

FORT COLLINS COLORADOAN

Written by: Tom Johnson
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Visitors to Wadoo Furniture Co. will encounter a selection of furniture unlike any other in Fort Collins. That's exactly the way owner Amy Satterfield planned it.

Wadoo Furniture Co. 314 E Mountain Ave., opened June 1. The store, Satterfield said, sells art furniture crated and painted by a select few of the nation's cutting edge furniture artists.

"I'm looking for everything to be hand-crafted, hand-painted one-of-a-kind pieces," she said. "I'm looking for a lot of color."

Satterfield's 500-square-foot retail space is packed with eclectic and unusual home furnishings. Satterfield negotiated contracts with many of the artists to maintain exclusive territory for their works. She believes Wadoo offers the best concentration of art furniture to be found in Colorado.

Satterfield, a Colorado State University journalism teacher, planned and saved for her new store for nearly two years. The opening of Wadoo represents a major change in her life. This fall she will resign her 13-year post at the university and devote full-time effort to the store.

"I was looking for something new to do," Satterfield said. "I wanted something where I would work for myself."

Satterfield and her husband, Paul, had hunted for unusual furniture for years, but often found it difficult to satisfy their tastes locally. After numerous trips to Taos and Santa Fe, N.M., Satterfield decided to bring the furniture she loved to the Fort Collins market.

"The city needed a furniture store that sells something different from the cookie-cutter pieces we're all used to seeing in this market," Satterfield said. "I wanted to bring to Fort Collins furniture that makes people feel good, furniture that livens up homes and splashes color and art where it may not have been."

Satterfield chose her store's name to reflect her taste in furniture. 'Wadoo' is a word used in a refrain in George Gershwin's song, "It Ain't Necessarily So," from "Porgy and Bess."

"It's a joyous, happy, vibrant word that matches our furniture," Satterfield said.

Wadoo also features more traditional furniture made of African hardwoods, such as makore, bubinga and ebony, that Satterfield said would be considered heirloom furniture.

"All of our artists will do custom work, too," Satterfield said. "Some of the pieces I have are representational work, but the artists will make anything. Special orders are easy to do."

Prices for the furniture at Wadoo range from \$300 to \$4,500. Besides furniture, Wadoo also carries handcrafted jewelry, watches, housewares and other whimsical items of functional art.

Satterfield said business is off to a good start.

"I've had many visitors, and had a really good week," she said.