
JOTI KNOT

2014



- FASHION - ROPE - CREATIVITY - DESIGN -
KNOTS - COLOURS -

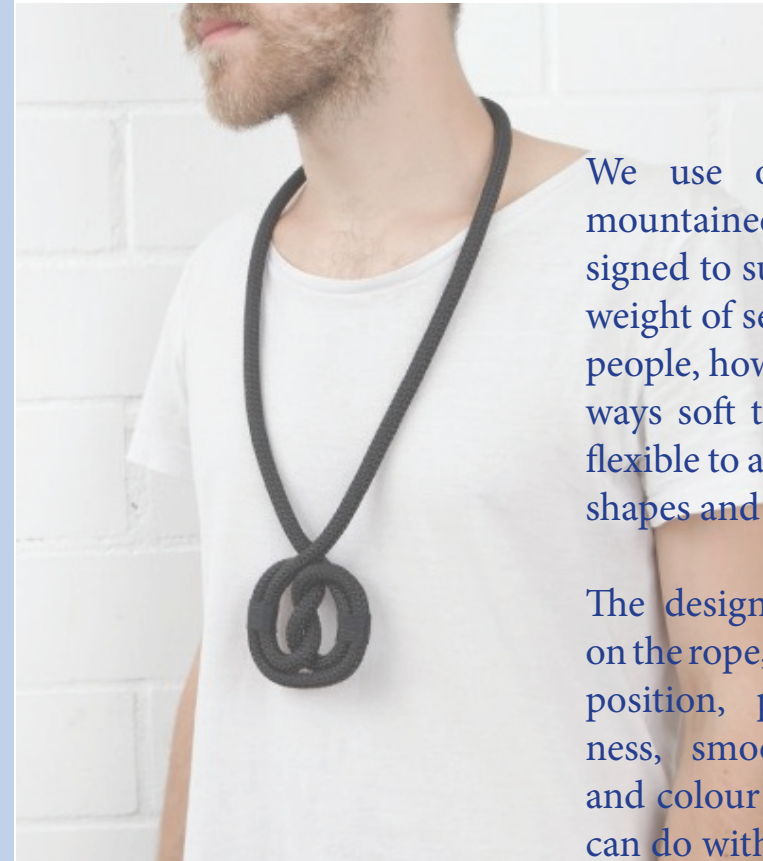


JOTI KNOT ROPE ACCESORIES

JOTI KNOT IS A YOUNG ACCESSORIES BRAND FROM
TALLINN, ESTONIA, STARTED IN 2012

WE DESIGN BOLD AND COLOURFUL NECKLACES AND
BRACELETS OUT OF SUPER STRONG
MOUNTAIN CLIMBING ROPE FOR PEOPLE WITH AN EDGE
AND AN EYE FOR NORDIC DESIGN.

EVERY PIECE IN OUR COLLECTION IS HANDMADE WITH A
LOT OF CARE AND ATTENTION TO DETAIL AND QUALITY.



We use only high tech mountaineering ropes designed to support the entire weight of several people, however they are always soft to the touch and flexible to allow for different shapes and sizes.

The design really depends on the rope, its rigidity, composition, pliability, thickness, smoothness, quality and colour define what you can do with it. Each piece is shaped and sown by hand, using a technique and materials that ensure durability and resistance.

Joti Knot collection grew out of experimentation with different materials such as strings, ropes and crystals. Different types of rope allow for different designs.



THE BRAND IS SPECIAL

Joti Knot looks for the beauty and decorative quality of everyday objects repurposed for a different use. Our products are not mass-produced. Each piece is handmade from unconventional materials, and only a small number of items are made for each collection. We selectively choose discerning and design conscious outlets for the distribution of Joti Knot aiming to reach an audience that is not afraid to wear and display unpretentious and creative design.



THE STORY

Like many creative ideas, all it took was an encounter. Someone was wearing a hefty scarf made from what appeared to be rope. Until now it is not quite clear what it was, but the best ideas can grow out the tricks that your eyes play on you. Our interest piqued and we decided to experiment with the material. The result - a series of eye-catching knotted unisex accessories that turn the rope into a unique design concept. Put away the hooks and harnesses and don the Joti Knot necklaces and bracelets for an effortless ascent of the fashion Olympus.



HIGH - - TECH MOUNTAINEERING - - ROPES

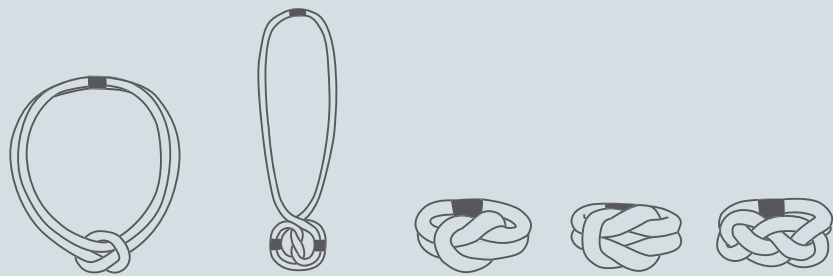
Climbing ropes are typically of kernmantle construction, consisting of a core of long twisted fibres and an outer sheath (mantle) of woven coloured fibres. The core provides about 80% of the tensile strength, while the sheath is a durable layer that protects the core and gives the rope desirable handling characteristics.

