



### How Mistakes Help Guide Your Mojo

by Katie Geddes Ulanov

Ever feel like you just can't get where you want to go in life or business? Like no matter how hard you try, you fumble, get lost, sidetracked or roadblocks get put in your way? Congratulations, smarty pants.

**"I may not have gone where I intended to go but I think I have ended up where I needed to be." — Douglas Adams**

My gut smiles at this quote and my rug design business is proof of its truth. Mojo is your magic power. You've got your own special blend. You may need to make a few more mistakes before it's churning full speed in your own life's cauldron. Here's one loopy story of how mistakes led me where I needed to go.



[embodyhome](#) rug design: good doggie

### Do You Wonder as You Wander?

2004 was when I first became enamored with rugs. My father had given me a gift of a small traditionally designed runner. It was my first taste of the comfort of lovely rugs and how they help make your house feel like home. As a designer, I started to think, hmmm, how would I design rugs if I could make them? Designers like to do this. We want to design everything you see, taste, touch and experience.

Exploring the world of rugs, I found that I love modern, colorful, abstract rugs paired with gorgeous wood, antiques and rustic furniture — the combination of textures feels rich to me. Having moved four times in four years, which is a New York City syndrome thanks to high prices, small spaces and struggling starts, I had advanced my interior design more each time I moved. I finally had a place filled with artistic rugs.

### Do You Run with Crazy Ideas?

People started to say, "Hey, those look like your (graphic art) designs. You should design rugs." And I thought, thank you very much but I don't know how to sew, let alone how to fit a loom in my house that takes like 20 years to learn how to use. But the encouragements stuck with me and I started to think, what would it take to design rugs?



[embodyhome](#) rug design: think



[embodyhome](#) rug design: lampshade blue

### Do You Fume with Fury?

I ordered what I thought was going to be one last rug, a beautiful striped design by Hilton McConnico, set designer for the cult film, "Diva," and a venerable textile designer. I looked online to snag a better price. Found it. Ordered it from Florida and time passed. And passed. And passed. The store stopped returning phone calls. What was going on?

Then the very gracious distributor called me. As we spoke, I got brave and asked him if he happened to need any rug designers, even though I didn't know what that really meant. He said, "Well, we don't hire designers but we work with them. Come to our office and I'll show you." So I did. And that, as they say, was the beginning of a beautiful relationship. This group guided me. I started with designs, which they critiqued for whether or not they'd make good rugs. I had developed good sensibilities by this time so the process went smoothly, although it took me more years of disjointed focus to develop a full collection.

### The Rewards of One Mistake Cluster

Because the rug I spent my last foolhardy nickels on did not arrive on time, an entire new venture and way to express my life's artistic purpose unfolded. (That rug did eventually show up but in the wrong color.)

[embodyhome](#), now offers a collection of modern art rug designs, custom pet portrait rugs and custom logo rugs. We are gearing up to work with one of the country's largest luxury brand textile and home retailers as I write this. All of this might never have transpired if the nice rug I ordered had arrived on time and in the right color.

### It's Your Turn

My hope is that my tiny tale may provide encouragement for you along your own journey of mishaps, misadventures, misdirection and misunderstanding as you make your way through this beautiful tangle we call life and find your true gorgeous self.

### Happy Mistake Tips

Here are pointers to help you value your own mistakes:

1. Be curious.
2. Follow your hunches and interests no matter how odd they may seem.
3. Don't worry about inevitable mistakes; they are actually hidden gifts taking you where you need to go.
4. Enjoy the crazy process as well as the great result and once you start to, magic carpets unroll.

Please [share](#) your stories of mistakes that took you where you needed to go.

"There are flowers in my garden  
Pretty ones all in a row  
But my favorites are the weeds  
They don't know where to go  
But they know enough to grow" — Livingston Taylor



photos: susan farley

Katie Geddes Ulanov is a designer romanced by color. Katie's rug design business, [embodyhome.org](http://embodyhome.org), creates unique rugs: custom pet art rugs of your own pets, your company's branded logo rugs and gorgeous modern art rugs. Get Comfortable. You're Home.

If you are inspired by thoughts shared here, perhaps you are a good fit for Katie's communication company, [embodyart.org](http://embodyart.org), a vision / brand / community building design firm. Katie loves to help creative people see that business and art are natural partners and that you can make LOTS OF MONEY creating art.



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