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# IN BLOOM

## By SEEDS GALLERY X BROWNS

This London Craft Week, immerse yourself in a world where craftsmanship flourishes amongst the promise of spring.

In Bloom, a collaboration between SEEDS Gallery and Browns Fashion, unearths the roots of two innovative artists' explorations of spring themes in full bloom. Craftsmanship intertwines with the vibrancy of the in-between season in celebration of the beauty of artisanal craft, and the boundless possibilities of artistic expression through the fusion of fashion, art, and design.

We're celebrating the works of revolutionary artists who are redefining traditional craft practices, sparking important conversations in sustainability. From James Shaw's "Plastic Baroque" project which challenges the notion of waste, to intricate sculptures by Elodie Blanchard, the master of harmonious textile artistry breathing new life into discarded fabrics.

Journey throughout the curated spaces spanning three floors of the Mayfair flagship store, to discover the captivating artworks echoing the reinvigorating narratives of the new season's sartorial updates. Each artwork represents a connotation to the power of hope and joy, telling a story of resilience and transformation, echoing the cycle of growth and renewal.



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## James Shaw

James Shaw is a designer and a maker exploring the material landscape in a hands-on way. His work aims to interrogate the material, systemic and formal approaches to the creation of objects. Frequently his work considers the resources around us challenging the notion of 'waste' to create new beautiful materials.

James has exhibited internationally and past awards include being nominated for the Design Museum Designs of the Year Award and winning the Arc Chair Design Award. His work is in the permanent collections of MoMA, The V&A, The Montreal Museum of Art, The Design Museum Ghent and The Museum of London among others.





### Elodie Blanchard

**Elodie Blanchard (France, 1976) is an artist and designer living in New York. Blanchard studied sculpture at l’Ecole Supérieure des Beaux Arts de Paris, fashion at l’Ecole des Arts Appliqués Duperré, where she explored the material intelligence of textiles; and performance at CalArts, where she collaborated with musicians and dancers. She established her design studio in 2005, and over the course of her career, worked with numerous architects, designers and brands, developing textile collections and working on large scale works for public spaces, institutions, residences, offices, and hotels, in New York, Chicago, Los Angeles, Boston, Houston etc. She was awarded the “interiors + sources” designer of the year in the US and the recipient of the “Artist in Residence” at the Museum of Arts and Design in New York.**

**Through material exploration, repurposing, and a near-meditative process of repetition, Elodie transforms the discarded and the commonplace into fantastical objects and playful environments that permit us to explore our ambiguous relationship to nature, others, and ourselves. Her universe is joyful and humorous.**





