**LOVE U – Jani Leinonen x Adora Oy**

For this occasion we are pleased to reveal our co-operation with an world know Finnish contemporary artist Jani Leinonen.

Jani Leinonen is a visual artist known for his provocative, yet playful works criticizing capitalism and our self-centered consumerist society of today. Leinonen is inspired by popular culture, corporate brands, and marketing strategies, he shamelessly adapts the same tactics, turning his objects into articles of ridicule, clichéing our agreed marketing society and economical every day.

Jani has taken up the challenge and created his first rug that we have produced in India with our skillful artesans. This beautiful piece of art is made of best quality wool and silk and is a good example of Jani´s controversial and playful art.

We were delighted to hear his interest in rugs and sharing many of his values the co-operation started very easily and naturally. In the beginning of the process, we showed Jani all possible materials and weaving techniques.

After Jani came up with his painting for the rug we decided that in order to repeat his pattern and colors we need to make it in the best tufted quality we could find using silk and wool yarns. To make that we used the most responsible manufacturer in India who was also interested in the challenge to reproduce Jani´s painting as close to the original as possible.

The result is a piece of contemporary art that one can set on the floor or hang on the wall. The silk and wool are playfully highlighting the message that the artist wants to tell us.

“Art is a lie that reveals the truth.” Like Jani Leinonen say.

The manufacturer of these rugs is  [https://www.easternmills.com](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.easternmills.com%2F&data=05%7C01%7CSimon.Hasan%40adora.fi%7C90a1d1bbe0084be8e20108da82ba760a%7C492a7720b61b426ca980f332237e567b%7C1%7C0%7C637966034612245305%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Mz2vyms2HAWwu0SekXVBbWIlvqd3%2BGHXeITEdZp1QdA%3D&reserved=0) which is considered as the most responsible rug manufacturer in India. Besides of having SA8000, Goodweave, BCI and Sedex certificates among others Eastern Mills also has their own Foundation that is looking after the rights and working conditions of the employees. More info [https://www.easternmills.com/csr-sustainability](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.easternmills.com%2Fcsr-sustainability&data=05%7C01%7CSimon.Hasan%40adora.fi%7C90a1d1bbe0084be8e20108da82ba760a%7C492a7720b61b426ca980f332237e567b%7C1%7C0%7C637966034612245305%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=gic45CnGGEfKqw4zd3xkXRNOoSIadt%2FQIYjqfEMCuhM%3D&reserved=0)

The rug will be released to the public during Design Helsinki week on Wednesday 24th of August at 1 pm in our store (Tehtaankatu 11, 00140 Helsinki.)

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**Rug sizes and prices:**

There will only be a series of 50 rugs manufactured. All pieces will come together with a signed certificate of authenticity by Jani Leinonen.

170 x 240 cm      4.000 €

200 x 300 cm      5.500 €

round 200 cm    4.500 €

**Availability:** Wednesday 24th of August at 1 pm in our store (Tehtaankatu 11, 00140 Helsinki.) (and our websote www.adroa.com

**Rug photos: [https://drive.google.com/drive/folders/1O0t0VIhOCeiRsug-xtCZhlPBy6O5PKCl?usp=sharing](Rug%20photos:%20https:/drive.google.com/drive/folders/1O0t0VIhOCeiRsug-xtCZhlPBy6O5PKCl?usp=sharing)**

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**Adora:**

ADORA is a Finnish brand from Helsinki producing sustainable hand-made rugs using only high-quality natural fibres and yarns. Our long history with interior textiles is showing in our collection making it easy to use in harmonious interiors. Together with skillful artesans we are creating up-scale Scandinavian looking rugs that will fit into any stylish modern interior.

Adora´s rugs are already being exported to several countries but the company is looking for extensive growth in export markets and interested in professional partners to achieve that.