

Stiltje.se

by Pamela Moell

*Tile boutique and webshop
from Sweden to worldwide*



by Giorgia Mauri

I have met Pamela Moell every year for a decade now at the most important morphology shows in Europe, mostly in Menton and at the World Championship in Paris. She is the owner with her husband of Moell&Moell Arabians which is house for top quality Arabian horses. A passion for Arabian horses and an established professional relationship with Tutto Arabi have always made talks and conversations obviously revolve around the special characteristics of this or that wonderful Arabian.

But then also driven by the inspiration that gave birth to the LLL project dedicated to luxury, leisure and lifestyle, as its claim reads, I wondered who was behind one of the protagonists of the Arabian horse beauty show system. And I discovered a story that I want to tell you.

Pamela is a beautiful 53-year-old woman from Sweden, her gaze resting on objects and people with curiosity, as if to discover what lies within, beyond the surface.

Somehow this is exactly what she does in life, her profession. She markets surface coatings that have a soul. She deals in natural stone, with its disjointed and irregular surfaces, pieces of stone with a story to tell, which when laid emanate an evocative scent, and give a very precise imprint to the homes or places they cover.

Beneath the surface a soul then. A soul that chooses and is chosen. As in life.

From her social profiles shines through a desire, almost a need to tell her story, to explore what lies beneath that surface. Particularly on her business profile @stiltje.se Pamela entertains her more than 571,000 followers by suggesting inspirations taken from the world of interior design that always bring back that imprint given by natural materials, natural colors and that light that so gently skims the stone and transforms it to an enveloping





and soft invitation to return to the origins. Then in the midst of those posts is her emerging, without makeup and without filters, making it clear that behind that incredible avalanche of beauty and research there is a person who wants to take contact, who wants to go beyond the surface, who is telling us that there is a hidden world and inviting us to know it. Just as she does with stones and materials when clients ask her for interior design advice and she accompanies them to discover the 'genius loci' of the place where they live and the materials that can give voice to that unique narrative.

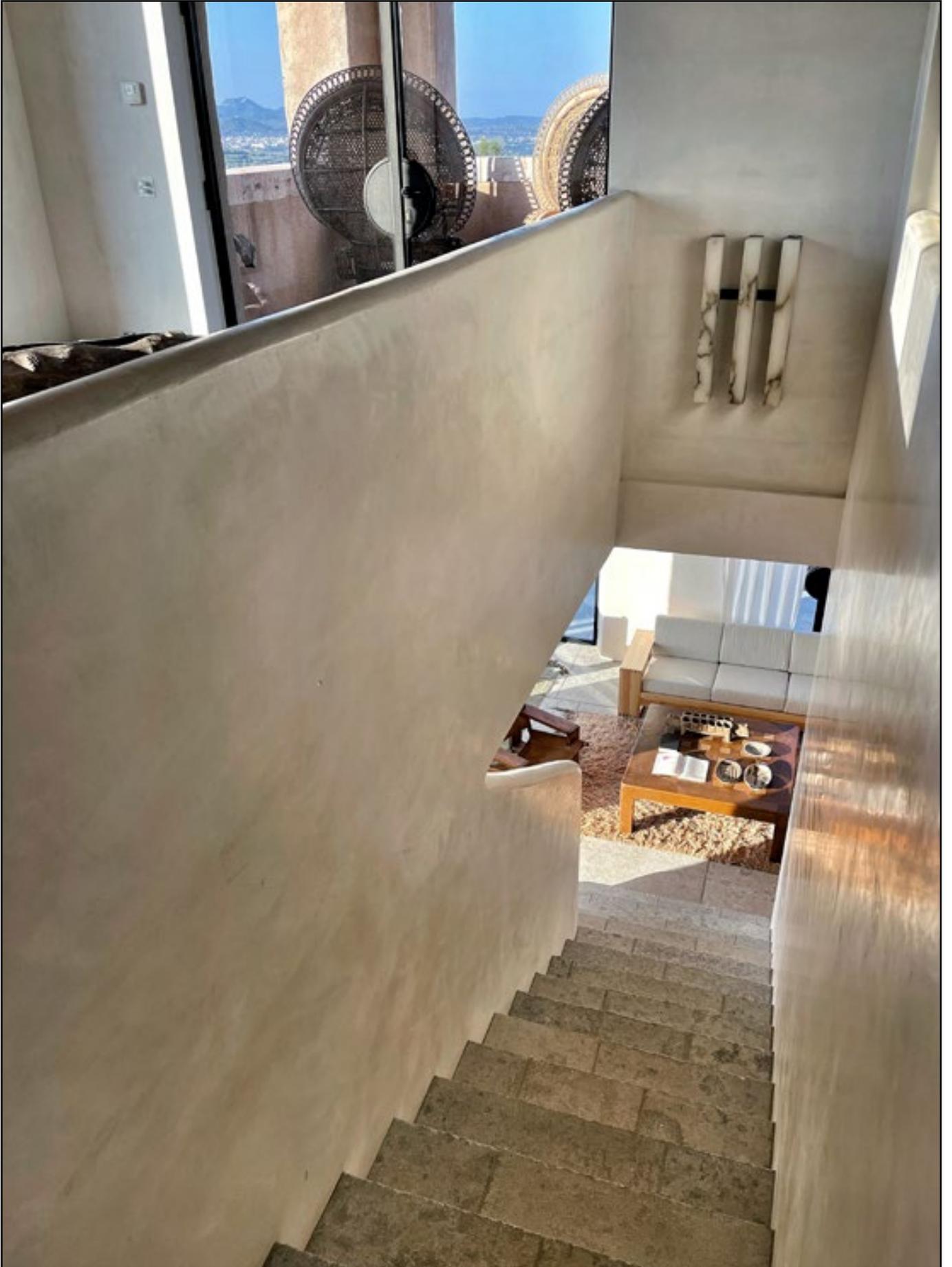
How did the idea of opening Stiltje come about?

