

LOOLOO

LIVING TEXTILES

By Carla Troper, MES, York University

For Joanna Notkin, a young graduate of the material art and design program at the Ontario College of Art and Design, green is the new black. Notkin started her own sustainable textiles and home furnishings company two years ago, and in doing so was determined that the company's every activity would reflect a 100% commitment to sustainable business practices.

When Notkin launched her own line of home furnishing products, she sourced organic materials to make them. With luck and hard work, she was able to obtain Climatex Lifecycle yarns, the product developed with the help of sustainability guru William McDonough. Today, she designs hand-made luxurious blankets from the yarns, which are spun from a certified organic wool-ramie blend and coloured with non-toxic dyes. Her product line also includes cushions, floor pillows filled with organic buckwheat, and scarves soon to be sold at Holt Renfrew.

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