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TABLEWARE

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Carol Fountain Nix founded FountainArts in 2015, a melange of wine-inspired merchandise – varietal serveware, linens, leather, homegoods, giftware – especially designed for wine lovers and home-grown in the U.S., in North Carolina. “We’re committed to creating products that reflect our core values. We base our business values on the same tenets that drive the design of our products: integrity, authenticity, creativity, exclusivity. I care about the way we do business as much as I care about the design and craft we put into the products.”



CAROL FOUNTAIN NIX – founder and chief creative officer of the operation she launched late last year, FountainArts – is delighted to present her collections to the wine, gourmet, and tabletop markets. “Much of my career, perhaps even my life, has somehow led to this venture,” Nix allows. “I’m so excited about what FountainArts has to offer. We have an amazing team dedicated to making sure our retailers and customers are happy with our products.”

Nix has been building toward this debut for years. As the owner of a brand marketing firm, she worked with clients in the wine and gourmet industry, like master wine maker Paul Hobbs and celebrity chef Lorena Garcia, bringing products to market. For one client, Nix helped develop, brand, and package wine accessories. “It was a crash course into the market,” she says. One product she designed and patented, the *Fusion Drying Rack*, dries stemware spotlessly and was a rousing success. After the client ran into manufacturing issues and relinquished the product line, Nix found a way to spearhead the new venture. She completely reworked the series and added new collections to the mix, including a



*In a tony with a seductive finish of leather and class
Complex herb with a toasty nose and hints of pear
Powerful aromas of lemon and lime zest
Ripe red fruit and spicy structure with hints of oak*

premium line of leather wine accessories and linens. It took a number of years to design and develop the Wine Country collection, which rolled out in December. “I loved the project and had a real passion for it; I could see there was a market for it.” Nix created a multi-material line, products that fused functionality and aesthetics, and which, for the most part, are made right here at home. “Our products are produced locally as much as possible and our materials are responsibly sourced and environmentally-friendly. I care that WineNO stain remover is completely non-toxic. I care that our linens are woven and produced in my home state, North Carolina. It’s meaningful to me that we’re working with craftspeople who hand-stitch our leather products. As an entrepreneur, I feel I have a responsibility to keep as much of our labor and product development stateside.”

Nix toiled over the meticulous lettering on many of the pieces and designed each form to accommodate the sentiments. “There’s nothing big box about our products,” she says. “We source our materials from sustainable and environmentally-conscious vendors. We’re proud to work with companies run by second and third generation owners who share our values and refuse to cut corners. We pride ourselves on providing our valuable retailers and customers with products that are impeccably crafted and carefully curated.” Those customers include winery tasting rooms, gift shops, specialty stores, and five-star resorts.

The products include a range of linens (towels, runners, napkins, place mats, \$24 to \$78); pillows, \$45; WineNo stain remover, \$5.99; Noble Vine leather (wine totes, tailgate roll, napkins cuffs,

journal cover, \$48 to \$215); and Wine Country serving ware (plates, dipping bowls, platters, wine chiller, \$48 to \$80). “These are simple, beautiful, sophisticated items that elevate and enhance the experience of entertaining and spending time with family and friends,” affirms Nix. “It’s a fabulous varietal collection with unique artwork – a good collectible that makes the perfect gift for wine lovers who love to entertain.”

FountainArts[®]
DESIGN FOR WINE

WWW.FOUNTAINARTS.COM