It all started when I was looking for a stone floor for our house and couldn't find anything I liked that was affordable in Sweden, so I decided to import it myself. I found a stone (just visible in picture) that I liked in India and decided to import a full container. Since it was much more than we needed, I sold the surplus at a local warehouse. I realized this was a way to make some money and imported another container. That was how STILTJE was born in 2001. The name STILTJE means "calm" in Swedish and that is how I want my materials to be from the beginning. Calm and persistent. They don't need to be changed. My materials should live in the house for generations and become more and more beautiful. That was my idea from the beginning and it still holds true.

What did it mean to you, what mark has it made in your life?

Stiltje has had a huge impact on my life. I always say it is my fifth child. I gave birth to it and raised it with all the energy I had. It is a creation of the heart.

I have a background as a molecular biologist, and at the time of the importation of my first container I was working as a teacher. A job I enjoyed but that did not ignite my passion. So after building my own company



for a few years while working as a teacher, I took the plunge and worked only with my own company. It was one of the best steps of my life and I was able to do what I loved full time. It was incredibly hard work, but it was worth it to see the company grow from a dream to an international company.

How did your passion for interior design and love of materials come about?

It's in my genes. My mother always dragged me to auctions and always had ideas that made simple things look fantastic. Stones have always appealed to me and since the age of 5 I have been part of a club of collectors of different stones. Stones have always been close to me because they carry with them a history far back in time. When I enter a church or an old building, I always look at the stones and feel the signs of the past. That is why I love only handmade materials and those from nature. They give a soul to the house. I rarely buy new items, and when I do, they are always handmade.



What are your future prospects and plans?

We are currently opening a showroom in Mallorca, and my intention is to work more with client projects, since now Stiltje is more or less going it by its own. I want to create houses with the spirit of Stiltje all over the world. I am also starting a new international webshop www.zellige.online for zellige tiles only, on which I want to have one of the best selections in the world.

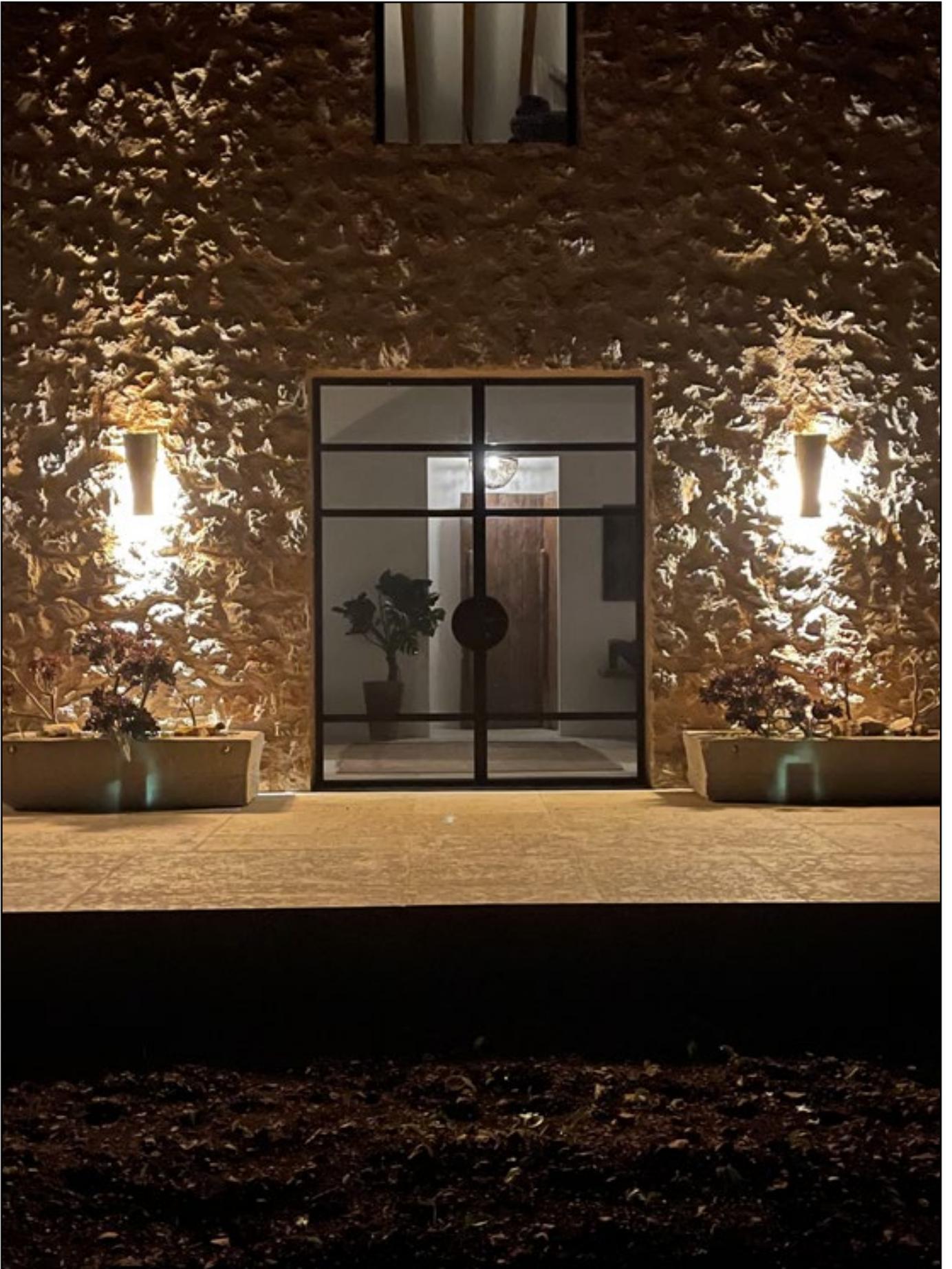
Which materials have the most market today and which are your favourites?

