



# Catherine Bertulli

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**C**atherine Bertulli Carpets enjoyed a soft launch in 2017; an intentional 'beta' launch to build interest and allow her time to refine development and learning prior to her company's 2020 public launch. Planned as a pop-up shop opening for May 2020 at Boston Design Center, the launch was cancelled due to global COVID lockdown. 'Pivot', Bertulli tells COVER with quiet understatement, became her 'keyword' for 2020.

Bertulli reflects on how, following her arts degree at Massachusetts College of Art, her trajectory diverted when she followed her then-husband's scenography career to New York City. She freelanced painting scale renderings for ballets, while working with historical fabrics and learning design concepts like mirror-repeats. Her diverse experience persuaded Stark Carpet to take a chance on her. 'When I started I hand-drafted designs in scale, and taught myself how to match colours to fabric and yarn poms—even though my art was already known for its colour, [the experience at Stark] taught me a lot more that I could then apply to my artworks.'

The inaugural collections of Bertulli's company feature handmade rugs—everything from kilims and dhurries to tufted and hand-knotted—designed by Bertulli or based on the works of New England artists. The Autumn 2020 collection includes *Chittering and Chattering*—a rug adapted from a lino print by Boston-based artist Lisa Houck. 'Affordable and exceptional custom rugs' is the unique selling point of Catherine Bertulli Carpets. Bertulli is keen to prove that handmade rugs—including hand-knotted—can be made more affordable. 'I want to equalise it a bit,' she says, referring to custom carpets, while she continues to ensure GoodWeave and fair wages are an integral part of her business.

[www.catherinebertullicarpets.com](http://www.catherinebertullicarpets.com)

*Chittering and Chattering* rug, Catherine Bertulli Carpets. The design is adapted from a print of the same name by Lisa Houck