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## GRID STOOL

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



## PLASTIC BAROQUE DINING CHAIR

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Recycled HDPE plastic

75 x 57 x 43 cm

Customizable

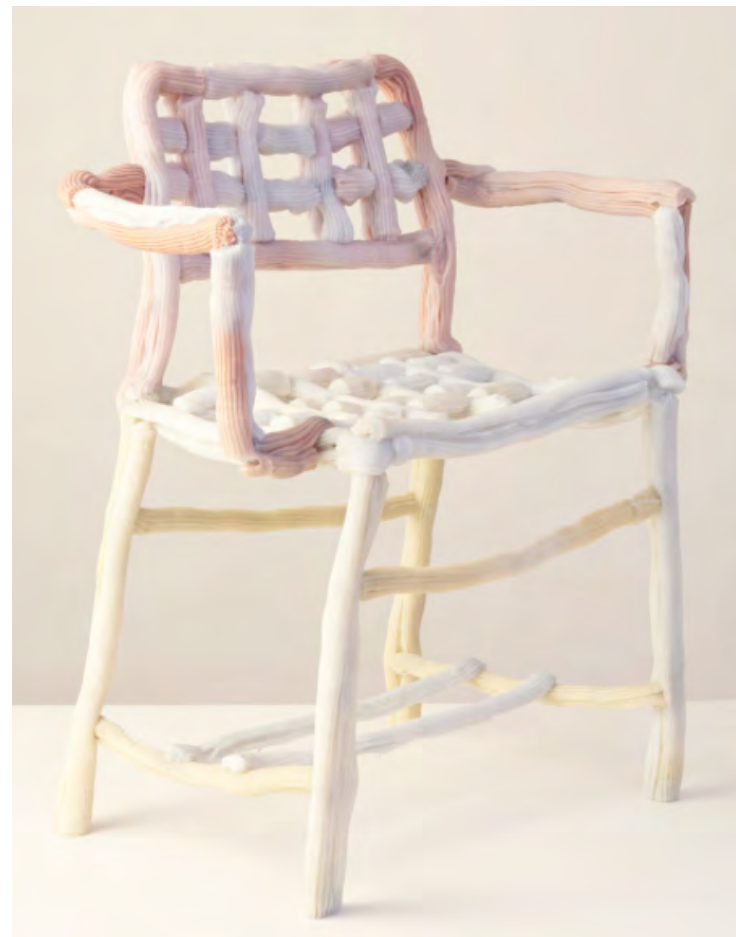
£ 1,600.00 + VAT



## PLASTIC BAROQUE DINING CHAIR

James Shaw

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Recycled HDPE plastic

75 x 57 x 43 cm

Customizable

£ 1,600.00 + VAT

## STALAGMITE LIGHTS

James Shaw

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Recycled HDPE plastic + light component

ca. 50 – 70 cm

Customizable

£ 1,000.00 + VAT

## IGNENOUS BEHAVIOUR LAMP

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Recycled HDPE plastic, Granite,  
Walnut + light component

ca. 40 cm

Each unique

£ 2,000.00 + VAT



**BLOB SUISEKI****James Shaw**

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.

**Recycled HDPE plastic, Walnut****ca. 20 cm****Each unique****£ 1,600.00 + VAT**

**BOX ON BLOB****James Shaw**

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.

**Recycled HDPE plastic, Walnut****ca. 20 cm****Each unique****£ 1,600.00 + VAT**

## PLASTIC BAROQUE MIRROR

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Recycled HDPE plastic

L 70 x W 50 cm

Customizable

£ 950.00 + VAT



## PLASTIC BAROQUE CLOTHES RAIL

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Recycled HDPE plastic, polished  
aluminium

L 70 x W 45 x H 70 cm

Exclusive to SEEDS  
Each Unique

£ 2,000.00 + VAT

**PLASTIC BAROQUE DRINKS TROLLEY, 2020****James Shaw**

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.

**Recycled HDPE plastic, glass, brass****70 x 50 x 70 cm****Exclusive to SEEDS  
Each unique****£ 2,000.00 + VAT**

## PLASTIC BAROQUE WINE COOLER

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Recycled HDPE plastic

28 x 28 x 20 cm

Exclusive to SEEDS  
Each unique

£ 600.00 + VAT



## ALUMINIUM BLOB TABLE

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Polished aluminium, Recycled HDPE plastic

40 x 40 x 40 cm

Exclusive to SEEDS  
Each unique

£ 1,600.00 + VAT

## WOOD METAL PLASTIC MIRROR

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Recycled "kodak yellow" polypropylene,  
walnut timber, polished aluminium, mirror

80 x 80 cm

Exclusive to SEEDS  
Each unique

£ 2,400.00 + VAT

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**PLASTIC BAROQUE TABLE / STOOL****James Shaw**

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Recycled HDPE plastic, aluminium tube 45 x 45 x 30 cm

Exclusive to SEEDS  
Each unique

£ 1,000.00 + VAT



## PLASTIC LARGE BENCH

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



## BALANCING WITH WOOD, METAL AND PLASTIC

James Shaw

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Walnut, polished aluminium and recycled HDPE plastic and lighting components

100 x 40 x 175 cm

Exclusive to SEEDS  
Each unique

£ 4,200.00 + VAT

## PLASTIC BAROQUE CANDLE HOLDER

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



HDPE plastic with brass candle cup

approx 14 x 14 x 18 cm

Customizable

£ 75.00 + VAT

## PLASTIC BAROQUE CANDELABRA

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Recycled HDPE plastic, brass

30 x 20 cm

Customizable

£ 400.00 + VAT



## PLASTIC BAROQUE CANDELABRA

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Recycled HDPE plastic, brass

30 x 20 cm

Customizable

£ 400.00 + VAT

**PLASTIC BAROQUE PLANTER / STOOL / PLINTH****James Shaw**

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.

**Recycled HDPE plastic****ø 40 x H 45 cm****Exclusive to SEEDS  
Each unique****£ 2,000.00 + VAT**

## PLASTIC BAROQUE PLANTER

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Recycled HDPE plastic

ø 30 x H 35 cm

Each unique

£ 2,000.00 + VAT

## BEECH STOOLS WITH BLOB FEET

James Shaw

James Shaw has been working with recycled plastic since 2013 using a series of self created 'plastic extruding guns'. These tools unpack a different way of working with this very common and problematic material, bringing it out of the industrial park and into the studio. These works attempt to bring out the beauty and excitement in this material and transform it into something of lasting interest and value.