All the materials I sell are my favorites but in different houses. I can't sell things I don't love. This has also been a rule from the beginning of the company. I don't like trends in materials, because you should create a house that you love so much, that you don't want to change it for any trend. This is trendy and good for our nature and future generations.

Of course, Zellige is trendy, as we opened a webshop just for them, but recently someone asked me if I didn't get tired of Zellige, and I don't get tired of it. They can create so many different designs and can be used in both antique and modern interiors.

When you tackle a project what do you start from?

I always try to get into the mind of the client. It is not me who has to live in the house. It is not my soul that has to be visible in the house, but that of the owners, and my job is to help them find it. I always start with the "difficult" materials. Floors, windows, faucets, switches, etc. to get the feel of the house. These are also the elements that cannot be changed easily and must remain. Then continue with the "easy" parts. The more special the project, the longer it will take to find the right items. I have contacts all over the world to find them, but it takes time and the client needs to be aware of that. The more exclusive - the more time.



What are the must-haves in a renovation or design?

In a renovation I always want to save the old things if possible. To keep the soul of the house and at the same time make it look and function more modern. Old houses are easier than new ones.

For a new building the difficult thing is to give it character without being boring and rigid. In this case it is even more important to use natural materials that help the house become a home.

For me, every project has to be special. I really care about the characteristics of the owner, the surroundings and the age of the house. It can be old, modern or somewhere in between, but the implementation of the project must give the house something special palpable when you enter it. This is my goal.

You sell to international customers. How important is the use of social media in running your business?

What contribution have they made to your management?

For the past seven years, social media has been my only way to reach people. I have been very successful in this regard and have built my international market. It is a lot of hard work but also a huge opportunity for me, a small Swedish designer, to reach international attention and eventually become a household name in the industry. Thank you social media!

Design and interior design is a world in which women are very much present, but in materials you are a pioneer!

Today, based on your experience as a woman, entrepreneur and mother, is there anything you would like to say to women and mothers who are in entrepreneurship or thinking of starting a business?

Just do it. And don't do it in traditional women's areas. They are too full of competition. Start in an area with few women. Be strong (and unfortunately we have to be a little stronger than men). Never be flirty, but look like a woman. Use your instincts as a woman and the talents we are the only ones to have and work hard. Do not be afraid to make mistakes, that is the part that takes you forward. And you will succeed.

As social media helps people to connect more and know each other internationally , there's somebody you knew through socials who inspired you as interior designer, architect or artist?

Social media inspires me a lot and connects people from all over the world with the same tastes and interests. For me it has a huge impact on the way I work and think. Sure, it gives me a lot more work to keep track of the whole 'world', but I see the benefits as much more important than that.

The people who inspire me the most are mostly not in my field, but artists of various kinds. Art, sculptures, jewellery, etc. and of course Arabian horses!

Talking about craftsmanship which are the countries/places where you find your favorite items as complement for the houses you work on? Where is your inspiration the most?

Today I find material all over the world, there is no specific country that is better than another. One country is better on marble, one for processed limestone, many on different types of handmade tiles.

I think I work with about 15 countries for tiles at the moment. For articles I also have collectors in Asia, in different countries, South America, Africa and many others.

Pamela, it is a very interesting world of yours and I thank you for giving us a taste of it and for inspiring us with your words.

We will treasure this.