Ropes used for climbing can be divided into two classes: dynamic ropes and low elongation ropes

(sometimes called "static" ropes). Dynamic ropes are designed to absorb the energy of a falling climber, and are usually used as Belaying ropes. When a climber falls, the rope stretches, reducing the maximum force experienced by the climber, their belayer, and equipment. Low elongation ropes stretch much less, and are usually used in anchoring systems. They are also used for abseiling (rappeling) and as fixed ropes climbed with ascenders.



THE PRODUCT

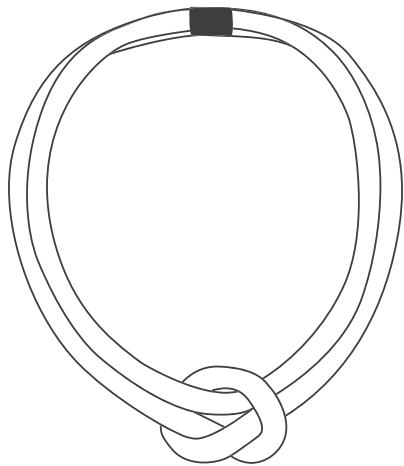


CARE



hand wash 40C, do not wring

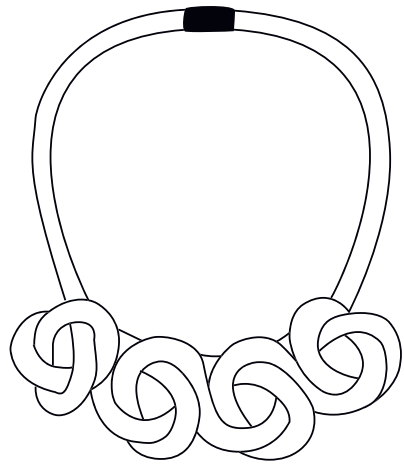
NECKLACES



OVAL KNOT NECKLACE
 OKN_colour

Length: Matinee 50cm (20") long
 Rope diameter: 10-11mm
 Rope used: 150cm

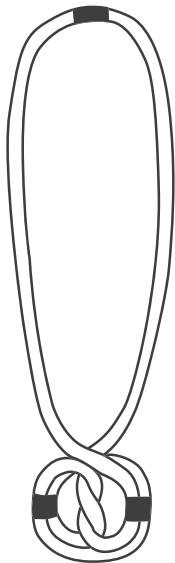
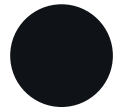
Colours



ROSE KNOT NECKLACE
 RKN_colour

Length: Matinee 50cm (20") long
 Rope diameter: 10-11mm
 Rope used: 170cm

Colours



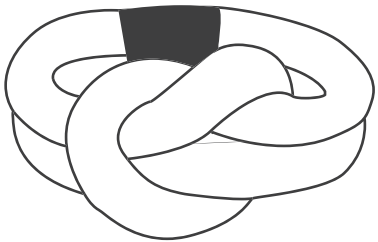
ROUND KNOT NECKLACE
 RKN_colour

Length: Rope 85cm (33.5") long
 Rope diameter: 9-11mm
 Rope used: 150cm

Colours



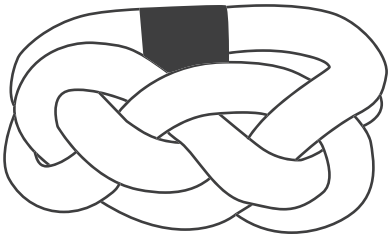
BRACELETS



OVAL KNOT BRACELET
 OKB_colour

Size: S, M
 Rope diameter: 10mm
 Rope used: 65cm

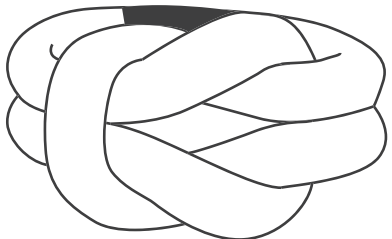
Colours



CARRICK KNOT BRACELET
 CKB_colour

Size: S, M
 Rope diameter: 9-11mm
 Rope used: 2x43cm

Colours



SQUARE KNOT BRACELET
 SKB_colour

Size: S, M
 Rope diameter: 9-11mm
 Rope used: 2x33cm

Colours



ABOUT

THE DESIGNER

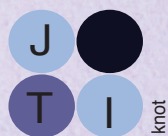
JOHANNA TAMMSALU

Johanna Tammsalu studied Advertising and Photography in London followed by a Master in Industrial Design in Madrid. Her work has been shown in several international design fairs including the Milano Design Week and London Design Festival and has been featured in many publications in Europe and Overseas. Johanna currently heads her own design studio, TAMMA DESIGN.

“As a 10 year old I built myself my very first playhouse with pieces of wood and junk found in my parents back yard. I loved building things with my hands. I’m in constant search of the hidden potential of everyday objects and materials, from high-tech climbing ropes to shoes, dishes and light bulbs. When it comes to objects, materials and their use, there’s always more than meets the eye.”







TAMMA
DESIGN

TAMMA DESIGN OÜ
+372 56 216 209
johannatammsalu@me.com
www.tammadesign.com