



HOME IDEAS - Vol 6, No. 5, 2011



RUG REVOLUTION

When Jodie Fried and Sally Pottharst came up against a lack of quality rugs for their homes, they saw a gap in the market and decided to create Armadillo&Co, a collection of stunning, simple and superior handmade rugs. Both their backgrounds confirmed it to be a match made in design heaven. A relative of Jodie's was Loudon Saint Hill – a prolific costume designer in the 1930s – and she herself is a designer who's worked in the Australian film industry and Bollywood. On the other side, Sally's mother is an artist, her family also owns a successful floor-covering business and she's a passionate and creative designer. Selina Gordevich talks to Jodie and Sally about their collection and finds out their top tips for decorating with rugs.





Three words to describe Armadillo&Co?
Textural, earthy, honest.

Tell us about Armadillo&Co Our products are meticulously made by hand and produced to the highest ethical standards. Every piece embraces Fair Trade practices, is crafted from sustainable natural fibres including pure wool, jute, cotton and hemp, and all purchases benefit local schools in our weavers' villages. We aim for our rugs to lie lightly on this earth.

What made you start Armadillo&Co? We found there was a real lack of simple, classic, handmade and fine-quality rugs for our homes. Everything was fussy, had patterns, bad edging or was just bad quality and wasn't going to last. What we couldn't find we decided to make.

What inspires your designs? Jodie: Texture, ancient weaving skills and happy accidents.
Sally: Tactile timeless appeal.

Greatest challenge? Working in rural India.

What project are you particularly proud of?
We love the Sahara range. It's a totally new product and has never been seen before on

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– Jodie Fried and Sally Pottharst

ABOUT JODIE FRIED & SALLY POTTHARST

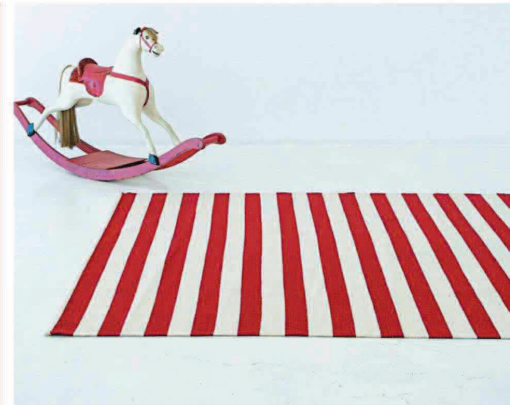


ABOUT JODIE FRIED AND SALLY POTTHARST

Jodie: Jodie's interesting design career has seen her work in the Australian film industry and Bollywood, India. Living in India for three years, Jodie says she fell in love with the people and culture which lead her to 'accidentally' create her other label, Bholu. Soon after that she met Sally and Armadillo&Co was born! Jodie currently lives in Los Angeles with her cinematographer husband.

Sally: Born and raised in Zimbabwe, Sally studied finance and accountancy at university in South Africa. Although she's not formally trained in any field of art, Sally did teach art and design for a year at her old high school in Zimbabwe. It was here she learnt about design fundamentals and built on her creative passion. After having children, Sally decided to work in her family's floor-covering business, which led her to collaborate with Jodie on Armadillo&Co.

For more information on Armadillo&Co visit www.armadillo-co.com



the market; it's so lush and is reminiscent of rippling desert sands. Our luxuriously heavyweight Sahara weave offers an indulgent new level of handcrafted chunky texture and underfoot comfort.

What projects are you currently excited about? Our Table Top range, a very beautifully refined weave which is for our table runners and placemats. It brings a very rustic and textural quality to the table.

Loving ... Jodie: Patterns, bright colours, sunshine and my spearmint green beach cruiser.

Sally: Hand-rearing a Dorper lamb and watching him grow and change from a sick little thing to a lamb who loves life!

Sick of ... Jodie: Floral designed rugs.
Sally: Replica furniture.

Top two style tips for decorating with rugs?

Jodie: Decide how you want to make your space feel before deciding on a size.
Sally: Firstly, a rug can really define and anchor a space. And secondly, don't skimp on the size of your rug – for example, a living area with all the furniture comfortably on the rug is much more at ease with itself.

