



DESIGNER OF THE DAY

Designer of the Day: Julia Tonconogy

Julia Tonconogy channels her family's century-long architectural heritage into JT Pfeiffer, a Buenos Aires-based purveyor of rugs that command attention yet exude elegance. By using superior, ethically sourced materials such as wool, silk, and cashmere, Tonconogy translates her visions into lustrous dream-like harmonies of color and pattern, positioning the oft-overlooked rug as a bar-none equivalent to fine art.

BY RYAN WADDOUPS
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Here, we ask designers to take a selfie and give us an inside look at their life.

Age: 40

Occupation: Creative director of [JT Pfeiffer](#).

Instagram: [@jt.pfeiffer.rugs](#) and [@juliatonco](#)

Hometown: Buenos Aires.

Studio location: New York and Buenos Aires.

Describe what you make: Livable yet precious design pieces created to transcend time as a work of art. Bold designs come together in a wonderland of patterns fused with a vibrant color palette that merges touch and feel simultaneously. Each rug is handcrafted by skilled artisans in Nepal employing the finest wool from highland Tibet combined with cashmere and silk.



The most important thing you've designed to date: I was creative director of Casa de Uco, a luxury boutique hotel and winery nestled at the foothills of the Andes Mountains in the Uco Valley, Mendoza, Argentina's renowned wine region. I spearheaded interiors, furniture, and visual communications.

Describe the problem your work solves: Carpets help complete and define spaces. Without creating a physical barrier, rugs help to separate living rooms from dining rooms, foyers from halls, and bedrooms from open spaces. Area rugs kept free of heavy furniture can also act as connectors between spaces.

Describe the project you are working on now: Working on artist collaborations focusing on the brand's concept of "art carpets" while exhibiting and curating creative talents around the world. The carpets are usually presented in art galleries together with artworks.



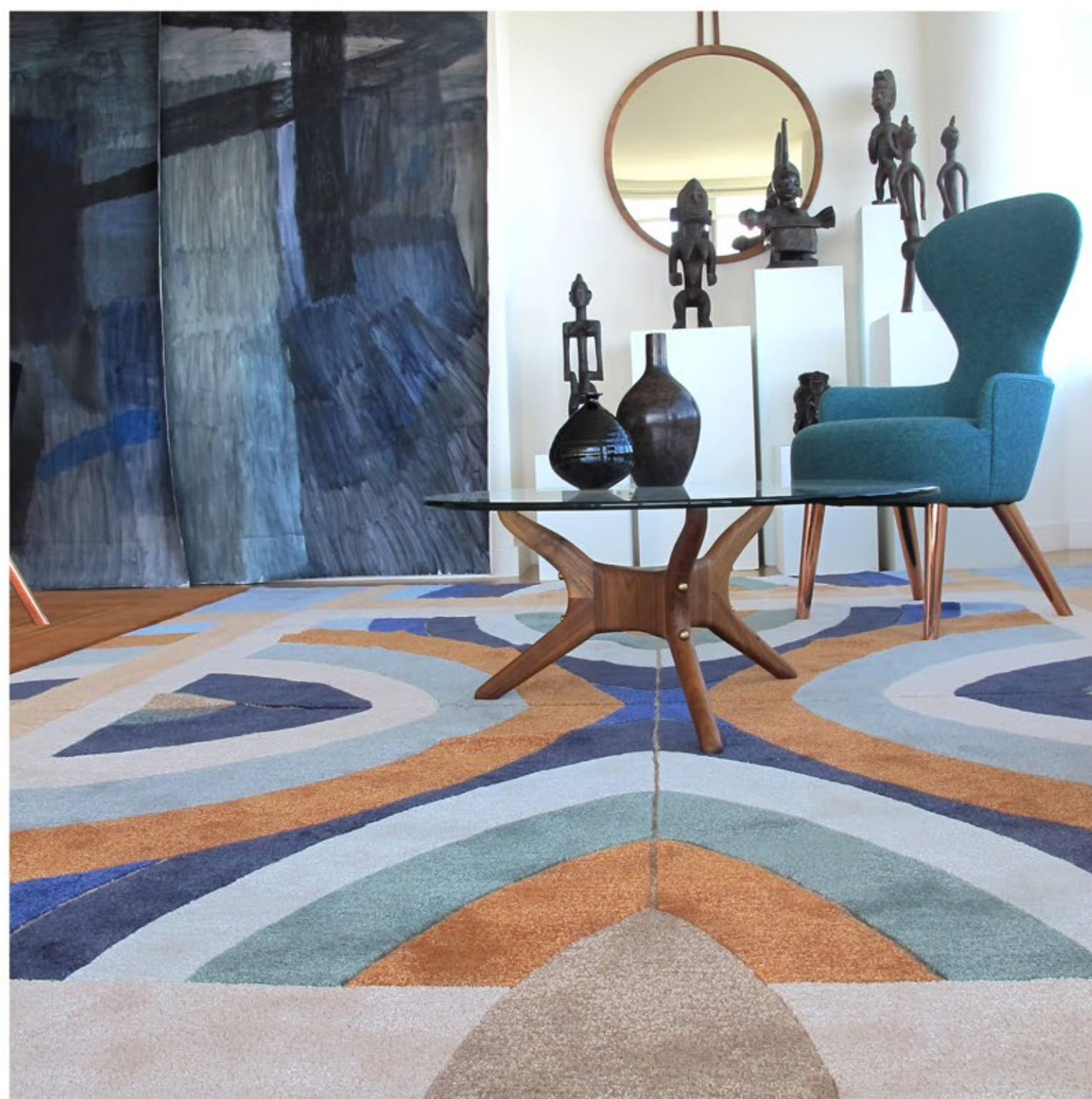
A new or forthcoming project we should know about: A collaboration with artist Julian Prebisch of floor and wall carpets which will be showcased at our showroom/gallery in New York City. It opens in October 2019.

What you absolutely must have in your studio: Lots of art pieces, vintage high-end furniture and lamps, music, herbal teas, and good vibes.

What you do when you're not working: I love sailing with friends on my boat.

Sources of creative envy: Gio Ponti, Verner Panton, Morris Lapidus, Ilse Crawford, Joseph Dirand.

The distraction you want to eliminate: Unhealthy food.



Concrete or marble? Marble.

High-rise or townhouse? Townhouse.

Remember or forget? Remember.

Aliens or ghosts? Ghosts.

Dark or light? Light.