Beech timber, Recycled HDPE plastic 35 x H 87 cm

Each unique

£ 2,000.00 + VAT



**POUF 01****Elodie Blanchard**

Blanchard covers these ottomans in brightly sewn-coloured pieces of repurposed fabrics. The poufs are adorned with leather fringes, balls of knitted wool and decorative stitching. The scraps often originate from deadstock fabric, textile remnants, her clothes, or those of her friends and family. Each unique with individual characteristics.

**Recycled fabric, foam, wood****H47 x W45 x D45 cm****Each unique****£ 2,400.00 + VAT**

**POUF 03****Elodie Blanchard**

Blanchard covers these ottomans in brightly sewn-coloured pieces of repurposed fabrics. The poufs are adorned with leather fringes, balls of knitted wool and decorative stitching. The scraps often originate from deadstock fabric, textile remnants, her clothes, or those of her friends and family. Each unique with individual characteristics.



**POUF 04****Elodie Blanchard**

Blanchard covers these ottomans in brightly sewn-coloured pieces of repurposed fabrics. The poufs are adorned with leather fringes, balls of knitted wool and decorative stitching. The scraps often originate from deadstock fabric, textile remnants, her clothes, or those of her friends and family. Each unique with individual characteristics.

**Recycled fabric, foam, wood****H51 x W51 x D51 cm****Each unique****£ 2,400.00 + VAT**

Carlo

Elodie Blanchard

“Carlo” is in a series of Growing Out Of Scraps Forest.

These banded multicoloured sculptures are created through repurposing fabrics scraps that are molded into unique figures to create a forest of “nonsense.” Each one is named for a friend, family member, lover, pet, or someone of significance to the artist, suffusing every work with an individual importance.



Recycled fabric, poly fill, concrete,  
metal pipe, fibreglass rod

250 x 20 x 18 cm

Each unique

£ 3,000.00 + VAT

## Rox

Elodie Blanchard

“Rox” is in a series of Growing Out Of Scraps Forest.

These banded multicoloured sculptures are created through repurposing fabrics scraps that are molded into unique figures to create a forest of “nonsense.” Each one is named for a friend, family member, lover, pet, or someone of significance to the artist, suffusing every work with an individual importance.



Recycled fabric, poly fill, concrete,  
metal pipe, fibreglass rod

213 x 12 x 23 cm

Each unique

£ 3,000.00 + VAT



**Xander**

**Elodie Blanchard**

**“Xander” is in a series of Growing Out Of Scraps Forest.**

**These banded multicoloured sculptures are created through repurposing fabrics scraps that are molded into unique figures to create a forest of “nonsense.” Each one is named for a friend, family member, lover, pet, or someone of significance to the artist, suffusing every work with an individual importance.**



**Recycled fabric, poly fill, concrete,  
metal pipe, fibreglass rod**

**244 x 30 x 20 cm**

**Each unique**

**£ 3,000.00 + VAT**

**Pamela**

**Elodie Blanchard**

**“Pamela” is in a series of Growing Out Of Scraps Forest.**

**These banded multicoloured sculptures are created through repurposing fabrics scraps that are molded into unique figures to create a forest of “nonsense.” Each one is named for a friend, family member, lover, pet, or someone of significance to the artist, suffusing every work with an individual importance.**



**Recycled fabric, poly fill, concrete,  
metal pipe, fibreglass rod**

**140 x 20 x 18 cm**

**Each unique**

**£ 1,500.00 + VAT**

**Brad**

**Elodie Blanchard**

“Brad” is in a series of Growing Out Of Scraps Forest.

These banded multicoloured sculptures are created through repurposing fabrics scraps that are molded into unique figures to create a forest of “nonsense.” Each one is named for a friend, family member, lover, pet, or someone of significance to the artist, suffusing every work with an individual importance.



Recycled fabric, poly fill, concrete,  
metal pipe, fibreglass rod

149 x 28 x 23 cm

Each unique

£ 1,500.00 + VAT

**Caroline**

**Elodie Blanchard**

**“Caroline” is in a series of Growing Out Of Scraps Forest.**

**These banded multicoloured sculptures are created through repurposing fabrics scraps that are molded into unique figures to create a forest of “nonsense.” Each one is named for a friend, family member, lover, pet, or someone of significance to the artist, suffusing every work with an individual importance.**



**Recycled fabric, poly fill, concrete,  
metal pipe, fibreglass rod**

**140 x 23 x 23 cm**

**Each unique**

**£ 1,500.00 + VAT**

Dave

Elodie Blanchard

“Dave” is in a series of Growing Out Of Scraps Forest.

