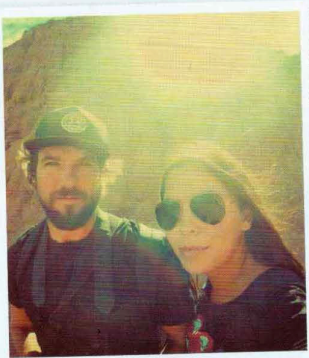


# THE CREATIVES

Natalie Bannister



## Pampa

Victoria Aguirre and Carl Wilson have combined their two cultures – hers, Argentinian; his, Australian – with a shared talent for photography and a deep appreciation of the traditional textiles of South America to bring an exquisite collection of hand-spun, woven art rugs to our shores. They call it Pampa, and it has a story to tell.



### Get to know Pampa ...

**Tell us a little about your background and what led to establishing Pampa?**

**Victoria:** I was born in Buenos Aires, Argentina and raised in La Pampa, on my grandparent's farm. My family would always tell me the story of my heritage and how important it is to dig up our own roots, and the native community was a topic that always caught my attention. I used to ride horses all day, inventing tales and stories with my brothers, sister and cousins – the most common one was that we were all natives from the Pampas and we used to paint our horses and our faces with mud. We rode barefoot and with no saddles as fast as we could and would "hide from the Spanish".

Later on, by the time I had finished school and my degree in advertising, I discovered that all I wanted to do was explore, take photos and connect with people in a creative way. The office was not my place. I arrived in New York soon after, and that's where the adventure began. I studied photography at ICP (International Centre of Photography) and worked for a production company in Brooklyn

where I used to live. That city deeply inspired me in many ways and I'm always aiming to return. After that I started travelling and working for adventure magazines and that took me to meet Carl (my partner and co-creator of Pampa), in the middle of the Atacama Desert in Chile. Since then we have been living our own story together, a mixture of interests with the same passion – exploring. Pampa was born a year ago, after our adventure into the native communities of Argentina, where we found our first collection of rugs.

**Carl:** My early years were probably very similar to the young years of many people reading this article. I grew up with Mum, Dad and two younger brothers in the northern suburbs of Brisbane. Camping and fishing were all we knew when we were on holidays and trips on the train into Brisbane city used to get me pretty excited. Back then I thought that Brisbane was the biggest city in the world and couldn't imagine how there could possibly be higher buildings anywhere else. I guess my eyes have opened up a little since then, but I still consider Brisbane to be one of my favourite cities in the world. I live on the Gold Coast these days, but I'm always looking for an excuse to drive back up to my home town.



For me Pampa started when I embarked on a 12-month solo adventure through Latin America. After spending so much time immersed in their culture and having the opportunities to see various isolated communities exist in such inspiring ways, I knew I wouldn't be heading back to Australia with just a story of a holiday and a few happy snaps.

Towards the end of my trip I met Vicky, who so kindly accepted my offer to come visit me in Australia... she is still here, and it wasn't long after her arrival that the idea of Pampa came to mind. We were both surprised by the lack of Latin American rugs (especially Argentinian rugs) in Australia and the project snowballed from there. Knowing that every rug we sell here is going towards making not only the customer's home better but the artist's as well, gives me a feeling of satisfaction. We can't wait to see what happens with Pampa in the future.

**We are most inspired creatively by ...**  
Earth and ocean.

**Our favourite thing about working with our native communities is ...**

Their simplicity and wisdom. It is a world of older times, filled with identity and truth. Truth is what you see in these people's eyes. The first two feelings we had when we met them was of admiration and recognition. We couldn't

talk much, just contemplate their art, their ways, their life, and admire their hands – those silent hands that spun, twisted, dyed and wove at their looms, every day, under the shade of an Algarrobo tree. Those looms have lived in their backyards for longer than memory can recall.

**The thing we love the most about these rugs is ...**

That they come from the earth in such a natural and magical process. For us they are unique pieces of art, much more than just rugs.

**Work or play, we cannot live without...**

Travelling, horses, good music, Argentinean and Indian food, crazy Latin American artists such as Frida Kahlo, waves, desert, sun, rain, books, cameras, friends and family.

