



NEW COLLECTIONS 2015 & NEW ONLINE STORE

Pampa is a homegrown business based in Bangalow, Northern NSW. A collaboration between two photographers - one from Argentina, the other from Australia - Pampa represents the coming-together of two worlds, two visions and two cultures.

Aiming to explore art, preserve heritage and empower culture, Pampa explore some of Argentina's most remote indigenous communities, bringing home with them the finest rugs and cushions that have been handwoven using traditional Argentinian materials, designs and techniques. From their home to yours, Pampa textiles are fairly traded with some of Argentina's most talented artisans.

Pampa's new 2015 release includes four new collections of handmade rugs, new fine art prints, plus the label's first range of handwoven cushions.

HANDWOVEN RUGS FROM ARGENTINA

Each and every Pampa rug is a one-off piece, handpicked from the indigenous community where it was designed and woven. The techniques used to make Pampa rugs are part of the fabric of Argentinian tradition, heritage and ancient knowledge.

Every Pampa rug is handmade from fibre to finished product using high-quality wool that is shorn, carded and spun by hand. Natural dyes extracted from plants, flowers, vegetables,

insects, minerals and smoke are used to colour the fibres, occasionally with the aid of synthetic dyes. Using patterns and designs passed down through the generations and inspired by nature, Pampa rugs are woven on traditional looms in a process that can take more than six weeks. Once off the loom, Pampa rugs are finished by joining two woven panels with a central seam.

All Pampa rugs carry the signature of the weaver in their individual designs and slight imperfections. Named for the Argentinian landscape where they originate, every collection has a deeply rooted sense of place. These are the things that make Pampa rugs a truly handmade product.



INTRODUCING PAMPA CUSHIONS

Pampa's new range of Monte and Andes Cushions are handwoven in rural Argentina.

Monte Cushions are made using similar techniques and colourways to Monte rugs. The round cushions are woven on a circular loom, while square cushions are made by interlacing yarns in across-hatch pattern. Both shapes are finished with colourful, handmade pompoms along the seam. The feather inserts that add to Monte cushions' soft and cozy feel can be easily removed through a specially woven opening on the back.

Andes Cushions are cut from the same vibrant textiles as Pampa's Andes Collection of rugs. They have enviro-friendly inserts that are filled with a fibre that looks, feels and performs in the same way as a high-grade poly fibre, but it is completely recycled.



PAMPA FINE ART PRINTS

Pampa use photography to document their travels through Argentina and shed a light on the artisan communities they work with and their respect for nature's ways. There are three series of Pampa Fine Art Prints available: *Pampa Horses*, *Pampa Crosses*, and *Andes Religion*. Prints are available in three sizes, and are printed on high-quality cotton Photo Rag paper.

PAMPA'S PHILOSOPHY

Pampa believes in a world of ethically made and fairly traded products, which is why they deal directly with their artisans. Paying a fair price for their rugs helps guarantee that weavers receive the working wages they deserve. Profits from every rug are used by Pampa's artisans and their families to cover day-to-day living costs such as buying food and clothing, paying school expenses, accessing medical care, and sourcing new tools and materials for weaving.

Earning a fair wage has enabled Pampa's weavers to form their own co-operatives, giving individuals the added benefit of sharing materials, ideas and work loads. This flexibility means that the weavers can work from their homes and villages, eliminating the need to travel long distances to sell their rugs or find alternate employment in big cities.

By respecting each individual artisan's creativity and technique, Pampa helps to give these communities a stronger sense of cultural independence and pride. Showing artisans the real value of their work demonstrates to the younger generations that weaving is an honourable and profitable vocation, helping to preserve this traditional form of art for years to come.

Pampa rugs, cushions and fine-art prints are available from select stockists around Australia and internationally. Customers can now buy direct through Pampa's newly launched online store, at pampa.com.au.



DOWNLOAD THE 2015 CATALOGUE:

http://issuu.com/wearepampa/docs/pampa_2015/1

MEDIA RELEASE

March 2015 - For immediate release
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