

It is light and thin, hand-washable and suitable for both decor items and shirts and scarves. This is how Ronel Jordaan is shifting the boundaries of felt. And she does it so successfully that trend forecaster Li Edelkott included some of the items she had created at Design Indaba in the North Meets South exhibition in Paris and will soon feature Ronel's pillows, robe and feel scarves in her magazine Bloom.

Ronel did computer-based textile design for years before she noticed the emergence of felt and started to make her own. She supplied cushions to Bright House and Life before moving on to blankets, scarves and the felt rocks and pebbles that have got the whole world talking. The larger rocks serve as cushions or other decor items, and the smaller pebbles are used in scarves and curtains (inspired by the architect Sylvie Herli's stone curtains).

The idea for the rocks came to her one night around a fire in her backyard. "I was watching the rocks around the fire and thought, why don't I do something with them. I love walking in the wild and to me rocks signify Africa," Ronel says.



VISIT ROCKS WITH

RONEL JORDAAN

She is now busy making lamp shades that resemble bark and is also involved in a guest-house project with Sylvie Herli and Lesley Carstairs in Botswana, where her rock cushions and other felt items will be used.

It's a great deal to achieve in just two years, but it's only the beginning – Ronel has plans for establishing her own showroom.

"It's my biggest dream to work with Issey Miyake or the Campana brothers," she says. "What Miyake does with textiles is unbelievable. The Campana brothers are Brazilian designers who create new objects from waste products. But I don't want to copy them – I want to express my own creativity. Imagine, for example, a chair made from pebbles." If it can be felt, it can be imagined...

• Felt items available at LUNAR, Okna, Pined, INK, Louise Hennig Gallery, O'Neil & Boyd, Lemaire Boulton in Paris and Wink in London. Ronel Jordaan, 082 454 0495, 011 767 7095, e-mail howling@global.co.za