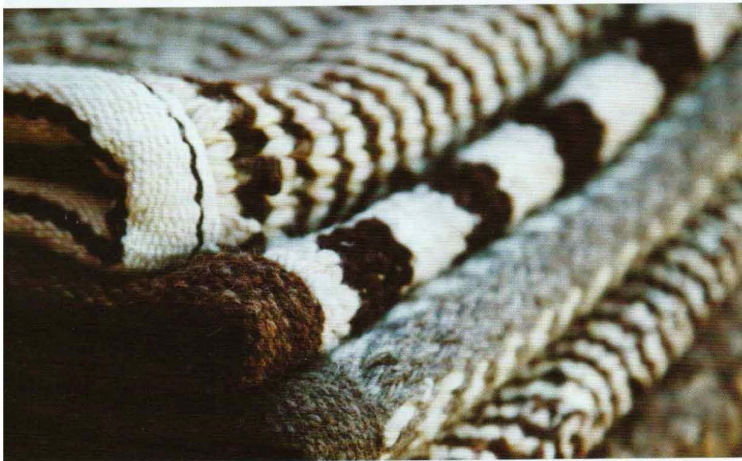
**Three words that sum up the Pampa aesthetic...**

Earth. Colour. Heritage.

**When we are in full project mode...**

Our typical work day goes a little something like... 6 am wake up, surf check out the front, if the waves are ok we head out for an hour or so, and if not we sip some maté (Argentinian tea) on the beach. Then it is straight to work, which could be anything from a photo shoot with our Pampa pieces, to research, social media updates, brainstorming, designing or all the usual





tasks of trying to grow a small business. Just about everything at Pampa is done in-house, which makes it all the more satisfying but keeps us very busy at the same time. We also work on photography projects that are not directly related to Pampa.

**And when we are done with work, our ideal weekend is ...**

Any weekend that involves morning surfs and beach time, then evening catch-ups with friends. Hiking in the mountains or soaking up a bit of city life in Brisbane never goes astray either.

**Right now we have in the works ...**

A return trip to visit our artists in Argentina, where we will be brainstorming with them on new ideas that we think would go well in Australian homes. The last thing we want to do is have the artists create a piece that they don't like or that they can't relate to, so at the end of the day we give them full creative control. We basically ask their opinion and they give us an honest answer, which we know is always right – it is in their instincts.

**Our dream creative project is...**

To have an exhibition with our Pampa woven art pieces and photography. For us our photography is very important, as it helps tell the story behind each piece.

**What we really love about the city we live in is...**

The beach is almost our front yard, which makes it hard not to fall in love with the place. Also Brisbane, Byron Bay and the hinterland are all basically down the road. There is no excuse to be bored living here, as there is a little bit of almost everything within arms' reach.

**Our favourite local picks are:**

- Hellenika at Nobbys Beach ([hellenika.com.au](http://hellenika.com.au))
- Reinvented Treasures by Kelly Drake, at Rabbit & Cocoon ([rabbitandcocoon.com](http://rabbitandcocoon.com))
- Canteen Coffee at Burleigh Heads ([canteencoffee.com.au](http://canteencoffee.com.au))

**Other creatives we admire...**

Mainly photographers such as Sally Mann, Ansel Adams and Henri Cartier Bresson, and so many others. But really we admire anyone that stands up for their own story and works hard to do something that matters.

**The motto we like (or try!) to live by...**

"Trace your own map".

**Discover more of Pampa at [pampa.4ormat.com](http://pampa.4ormat.com)**



Unique and beautiful, the soft goat hair hides from **ART HIDE** have been etched by hand by Indonesian artisans and sourced as a by-product. The Antika Cascara (\$395) features a traditional Batik design and looks incredible either placed on the floor or draped over furniture. [arthide.com.au](http://arthide.com.au)



**PAMPA** have released a new collection of their gorgeous woven rugs and they are, quite simply, stunning! One off and unique pieces, 100% handmade, hand spun and hand dyed by traditional Argentinean crafts folk. For the complete catalogue and prices email: [hello@pampa.com.au](mailto:hello@pampa.com.au). [pampa.com.au](http://pampa.com.au)



As part of her range of leather works titled tooth&nail, Melbourne designer **GEORGIE CUMMINGS** has crafted these gorgeous wallets and pouches with every detail from printing to stitching done by hand and prints inspired by creatures of the imagination and monsters of lore. [etsy.com/shop/GeorgieCummings](http://etsy.com/shop/GeorgieCummings)



Designed and produced in Sweden, the visually intriguing Dent 065 chair by **BLA STATION** challenges the idea of the sleek and the beautiful, with a seemingly crumpled, dented 3D form made out of ordinary veneer in a choice of stained or natural ash lacquer; black or white painted, or natural lacquered oak veneer. [chairbiz.com](http://chairbiz.com)