

PRESS RELEASE

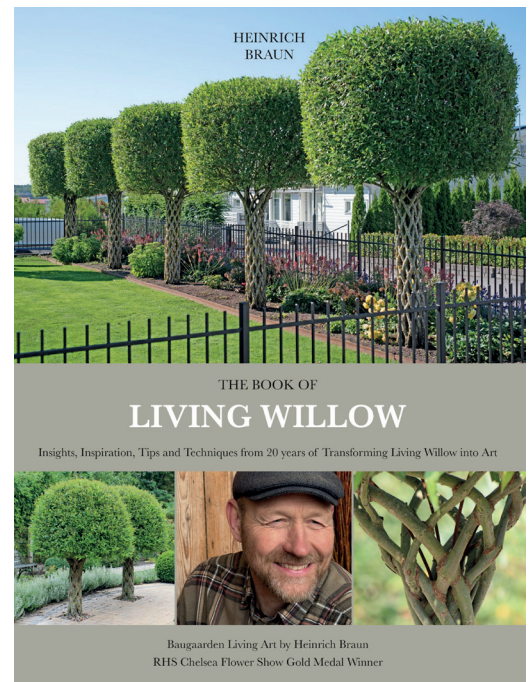
Invitation to book launch

The Book of LIVING WILLOW

by Heinrich Braun

Monday 19th May 2025

at stand GPD055 in the Great Pavilion,
RHS Chelsea Flower Show, London.



For more than two decades, Danish artist and designer **Heinrich Braun** has been working with living willow – not just as a plant, but as a powerful, living medium for artistic expression. As founder of **Baugaarden Living Art**, Heinrich has transformed this humble plant into extraordinary sculptures and green installations that have captivated audiences across Europe. What began as a personal passion, at a time when little was known about living willow, has grown into a deep knowledge and experience. Today, Heinrich stands among leading experts in the artistic use of living willow. Now, for the first time, his unique insight and creative journey comes together in a groundbreaking new book: **The Book of LIVING WILLOW**.

This richly illustrated and inspiring coffee table book of 184 pages combines a scientific and artistic approach, offering readers a fresh and comprehensive perspective on willow – as a key contributor to biodiversity, a natural tool for climate adaptation, and a magical material for creating living art. With warmth and humour, Heinrich shares stories from his career, practical advice, and a treasure trove of tips, tricks, do's and don'ts that will guide both beginners and seasoned green artists.

In the book, you'll discover:

- ✿ Essential knowledge about willow as a species and its role in the biodiversity of our nature
- ✿ How living willow supports carbon capture and plays a role in climate resilience
- ✿ Inspiring examples of willow in artistic and sculptural installations
- ✿ Step-by-step guidance on how to grow, shape, and maintain living willow in your own garden
- ✿ Practical advice on how to make your living creations thrive year after year

"The book is dedicated to all the enthusiastic garden owners who want to learn more about living willow and how it can become an integral part of their gardens through living willow art. Many of them have visited my stand at the English flower shows, and you won't find a more passionate and curious audience – eager to discover more about this plant that everyone recognises, yet few truly understand the full potential of."

Heinrich Braun

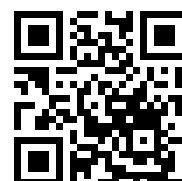
The Book of LIVING WILLOW is a celebration of nature, creativity, and sustainability – and an invitation to explore the living beauty that willow has to offer.

About the author:

A familiar face at Britain's most prestigious garden shows, Heinrich Braun has been a regular exhibitor for over 10 years. In 2024, he won Gold at the **RHS Chelsea Flower Show**, the world's most celebrated garden exhibition, and took home Best Plant Village Exhibit at the RHS Hampton Court Palace Garden Festival. His previous work has also featured in the renowned show garden of British herb expert Jekka McVicar. With TV appearances on the BBC and a growing following in the UK, Heinrich's living art continues to inspire garden lovers, designers, and environmentalists alike.

You will find photos and the press release (Word document) by scanning this QR code or find it in the press section on our website (<https://baugaarden.com/en/press/>).

For more information, please contact Mette Braun at Baugaarden Living Art, +45 40 307 306 or info@baugaarden.dk for all press related requires or visit our stand GPD055.



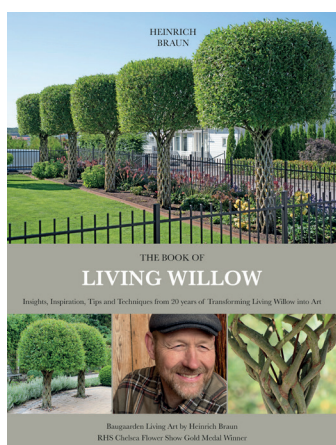
Caption: This book opens the door to a world where nature meets design. Photo: Baugaarden Living Art.



Caption: The book offers inspiration, practical ideas and stunning examples on how living willow can enhance gardens and landscapes. Photo: Baugaarden Living Art.



Caption: Chelsea Flower Show Gold Medal Winner Heinrich Braun has worked with living willow for more than 20 years. Photo: Baugaarden Living Art.



Caption: This coffee table book is a beautifully illustrated hardcover book of 184 pages. Photo: Baugaarden Living Art.



baugaarden living art
BY *Heinrich Braun*

Gold Medal winner at the RHS Chelsea Flower Show 2024 for a floral exhibition