

PRESS RELEASE

Meet Rootfull, founded by bio-designer Zena Holloway: creating the fabric of the future from wheatgrass roots.

- A world-renowned underwater photographer whose love of the oceans led her to look for sustainable solutions in material design.
- Taught herself the principles of bio-design in order to 'grow' textiles from grass roots.
- Creates functional objects, jewellery and clothing from this natural, sustainable material.
- On a mission to promote natural fibres, such as root, over synthetic alternatives.

How, exactly? Rootfull plants the seeds on beeswax templates. As the roots grow, they bind together into a naturally woven 'fabric' whose properties, texture and appearance vary depending on the template used. Twelve days after planting, this root fabric is ready to be harvested. The innovation is patent-pending and combines material science with her own creativity. Zena is able to apply this unique textile to a myriad objects, from coral-like sculptures that spread her message about ocean conservation to beautiful lampshades, coloured with natural dyes and artistic jewellery as well as clothing; all suggest the potential of this bio-material to replace polluting plastic-derived synthetic textiles. What's more, her work has no-waste since the grass shoots and any excess seeds are repurposed as animal fodder.

Visit the exhibit at the Discovery Zone / Great Pavilion site number GPA005

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