

INTERIORS[®]



ART IN DESIGN





Wine Country

Workshop

PHOTOGRAPHY: DREAMSIDE DESIGN





There is a pace that is set by nature in the wine country of Northern California's Sonoma County. It gently influences the terroir, how the grapes grow on the vines, and the whims of the creative people who live there. It is here that Sandra Jordan has run her Prima Alpaca studio since 2006, started on a shoestring budget out of a little barn on her property dating to the 1920s. When one arrives at this barn, which once served as the company's workroom, studio and office, there is a lightness of being that takes over, allowing creativity to expand. In this spirit, Jordan has grown her operation into a large workroom just across the road, keeping the barn as the studio and office, the gateway to her creative endeavor. "As the company grew I realized that the space not only need to function in a technical way, but also in a storytelling way," Jordan says. "The studio is where we greet all our visitors and clients from around the world. It needed to tell a story about the brand. It also needed to be a place that was warm and welcoming, where you would want to take that first step into our story."

Jordan and her team greet visitors in the lobby, a paneled corner space that she has outfitted with chairs from MorningWorks—a small design workshop in Sonoma—and an ottoman from Bright, all covered in different alpaca textiles from her collection. On the wall hang San Pedro De Cajas tapestries from Jordan's extensive collection of art and antiques, mostly Peruvian as a nod to her heritage. Like the Casita guest house and creative space nearby (designed with Bay Area talent Gary Hutton—see *Interiors*, March+April 2019), works by sculptor Carlos Runcie Tanaka and photographer Arim Almuelle mingle with pieces by local artisans, plus modern furniture and 18th century French, Italian and English antiques, all covered in different shades of alpaca, including selections from her recently released Harvest collection. "The studio is a neutral backdrop that showcases the beauty and vibrancy of our Prima Alpaca fabrics," Jordan notes. "The color scheme was inspired by our Casita building. The interior walls are redwood and I used a gray wash to give it a cohesive feeling and to showcase the design accents."

Jordan worked with RDI Resource Design Interiors on space planning, and as a nod to the region's history and for overall connectedness with the other buildings on the property, she kept the barn's original footprint and siding. "Each of the five barns here are original agricultural buildings but they each have their own distinct personalities depending on how we use them," Jordan says. "The Casita is very elegant, and the studio is very welcoming, light and airy, but it also has to function as an office. The music barn is a stunning showcase but also functions as a performance space. So each reflects a different part of the business and a different part of my life's work." ■
Sandra Jordan Prima Alpaca, sandrajordan.com —The Editors

