

Indigart Designs



CRAFTED WITH INTENTION. ROOTED IN CULTURE.
MADE FOR MEANINGFUL CONNECTIONS



INDIGART DESIGNS

Meaningful Connections

At INDIGART Designs, we believe in meaningful connections between cultures, between craftsmanship and modern design, and between the makers and those who appreciate their artistry.

We share a common vision: to bring the beauty of Mayan weaving to the world in a way that respects its origins and elevates its artistry.

This vision comes to life through a unique collaboration between Indigenous Mayan weavers and Swedish designer Nathali Elfström, blending Scandinavian simplicity with the richness of ancestral textile traditions.

When you choose an INDIGART piece, you are not just decorating your home, you are embracing a story, supporting skilled artisans, and becoming part of a movement that values heritage and sustainability.

Experience the beauty of handcrafted tradition with INDIGART Designs.

Team Indigart





TURQUESAS PILLOW

40 × 40 cms. Woven and embroidered. Designed in collaboration with Swedish designer Nathali Elfström 2019. 100% cotton. Hand wash cold with gentle water and soap. Dry flat. Does not include the pillow cushion.

Handcrafted by Tz'utujil artisans using the ***Santiago Atitlán embroidery technique***, the *Turquesas Pillow* blends Mayan heritage with ***Scandinavian-inspired design***.

Its patterns are inspired by natural stones -***turquoise, jade, quartz, and pearls***- found in ancient Mayan archaeological sites. Each pillow takes nearly ***four weeks to embroider***, as every stitch is carefully placed by artisans who are part of a ***WFTO-certified weaving cooperative***.

More than just a pillow, ***Turquesas*** is a celebration of tradition, artistry, and ethical craftsmanship, bringing history and elegance into your home.



INDIGART DESIGNS



CORALES PILLOW

40 × 40 cms. Woven and embroidered. Designed in collaboration with Swedish designer Nathali Elfström 2019. 100% cotton. Hand wash cold with gentle water and soap. Dry flat. Does not include the pillow cushion.

Handmade in Santiago Atitlán using traditional embroidery techniques, the *Corales* pillow is a vibrant expression of heritage and ethical luxury. Crafted by a WFTO-certified cooperative, it reflects a deep commitment to sustainable artistry.

Inspired by the colors of **ancient Mayan stones-pink coral**, red coral, and orange jade - each piece takes nearly **four weeks to embroider**, with every detail **stitched by hand onto handwoven fabric**. A timeless blend of history, beauty, and craftsmanship.

Volcán pillow



INDIGART DESIGNS

VOLCÁN PILLOW

40 × 40 cms Designed in collaboration with Swedish designer Nathali Elfström 2019. Woven 100% cotton. Hand wash cold with gentle water and soap. Dry flat. Does not include the pillow cushion.

Woven by *Tz'utujil women of Santiago Atitlán*, this brocade pillow is a *luxurious blend of heritage and sustainability*. Made on a *traditional backstrap loom* by a WFTO-certified cooperative, *each piece honors centuries of Mayan craftsmanship*.

The geometric patterns-evoking *the San Pedro and Tolimán volcanoes*-carry the story of the land and its people, transforming ancient symbolism into modern elegance. Ethically made, artfully designed—this is more than a pillow; *it's a piece of living history*.

Volcan Orange



INDIGART DESIGNS



40 × 40 cms. Designed in collaboration with Swedish designer Nathali Elfström 2019. Woven 100% cotton. Hand wash cold with gentle water and soap. Dry flat. Does not include the pillow cushion.

This brocade pillow is *handcrafted by skilled Mayan artisans* using the *traditional backstrap loom*. The geometric motifs on either side are woven with *ancestral patterns* that echo the majestic *San Pedro and Tolimán volcanoes*, which encircle the weavers' village -a beautiful tribute to the land that inspires them.

Chajul Eagles Pillow

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CHAJUL EAGLES PILLOW

Woven by K'iché women in Guatemala on a **traditional backstrap loom**, this piece embodies **mindful luxury and time-honored craft**. Made within a WFTO-aligned tradition, it reflects a **commitment to sustainable, community-rooted artistry**.

The weaving features **sacred Mayan symbols** like the Kab'alakot, the double-headed eagle -emblem of **duality, wisdom, and perspective**. With one eye on the past and one on the future, these ancient designs invite us to **live with intention** and see life from a higher view.

40× 67 cm. Designed in collaboration with Swedish designer Nathali Elfström 2019. Woven and embroidered. 100% cotton.



CHAJUL TABLE RUNNER IN BLUE

Designed in collaboration with Swedish designer Nathali Elfström 2019. Two sizes available
120 × 35 cms or 115 × 35 cms. Woven with a backstrap loom. Length may vary slightly. Colors may vary slightly. 100% Cotton. Hand wash cold with gentle water and soap. Dry flat.*

Chajul Blue

Woven by indigenous women in the K'iché region of Guatemala, this exquisite table runner showcases the ancestral bird pattern from Chajul in the Ixil Highlands. Crafted on a backstrap loom, each piece tells a story of heritage, skill, and tradition.

With its rich, timeless design, this runner transforms any space, offering a unique touch of artistry and culture. Slight variations in size, color, and pattern reflect the individuality of each handmade creation—an embodiment of craftsmanship passed down through generations.



Chajul Orange



CHAJUL TABLE RUNNER IN ORANGE

Designed in collaboration with Swedish designer Nathali Elfström 2019. Two sizes available
120 × 35 cms or 115 × 35 cms. Woven with a backstrap loom. Length may vary slightly. Colors may vary slightly. 100% Cotton. Hand wash cold with gentle water and soap. Dry flat.*

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CONNECT WITH US

Retailers: For wholesale inquiries and partnerships.

Interior Designers: For trade pricing and custom options.

Press: For interviews, imagery, and artisan stories.

Contact us at:
mariajosedeleon@indigartdesigns.com
—we'd love to hear from you.

Team Indigart



TEAM INDIGART



Out of respect for the weavers' privacy and cultural values, we choose not to disclose names or share full-face photos. We honor their wish to maintain anonymity while celebrating their artistry



María de León



Nathali Elfström

The heart of INDIGART DESIGNS beats across borders—driven by a dedicated team of Latinx creatives based in Sweden and the United States.

Our work is made possible through close partnerships with five Indigenous cooperatives in Guatemala, supporting over 500 Tz'utujil and K'iché women weavers and their families.

Each piece is a testament to their artistry, cultural heritage, and desire to share centuries-old weaving traditions with the world. Their hands bring our vision to life—infusing every thread with meaning, beauty, and purpose.

Team Indigart

María de León

Founder & Ethical Business Strategist

Originally from Quetzaltenango, Guatemala, María founded INDIGART to bridge ethical design with cultural preservation.

With a background in international education policy from Harvard and years of experience in social development across Latin America, she leads the brand's mission to empower Indigenous women through meaningful partnerships and purpose-driven business.

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Nathali Elfström

Creative Director & Lead Designer

Swedish-Ecuadorian designer Nathali Elfström brings a global fashion perspective and a passion for inclusive, conscious design.

With a degree from the Swedish School of Textiles and experience across major fashion capitals, her creative direction fuses Scandinavian minimalism with ancestral Mayan aesthetics—honoring tradition while shaping timeless, modern pieces.

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