



# Chelsea Flower Show

# Hope After Humanity

A HOUSEPLANT STUDIO  
BY THE PLANT PARLOUR & GROWTROPICALS

## PRESS RELEASE

It's 2099 and the world as we know it is over. Climate change has devastated our world, humanity has gone, and plants rule the planet.

This year, The Plant Parlour and GrowTropicals are teaming up to deliver a powerful houseplant studio display that emphasises the damage done by rising temperatures. 'Hope After Humanity' will transport visitors to RHS Chelsea Flower Show to the year 2099, where they'll experience an apocalyptic boutique that's been overrun by houseplants.

### **How will the 'Hope After Humanity' Houseplant Studio challenge audiences?**

Transported to the year 2099, visitors to RHS Chelsea will be faced with a stark realisation as they witness 'Hope After Humanity' for the first time. Standing before an abandoned high-end boutique, they'll feel a sense of foreboding as a radio crackles and buzzes, failing to make a connection.

The Malvern Garden Buildings studio flat has been reclaimed by nature and is teeming with dark foliage. The plants that rule this world aren't just the classic English plants you'd expect to see though – they are houseplants. With temperatures estimated to rise by more than 4 degrees centigrade by the end of the century, in 'Hope After Humanity', tropical plants grow unobstructed in their London home.

### **A Houseplant Studio like no other.**

In 'Hope After Humanity', innovative thinking is guided by sustainability to showcase naturalistic planting and imaginative display. The design promotes sustainable living by incorporating salvaged marketplace furniture and recycled rubble from other Chelsea show gardens, in a bid to reduce landfill waste and reduce carbon footprint.



Transformed into a new world, The Plant Parlour x GrowTropicals houseplant studio uses deep colours and soft textures to achieve a uniquely immersive display. Understory plants emerge from the shadows, vining plants grow unchecked, and a broken pipe provides water to a living wall of plants. At the centre, a lone mannequin stands tall, wearing nothing but foliage. Is she Mother Nature or the ghost of humanity?

Something to be experienced and not just viewed, 'Hope After Humanity' is like nothing RHS Chelsea Flower Show has seen before. In a bid to curb the curve of climate change, The Plant Parlour and GrowTropicals hope to encourage houseplant collectors to make conscious choices about the environment, to ensure a cooler planet in 2099.

### **About the Team**

Gemma Haigh, known on social media as The Plant Parlour, is a former curator turned tropical rare plant collector. With interests in art, storytelling, and critical thinking, Gemma seeks to make people question the world they live in and make plants accessible to everyone. Following in the footsteps of a family of gardeners, she specialises in growing anthuriums and championing sustainability in her plant care practices. As a houseplant designer, Gemma aims to imaginatively integrate plants into indoor living spaces and promote low-maintenance plant care regimes.

Renowned for their gold-medal-winning display at the RHS Chelsea Flower Show in 2023, GrowTropicals stands out for their commitment to sustainable practices and access to the finest global tropical plant suppliers. With an expert team, GrowTropicals specialises in crafting magnificent terrarium installations. At their Leeds headquarters, GrowTropicals house an unparalleled collection of over 10,000 aroids and tropicals. Known in the houseplant community for their enormous range of rare plants, GrowTropicals are one of few UK companies committed to growing plants in their nursery.

### **Visit the The Plant Parlour x GrowTropicals houseplant studio at RHS Chelsea Flower Show 2024**

Don't miss your opportunity to see the houseplant studio of the year. Book your tickets to the Chelsea Flower Show 2024 and visit the The Plant Parlour x GrowTropicals display to challenge how we perceive our houseplants.

RHS Chelsea Flower Show 2024 is running from Tuesday 21st May – Saturday 25th May. [Book your tickets online now](#). To keep up to date with the project's progress, make sure you follow [@growtropicals](#) and [@theplantparlourgram](#) on Instagram.

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The Plant Parlour

[www.theplantparlour.co.uk](http://www.theplantparlour.co.uk)  
[@theplantparlourgram](#)



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GrowTropicals

[www.growtropicals.com](http://www.growtropicals.com)  
[@growtropicals](#)

# Designer background

GEMMA HAIGH

There has always been a horticultural undercurrent to my story. I grew up surrounded by plants. My mum loves perennials and keeps houseplants, and my uncle worked in nurseries, having qualifications in floristry and horticulture.

Frequent trips to Wisley and Kew Gardens growing up set me up for a future obsession with growing things.