These banded multicoloured sculptures are created through repurposing fabrics scraps that are molded into unique figures to create a forest of “nonsense.” Each one is named for a friend, family member, lover, pet, or someone of significance to the artist, suffusing every work with an individual importance.



Recycled fabric, poly fill, concrete,  
metal pipe, fibreglass rod

140 x 20 x 18 cm

Each unique

£ 1,500.00 + VAT



Jean Ga

Elodie Blanchard

“Jean Ga” is in a series of Growing Out Of Scraps Forest.

These banded multicoloured sculptures are created through repurposing fabrics scraps that are molded into unique figures to create a forest of “nonsense.” Each one is named for a friend, family member, lover, pet, or someone of significance to the artist, suffusing every work with an individual importance.



Recycled fabric, poly fill, concrete,  
metal pipe, fibreglass rod

147 x 33 x 48 cm

Each unique

£ 1,500.00 + VAT

Pierre

Elodie Blanchard

“Pierre” is in a series of Growing Out Of Scraps Forest.

These banded multicoloured sculptures are created through repurposing fabrics scraps that are molded into unique figures to create a forest of “nonsense.” Each one is named for a friend, family member, lover, pet, or someone of significance to the artist, suffusing every work with an individual importance.



Recycled fabric, poly fill, concrete,  
metal pipe, fibreglass rod

140 x 28 x 23 cm

Each unique

£ 1,500.00 + VAT

**Louise**

**Elodie Blanchard**

**“Louise” is in a series of Growing Out Of Scraps Forest.**

**These banded multicoloured sculptures are created through repurposing fabrics scraps that are molded into unique figures to create a forest of “nonsense.” Each one is named for a friend, family member, lover, pet, or someone of significance to the artist, suffusing every work with an individual importance.**



**Recycled fabric, poly fill, concrete,  
metal pipe, fibreglass rod**

**140 x 33 x 48 cm**

**Each unique**

**£ 1,500.00 + VAT**

## Bouquet 5

Elodie Blanchard

Elodie Blanchard creates intricate colourful rich bouquets made of small repurposed scraps of textiles, plastic bags, mylar balloons and snack packaging that she layers and stitches together. These collages are all unique, at times realistic, at times abstract, from small sizes to large patterns.

Blanchard is playing with the contrast between the ephemerality of floral arrangements often commemorating important events and the long lifecycle of the waste materials she uses. The inspiration for these collages is drawn from the pictures she takes on her daily walks in the Green-wood Cemetery of decaying bouquets and wedding bouquets found on the internet, saddest and happiest moments in a human's life.



## Bouquet 15

Elodie Blanchard

Elodie Blanchard creates intricate colourful rich bouquets made of small repurposed scraps of textiles, plastic bags, mylar balloons and snack packaging that she layers and stitches together. These collages are all unique, at times realistic, at times abstract, from small sizes to large patterns.

Blanchard is playing with the contrast between the ephemerality of floral arrangements often commemorating important events and the long lifecycle of the waste materials she uses. The inspiration for these collages is drawn from the pictures she takes on her daily walks in the Green-wood Cemetery of decaying bouquets and wedding bouquets found on the internet, saddest and happiest moments in a human's life.





## Bouquet 20

Elodie Blanchard

Elodie Blanchard creates intricate colourful rich bouquets made of small repurposed scraps of textiles, plastic bags, mylar balloons and snack packaging that she layers and stitches together. These collages are all unique, at times realistic, at times abstract, from small sizes to large patterns.

Blanchard is playing with the contrast between the ephemerality of floral arrangements often commemorating important events and the long lifecycle of the waste materials she uses. The inspiration for these collages is drawn from the pictures she takes on her daily walks in the Greenwood Cemetery of decaying bouquets and wedding bouquets found on the internet, saddest and happiest moments in a human's life.



## Bouquet 23

Elodie Blanchard

Elodie Blanchard creates intricate colourful rich bouquets made of small repurposed scraps of textiles, plastic bags, mylar balloons and snack packaging that she layers and stitches together. These collages are all unique, at times realistic, at times abstract, from small sizes to large patterns.

Blanchard is playing with the contrast between the ephemerality of floral arrangements often commemorating important events and the long lifecycle of the waste materials she uses. The inspiration for these collages is drawn from the pictures she takes on her daily walks in the Green-wood Cemetery of decaying bouquets and wedding bouquets found on the internet, saddest and happiest moments in a human's life.

