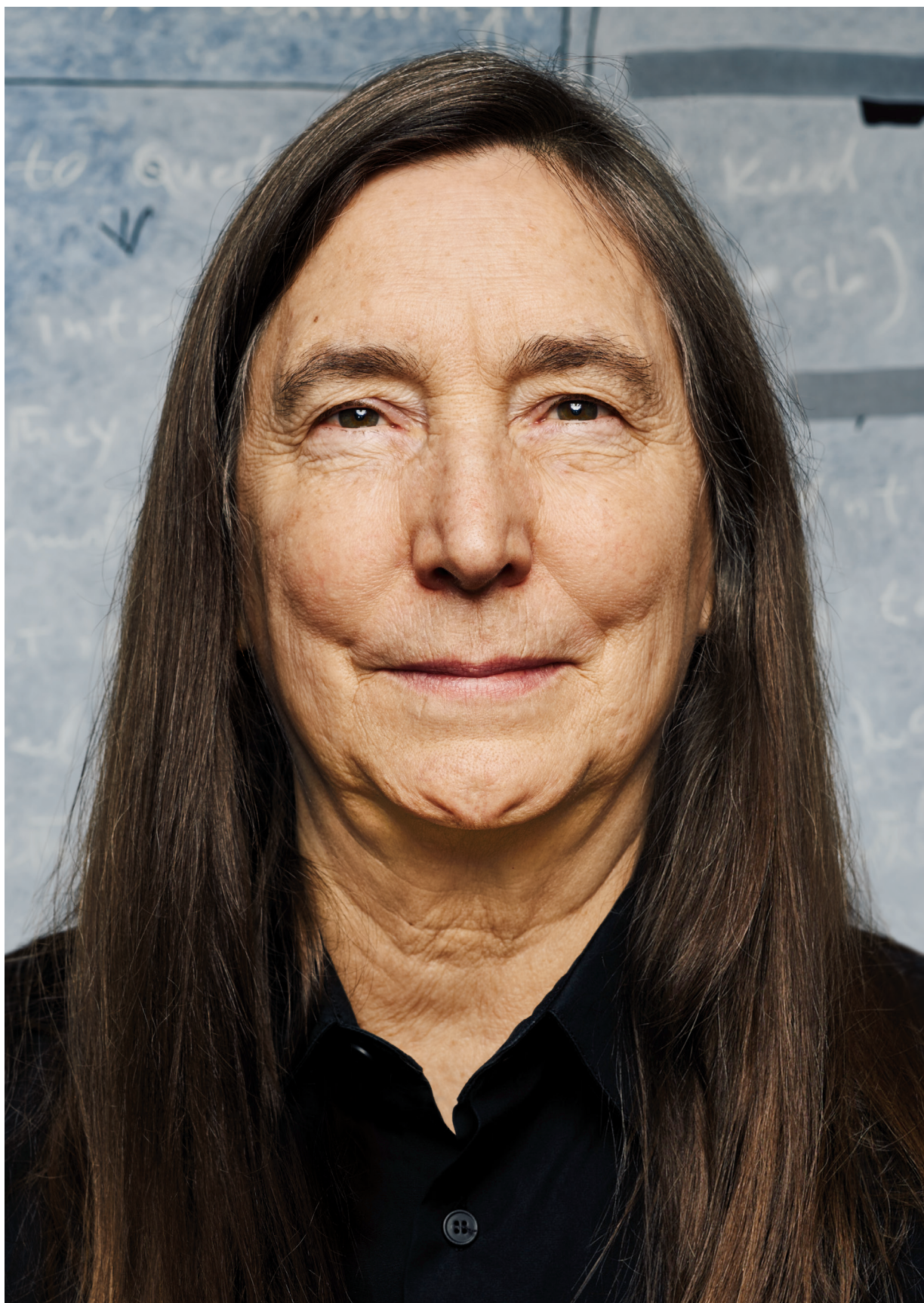


JENNY HOLZER

SURFACE

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AMERICAN INFLUENCE

Wool's Worth



Heath Ceramics and the American felting company Peace Industry join forces to create a colorful, pattern-driven capsule collection that includes this “choob.”

CHOOB BY THE NUMBERS:

- 12 Steps in the choob's felting process
- 3 Trips to Iran that Peace Industry founders Dodd and Melina Raissnia take each year
- 9 Pounds of sheep's wool needed, on average, to make one choob
- 55 Weight of a choob in pounds
- 3 Colors available: saffron, marine, and charcoal
- 22 Hours to make one choob
- 6 Products in the Heath Ceramics and Peace Industry collection
- 144 Days for design development of the collection
- 32 Artisans in Iran working for Peace Industry
- 10 Years Cathy Heath and Melina have known each other
- 450 Stitches to make one choob