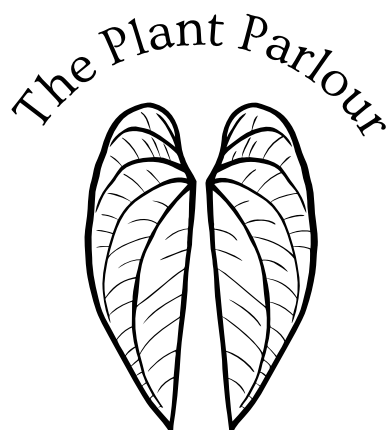
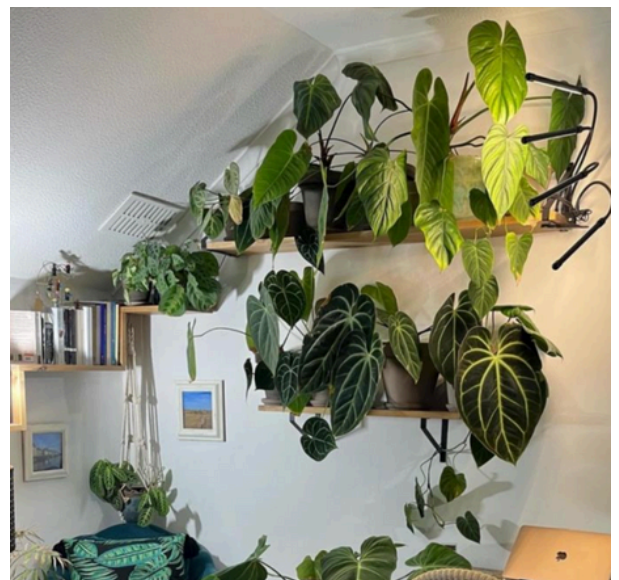
On a visit to the 2015 Hampton Court Flower Show, I bought my first houseplant – a bonsai tree. After filling my outdoor garden with plants in the pandemic, I could only find free space for more inside. This is when I started specialising in houseplants; starting with easily collectable varieties from garden centres and graduating into more unusual plants. I'm now the proud owner of an impressive collection of anthuriums.

When it comes to houseplants, I care most about sustainability, responsible collecting, and education. I want to play a part in inspiring a new generation to secure a greener future for our planet, with biodiversity as a driving force.

From 2015 until 2021, I worked in museums and galleries as a curator. With an undergraduate degree in history, in 2017 I completed a master's in history of art at UCL. With expertise in research and a passion for exhibiting collections, I fused an academic background with creative flair, to design and interpret complex concepts. I also wrote exhibitions and had my work published.

In 2021, I founded 'The Plant Parlour' on Instagram and started to build a community of followers who loved houseplants as much as I did.

The Plant Parlour brand has now expanded to include a website, offering consultation services and styling, and a blog, featuring advice and affiliate links. Since founding the brand, I have worked on a project with Fairview New Homes to fill an apartment with houseplants and worked on social media campaigns with both Hozelock and Grow Gang. Since 2022 I have worked as a self-employed copywriter.



# GrowTropicals

## HOUSEPLANT SPECIALISTS

GrowTropicals is an innovative, houseplant-focused brand. Established in early 2020 by plant collectors including Jacob James and Otto Mercer, the brand has rapidly grown into a well-respected name within the horticultural industry. Our products are now stocked in over 200 garden centres and plant shops across the UK, which is a testament to the quality and consistency of what we do across all fronts.

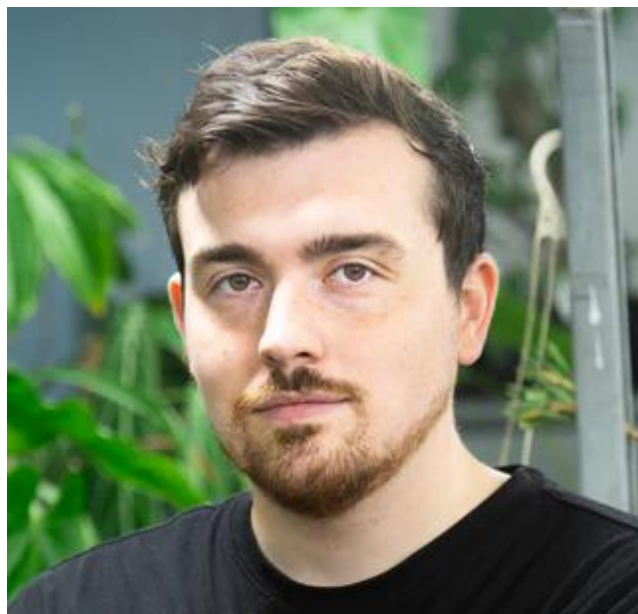
In 2023, we partnered with Studio Atypical at the RHS Chelsea Flower Show to present *'The Language of Plants'*, where we were awarded the RHS Gold medal. Alongside this, our Orchid Conservation stand in the pavilion made world news when the Florida Ghost Orchid bloomed for the first time in the UK, at Kew Gardens, following our joint exhibit.

