



Dania Beach FL · July 2022

Jabula · The Joy of Living with Ardmore Ceramic Art & Design

Jabula means to be joyful in Zulu. It is also the name of Ardmore's new wallpaper collection developed in collaboration with Cole & Son of London. The Ardmore Design team continues to reimagine motifs from their iconic ceramic art to transform our living spaces with the beauty of the natural world rooted in African style and culture. Ardmore's luxury lifestyle products including sofas, scatter cushions, and table linens, now form part of the curated design collection celebrating *Jabula · The Joy of Living with Ardmore Ceramic Art & Design* at the Wiener Museum of Decorative Arts in Dania Beach, Florida until December 31, 2022.

Ardmore Ceramic Art had humble beginnings on a remote farm in KwaZulu Natal, South Africa. The studio was founded in 1985 by Fée Halsted who began teaching local people how to create unique ceramic art. The fame of the developing studio spread internationally as collectors discovered the wit and whimsy of Ardmore ceramics which can be experienced in the WMODA *Safari for the Soul* gallery. Ardmore began experimenting with fabric design in 2010 and launched the *Qalakabusha* sofa, meaning "new beginnings". The success of Ardmore's fantastical furniture and fabrics heralded an exciting new design direction for the ceramic art studio as they expanded from pottery to pillows to poufs!

The new Ardmore Design Studio gained international recognition in 2013 following their collaboration with Hermès, the luxury French brand. Talented Ardmore artists worked under the guidance of Fée's eldest daughter, Catherine Berning, to create a stunning range of silk scarves. Ardmore's graphic designers also began translating the studio's lush patterns of African fauna and flora into a vibrant range of textiles and pillow designs in luxurious silk, velvet, and cotton, as well as outdoor fabrics for the *Solaris* collection. Interior designers can create their own safari adventures with curtains and furniture or they can choose from the stunning love seats, benches, and poufs in the *Sabie* collection sold at the WMODA shop. The Ardmore tabletop collection features tablecloths, runners, and napkins for formal dining as well as tea towels, melamine place mats, and coasters for casual entertaining.

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