

Life in the Country

Room to Grow

For a Pennsylvania couple, a fieldstone farm provides the ideal setting to expand their vintage rental business—and give their dogs freedom to frolic.

meet the family!

Maggie Farrell and Jason Hoak load firewood with Walter and Fred, two of their four golden retrievers.



At Maggpie Market, patrons can peruse vintage wool jackets, Pennsylvania-made candles, and flea-market finds that are updated weekly. Shop online at maggpiemarket.com.



Among the most essential thrifting skills is the ability to spot potential, and when Maggie Farrell and Jason Hoak laid eyes on a historic former goat farm in Boyertown, Pennsylvania, they knew it was the perfect place to grow their business. The college sweethearts had launched Maggpie (@maggpie_co), a vintage furniture rental outfit catering to weddings, events, and commercial productions, in West Pittston before moving to Philadelphia in 2013, and they needed more space for their ever-evolving inventory of tables, chairs, and other decor. “The farm is 18 acres, and the fieldstone buildings felt like a painting to us, especially when fall arrives,” says Jason.

In 2017, they relocated from the city to the rural Berks County property and haven’t looked back. The extra space allowed them to expand Maggpie’s offerings to include custom furniture handmade by Jason, and, in 2020, they opened Maggpie Market, a retail space housed in the former milk processing building. Here, visitors can shop a mix of Jason’s pieces, gifts by Pennsylvania makers, and a curated offering of vintage finds, such as Turkish rugs and woven baskets, and then picnic beneath the surrounding oaks and maples. “Now, our commute is down a tree-covered road that opens up to rolling fields, and we take our dogs to work with us every day,” says Maggie. “We’re relaxed, which frees us up to dream about what might come next.”



ABOVE: Most of the living room furniture in the couple’s circa-1840 farmhouse is thrifted. Jason scored the Danish Nanna Ditzel chairs on Craigslist for just \$25 each. **RIGHT:** Jason uses eastern white pine to craft his tables. The antique Flying A memorabilia adorning his work space is a nod to his grandfather, who owned a Flying A gas station.



Nine buildings from the early and mid-1800s stand on the couple’s property, including this fieldstone barn where Maggpie rentals are stored. “I’m told the barn that now houses my workshop once hosted square dances,” says Jason.

FIELD NOTES

How “Barn Red” Came to Be

Years ago, farmers sealed their barnwood with a protective mixture of oil and ferric oxide, or rust. The combo helped to prevent decay and resulted in a burnt orange hue that paved the way for the iconic coloring we know today.

