA | BRDR. KRÜGER | FREDERICA FURNITURE | FACNE | FRAMA |
| OEO STUDIO | MAGASIN | OXDENMARQ | SPACE COPENHAGEN | FRITZ HANSEN | ROLLS-ROYCE CLUB |
| THORUP ROHDE STUDIOS | THE DARLING | STUDIO DAVID THULSTRUP | TANJA KIRST | VILLA COPENHAGEN | VIPP |



THANK YOU

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Blokken 79, 3460 Birkerød, Denmark