

NAME TO KNOW: *Ronél Jordaan*

● Textile designer

“ART and function must be blurred” is Ronél Jordaan’s design philosophy. Having earned her design stripes with over 30 years of experience — not to mention her acclaimed collections of handmade felted pebbles and rocks — the South African textile designer is bringing her distinctive style to Decorex Joburg.

Visitors can expect crocheted lights, stools and a knitted carpet as well as some “oldies” that felt fans have long embraced.

From accessories, scarves and throws, to playful felt nests, wall hangings and cushions, Ronél’s creations spring from her imagination and nature’s blueprint.

“Wool has a memory, so you can felt it into shapes. You can wash it and it will retain its shape, albeit a little smaller,” says Ronél of her love of the organic fibre that has turned her home industry into a company that employs up to 35 people for big projects and is recognised around the world.

Interpreting this year’s Decorex

theme, “Real”, is pretty much what Ronél has always instinctively done.

Dedicated to fair trade, she has trained staff from local communities herself. “For me it is about authenticity, creating products that give meaning to our interiors, that are handmade, ecofriendly and timeless. It’s not about making copies.”

www.roneljordan.com

