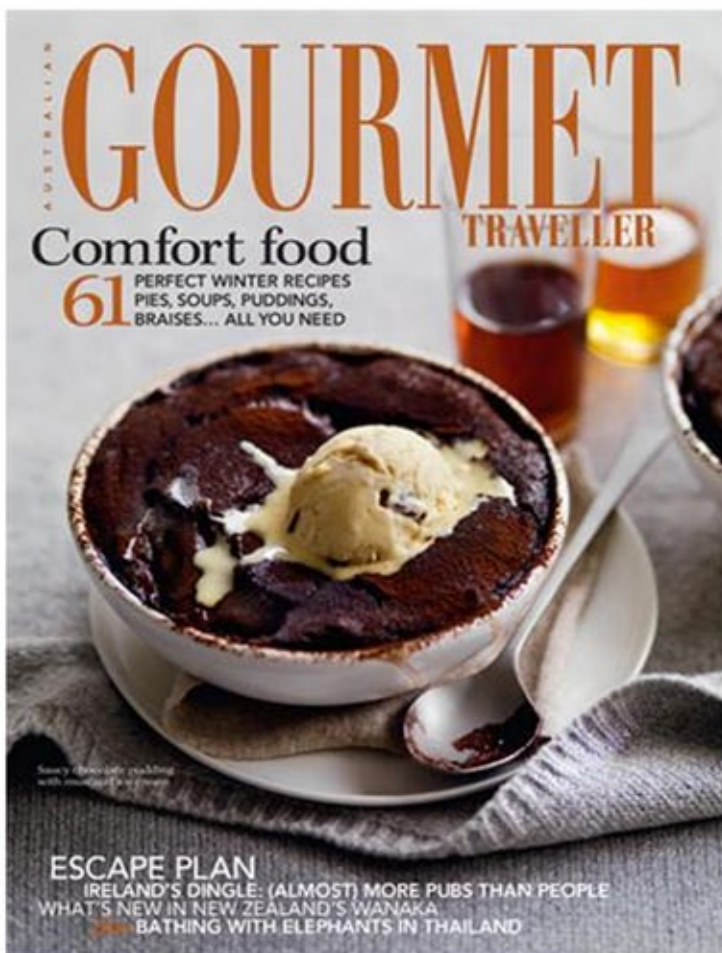




GOURMET TRAVELLER - July Issue 2011

STYLE





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us, it was all about combining aesthetics with ethics. So what we couldn't find we decided to make." The recently formed, Sydney-based Armadillo & Co label is the result.

WHAT Chic floor rugs are made from natural fibres such as wool, cotton and jute, and most recently Fried and Pottharst have added a tabletop range of placemats, table runners and smaller interior entrance mats, all made from hemp. "We've been working with new communities of artisans in India who specialise in finer weaves for our new smaller items. The intricate work they can do is incredible," says Fried.

VISION "Armadillo & Co's products are a beautiful and sophisticated blend of simple, traditional techniques and classic, neutral designs, made by the hands of more than 300 traditional weavers in India. We are fair-trade, we advocate against child labour and we always give back to our communities in India."

FAVOURITE PRODUCT OF THE MOMENT "The runners. We love them because you can throw them down a sideboard or as a centrepiece in the middle of a table. We love that with the weaves up close and so tactile on the table you can really see and feel the artistry that goes into them, and the organic irregularities that give them so much personality. Every piece is a true original." armadillo-co.com>

Home brand

Their designs are thoughtful, stylish and ethical, but best of all, they're home-grown. Meet six up-and-coming Australian tableware designers whose pieces you need to have on your dining table.

JODIE FRIED AND SALLY POTTHARST, ARMADILLO & CO

WHO Jodie Fried and Sally Pottharst are by no means new to the design game; they have 25 years of industry experience between them and met back in 2007 collaborating on a rug project for Fried's acclaimed Bholu label. "That's when we discovered what we really had in common was our search for the uncommon. Where were the honest and earthy rugs we wanted for our own homes? No other product matched our passion," says Fried. "For