



Bää! Olen Affi, uhanalainen
ahvenanmaanlammas, ja asun Kairan
Tapuli -lammastilalla. Tämän tuotteen villa
on keritty minulta. Vaikka olenkin melko pieni,
kasvaa minulla usein komeat sarvet. Olemme
villaltamme värikäs sakki – voi jopa sanoa, että
kahta samanlaista ei ole! Villamme kasvaa nopeasti
ja lämmittää hyvin sekä sateella että pakkasella.
Toivon, että pehmeä villani tuudittaa sinut unten
maille, ilman että sinun tarvitsee laskea lampaista.
– Jenna Väliäho

Sleep Catcher

Soft Stories about Finnish Heritage Wool

Tatiana Kravtsov and Minna Kovero
Co-Design team: Iida Stöckell, Jenna Väliäho, Tatiana Kravtsov, Minna Kovero and Elina Luiro
Partner: Taito Lappi, Rovaniemi

Sleep Catcher is a DIY decorative mobile that introduces the wool of native Finnish sheep breeds through storytelling and making things hands-on. As an experiential decoration, it presents local wool in various textures and shades, while its softness and sheep motif evoke a sense of slowing down and restful sleep.

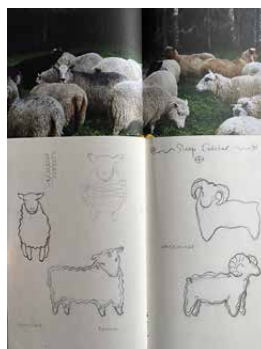
Sleep Catcher is a decorative mobile designed as a do-it-yourself package, which includes wooden parts and samples of wool for assembling. As an experiential decorative object, it introduces native Finnish sheep breeds, presenting their wool in various textures and colours being wrapped around the wooden parts: sheep, clouds and a moon (Figure 1). The kit also includes short stories from Finnish sheep breeds narrated in a sheep voice (see speech bubble). The softness of the wool and the sheep motif also convey a sense of calmness, supporting a restful atmosphere and good sleep. Designed for local customers, the product could appeal also to tourists interested in locally designed products

◀◀ **FIGURE 1.** Assembled *Sleep Catcher* sheep mobile. Photograph: Tatiana Kravtsov, 2026.

◀ **FIGURE 2.** Meeting sheep in the Kairan Tapuli farm. Photographs: Minna Kovero, 2024.

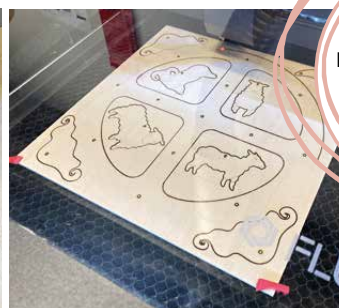
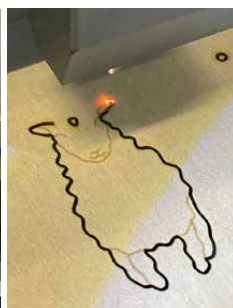
▶ **FIGURE 3.** First prototype of the mobile made by Stöckell and Väliaho. Photograph: Tatiana Kravtsov, 2024.

▶▶ **FIGURE 4.** Sketches of the sheep. Photograph: Minna Kovero, 2024.



▲ **FIGURE 6.** Selected wool materials of Finnsheep, Kainuu Grey, Åland sheep and Gotland-Finnsheep cross. Photograph: Tatiana Kravtsov, 2025.

▶ **FIGURE 5.** Laser-cutting of the prototype from birch plywood. Photographs: Tatiana Kravtsov (left), Elina Luiro (middle, right), 2025.



made from natural materials. *Sleep Catcher* offers a playful and engaging way to experience Finnish heritage wool.

The co-design process began with visits to Taito Lappi to identify the needs for new wool-based products and services. Through brainstorming, the team explored ways to meaningfully incorporate Finnish wool into a product that would allow customers to explore its colours, textures, and material qualities. Visits to local sheep farms such as Kairan Tapuli (Figure 2), Vanhala and Piessa Sheep Farms further strengthened this direction, leading to the development of the *Sleep Catcher* mobile concept.

Stöckell and Väliaho created the first prototype, with narratives connected to Åland sheep we met during our visit to Kairan Tapuli farm (Figure 3). Based on this prototype, Kravtsov and Kovero continued to co-develop the concept by including other native sheep breeds and choosing materials. They refined the shapes of the mobile, designing the moon, clouds, and the three Finnish native sheep breeds: Finnsheep, Kainuu Grey, and Åland sheep (Figure 4). The sketches were then redrawn in vector format and laser-cut from birch plywood by Luiro (Figure 5). The birch plywood components were designed for production, with an emphasis on minimising material waste. Through prototyping,

Kovero and Kravtsov made the final selections of wool materials: white, grey, brown and black from Piessa and Vanhala Sheep Farms, as well as two-coloured handspan yarn from Kairan Tapuli. One more lustrous material was chosen to highlight the clouds in the mobile: Piessa combed top, a smooth and radiant wool sliver made from the long fibres of Gotland Finnsheep wool (Figure 6).

The *Sleep Catcher* idea emerged through a collaborative process which brought together the sheep, farmers dedicated to preserving native breeds, students, and the VillaInno design team. The wool used in the mobile reflects the living relationship between animals, land, and people. Through co-design, the team explored how craft knowledge and modern technologies, such as laser cutting, could be combined to develop meaningful wool-based product ideas. At the same time, the needs of our partner, Taito Lappi, guided the development of the DIY product, which encourages engagement with Finnish heritage wool through crafting, storytelling, and sensory experiences. In this way, the *Sleep Catcher* product connects traditional materials with contemporary design practices, while raising awareness of native Finnish sheep breeds and the value of their wool.