

LAYERED



CORD
MASSPRODUCTIONS
COLLECTION

CRAFTSMANSHIP THROUGH AN INDUSTRIAL LENS: LAYERED IN COLLABORATION WITH MASSPRODUCTIONS

Layered presents the Cord Collection, a collaboration with the Stockholm-based furniture producer Massproductions. The collection consists of four handwoven wool rugs that explore the fundamental logic of weaving at the intersection of industrial rigor and handcrafted texture.



Cord, Yellow Oatmeal



Cord, Yellow Oatmeal

For Massproductions, the approach to textile design mirrors that of their furniture: working with the logic of manufacturing rather than against it. Instead of applying a pattern onto the surface, Massproductions integrated the collection's signature stripes directly into the warp, the vertical threads that form the rug's structure. The result is an unbroken, longitudinal rhythm that gives the rug architectural clarity.



Cord, Black White



Cord, Black White

"Weaving and stripes have always been closely connected, but we wanted to explore the stripe as a fundamental woven element rather than just a pattern. By integrating it into the warp, we collaborate with the production methods themselves. At the same time, we chose to leave space for the irregularities of the craft; variations in tension and material are not flaws, but natural qualities, human traces that give the design its character," says Magnus Elebäck, CEO and co-founder of Massproductions.

Throughout development, Massproductions applied their three-dimensional design expertise to the world of textiles. By using a slightly coarser yarn for the stripes, a subtle textural contrast is created, adding depth to the surface. As a result, the stripes are not only perceived visually but can also be experienced through touch.



"We wanted to create a dialogue between the natural and the constructed. By contrasting a base of wool in subdued, neutral shades with a bold, artificial accent color, we found a balance between the organic and the contemporary. Adding a coarser yarn to the stripe was a way to give the two-dimensional weave a physical presence—a quiet dimensionality.," explains Chris Martin, Head of Design and co-founder of Massproductions.

This intersection of logic and tactility is a central theme for Layered's founder, Malin Glemme.



*Magnus Elebäck & Chris Martin
founders of Massproductions*



Cord, Rust

"It has been fascinating to see how Massproductions applies its precision to our handwoven textures. In the Cord Collection, industrial design principles meet living craftsmanship. We have created a collection that feels rational yet warm, where each rug serves as a foundation that defines the space," says Malin Glemme, Creative Director and founder of Layered.

The color palette is built on the contrast between the natural tones of the base and the accent stripe. By utilizing subtle shifts in the rug's background, a sense of depth is achieved, preventing the surface from appearing static. The result is a rustic elegance where the material and its inherent structure remain present in the final product.



Cord, Black White



Cord, Blue Brown



Cord, Rust



Cord, Yellow Oatmeal

Size

75x240
140x200
180x270
200x300
250x350
300x400

From Price

4 950 SEK
€ 500
£ 495
\$ 750
3 950 DKK
5 000 NOK

PHOTOGRAPHER: Andy Liffner
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ABOUT LAYERED

At LAYERED, we unite creativity, culture, and art within the physical space. From our design studio in Stockholm, we create handcrafted centerpieces that transform interiors into curated, expressive environments. Through bold concepts, artist collaborations, and a sustainable approach, we offer a new perspective on Scandinavian design.

ABOUT MASSPRODUCTIONS

Massproductions creates furniture and accessories that enrich design culture, drawing inspiration from the factory as both a production tool and a creative muse. Founded in 2009 by Swede Magnus Elebäck and Brit Chris Martin, Massproductions is built on their friendship and complementary skills. Over the years they have developed an exciting and even audacious collection. Yet each piece remains practical and relevant.

LAYERED CENTERPIECES STOCKHOLM