Most recently in 2024, we took centre stage at the RHS Urban Show with our Happy Houseplant exhibit. The display aimed to end the dreaded cycle of buying beautiful indoor plants, only for them to droop and die at home. Emphasising the importance of right plant, right place, this exhibit showcased an impressive array of 38 plants, ranging from the familiar to the rare and exotic.

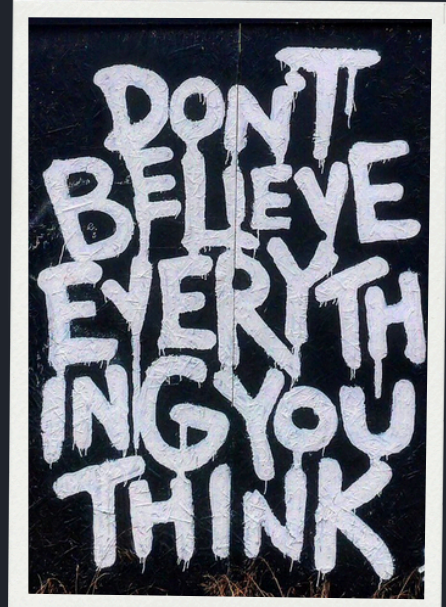
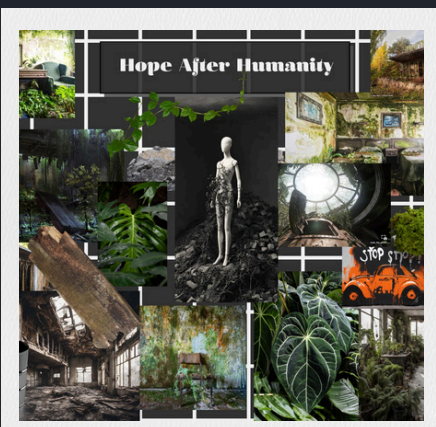
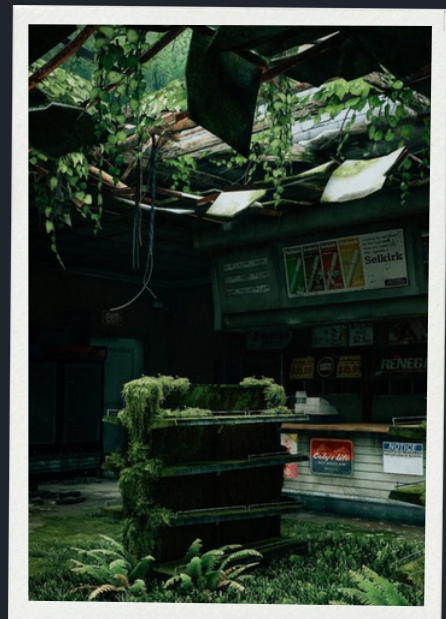
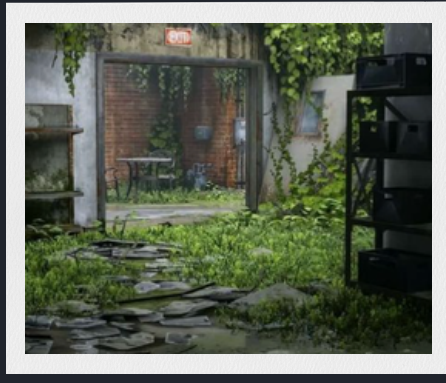
This year, we're delighted to announce that our rare and unusual houseplants will be available to purchase at Chelsea, just outside of our Houseplant Studio.



# GROWTROPICALS



Inspiration & Visions



# Useful links

- [www.rhs.org.uk/shows-events/rhs-chelsea-flower-show](http://www.rhs.org.uk/shows-events/rhs-chelsea-flower-show)
- <https://www.instagram.com/theplantparlourgram>
- <https://www.instagram.com/growtropicals>
- [linktr.ee/hopeafterhumanity](http://linktr.ee/hopeafterhumanity)

# Contact GrowTropicals

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GROWTROPICALS

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The Plant Parlour

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GrowTropicals

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