

Celebrating Argentinian artisan traditions in a beautiful Byron Bay Concept Store.

Pampa

Co Founders

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pampa.com.au



Photography courtesy Lisa Sorgini

Can you tell us the concept behind Pampa and how it all began?

At Pampa we explore art, we preserve heritage, we empower culture. We feel the need to rediscover threatened cultures and revive lost traditions. We support skilled artisans in remote Argentina and beyond to produce homewares and accessories that are woven works of art. Pampa was born out of my homesickness – out of that nostalgic sadness and desperation to connect back with my home and the desire to join our cultures (Argentinean and Australian). **You work directly with skilled artisans in remote and rural Argentina. We'd love to know more about the process and your mantra behind your fair trade values.**

At Pampa, we work hard everyday to protect the cycle of trading fairly and sustainable work practices. Basically we believe that the more ongoing work we can provide for the communities, the more we are contributing to their growth and the building of wholly sustainable communities and cultures. Behind all our products is a long and complex process that is steeped in tradition and untouched by modern technology. The techniques used

to make our rugs are part of the fabric of Argentinian heritage.

Along the way, what have you learnt from working with these communities and their traditions?

We learnt many lessons, but the main one would be that time is not the same for everyone. The communities we work with have their own time. They live in very remote regions where time usually isn't held with the same importance as in modern society. They live for the now, truly and genuinely much more than many of us. The other lesson that we've learnt is the real process of honest handmade goods.

As photographers, South America offers you incredible visual poetry. Describe your love affair with this country.

As I mentioned earlier, I'm from Argentina and Carl is Australian and our intention is to trace a map between our two countries and cultures. We love the simple old ways of remote Argentina and love to explore the diversity in landscape from deserts to snowy mountains.

You recently opened your first Concept Store in the Arts & Industrial Estate in Byron Bay. What beauty will we discover inside?

Earthy woven goods and beautiful art. We love our concept store – it is big and has such a nice clean light, like a white canvas that is always full of rugs, cushions, throws, ponchos, fine art photography prints and a small collection of objects such as ritual incense, baskets, bags, books and more.

How would you describe each of your individual styles and how do you combine that within your store's aesthetic?

Our individual style is very connected with what we sell as we are quite simple and organic in the way we dress or decorate our own home – which is filled with natural colours and totems from our travels.

Do you have any daily rituals or practices?

Ocean swims, walks with our dog Poncho, palo santo incense cleanses, good music and red wine!

Where are you currently finding your inspiration?

Our inspiration can come from many things, but mainly nature and its palette.

What made you smile today?

Riding horses at my family's farm here in Argentina.