

Rug Patterns for New Markets

Bulgarian transcript:

Мария: Използваме стари орнаменти, които са познати не само във България, но и по света със... всеки един със своята символика. Също така това, което напоследък правим, е да осъвременяваме моделите откъм орнаментирането на композицията, откъм цветовите решения. Новото, което, така, пуснахме тази година е, са чантите ни, съчетания на ръчно тъкан текстил и кожа.

Интервюиращ: Тези ли?

Мария: ...За да има - да - нещо старо от овчарската торба и нещо ново от модерните кожени чанти. И нашата работа е много интересна, защото ние постоянно експериментираме - ние си играем със цветовете, със формите, и така успяваме да, да покажем едни интересни продукти на - не само на българския, но и на световния пазар.

Интервюиращ: Купуват ли ги хората?

Мария: Да.

Интервюиращ: Българи или чужденци повече?

Мария: Да. Ами, повече българите, живеещи във чужбина.

Интервюиращ: Да.

Мария: И чужденци, нали, иначе българи, но най-вече защото на тях им е мило.

Интервюиращ: Да, мило им е.

Мария: Затова. Нашите неща се различават от останалите. По нататък има и други тъкачи, изобщо във България има. Цветовете ние си ги боядисваме сами и знаем какво точно искаме да, да направим и си го правим на едно много вълшебно място във Балкана сме си намерили, където да можем да си ги боядисваме. И така, и това е също, което привлича погледите, защото не е нещо изкарано от цех, готово, купено като цвят, а е конкретното нещо което сме искали да постигнем - както навремето индивидуално за всяка една черга бабата е сядала и си ги е правила, така и ние ги правим. По предварителен проект знаем кой и съчетанията.

English translation:

Maria: We use old [traditional] patterns that are well-known not only in Bulgaria, but also around the world due to their particular symbolism. Also, something that we have worked on recently, is to modernize the models in terms of the pattern-work of the [general] design, [as well as in terms of] the colors used. A new [product] that we released this year is our handbags – a combination of hand-woven textile [fabrics] and leather.

Interviewer: Those over here?

Maria: [continuing from the previous sentence] ...So we could have – yes – something old, [taken] from the shepherd bag, and something new, [taken] from modern leather handbags. Our job is very interesting because we experiment all the time – we play with the color and shapes, and that is how we manage to come up with¹ interesting products not only for the Bulgarian market, but also for the global market.

Interviewer: Do [a lot of] people buy them?

Maria: Yes.

Interviewer: Who seems to be more interested – Bulgarians or foreigners?

Maria: Yes, well, mostly Bulgarians who live abroad.

Interviewer: Yes.

Maria: Foreigners too, but generally Bulgarians because those things are dear to them.²

Interviewer: Yes, they are dear to them.

Maria: That is why [they choose to buy our rugs]. Our products stand out from the rest. There are other weavers further down [at the fair], in general there are [many weavers] in Bulgaria. We dye our own colors and we know exactly what we want to achieve, and we make [our products] at a magical place in the Balkan Mountains that we have found, where we can dye [our rugs]. So, that is one thing that draws attention³ because [our rugs] are not taken straight out of a factory, pre-made or store-bought in terms of colors; the concrete goal that we wanted to achieve is to make rugs just like [they were made] back in the day – old women used to sit down and approach each rug individually.

¹ Lit. trans. “to show” – “да покажем.”

² The interviewee is using the idiom “мило ми е,” which literally means that something or someone is extremely dear to someone or close to someone’s heart. This idiom has a very strong positive connotation.

³ The Bulgarian equivalent of the idiom “to draw attention” is “привличам погледите.” It is close to saying “to catch someone’s eye.” “Привличам внимание” literally means “to draw attention.”

According to a preliminary project, we know who [is doing what] and [what] patterns [are going to be used].

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