

elder & wild

BRITISH GROWN FLOWERS

press pack chelsea 2024

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Please contact Rebekah Critchlow on 07800 546892 or studio@elderandwild.com for additional info

about elder & wild

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Correct Company Name Styling

Elder & Wild

Tagline

British Grown Flowers

Single Sentence Summary

Seasonal, garden inspired floral design from our Nottinghamshire cutting garden

Links and Social Handles

Website

www.elderandwild.com

Email

studio@elderandwild.com

Instagram, YouTube, TikTok, Pinterest

[@elderandwild](https://www.instagram.com/elderandwild)

Flowers From The Farm

www.flowersfromthefarm.co.uk/members/elder-wild/

About and Origin

Elder & Wild was founded in January 2016 by husband and wife duo Becky and Sam when they discovered a passion for growing flowers. Becky quit her day job as an arts and events manager in Nottingham and the purchase of Becky and Sam's first house together became the foundation for Elder & Wild's cutting garden and floristry studio.

Elder & Wild use British grown flowers exclusively and specialise in seasonal, garden inspired floral design. We are passionate about 'field to vase' flowers and sustainability is at the heart of our practice. In the cutting garden, you won't find us using any chemicals or pesticides and we purposefully make room for wildlife. We create all of our floral designs with reusable mechanics—no floral foam, no single use plastic—and are committed to the continuous improvement of our practice towards higher standards of sustainability. We currently flower at approximately 30 events per year across the UK.

Who We Are — Rebekah Critchlow

A fine artist by training, Rebekah's passion for growing lead us to found Elder & Wild. With a trained eye for colour and composition, her floral design skills were developed through years of attending specialist intensive workshops.

Who We Are — Samuel Critchlow

Samuel is a qualified Architect and Studio tutor at The University of Nottingham. His architectural and landscape design skills naturally translate into floral mechanics/structure and an eye for detail.

about our chelsea submission

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Category

Floral Creations

RHS Theme / Brief

'Colour'

Past Experience with Chelsea

This is our first time exhibiting with the RHS

Title of Display

Glazes

Display Description (Short — c.60 Words)

Our display is a layered blend of colours with softened, hazy outlines, responding to the natural beauty, textures and colour of our British flowers. Inspired by Impressionist and Romantic Movement painters, the floating 'palettes' of our display seek to evoke the signature evanescent effects of J.M.W. Turner's translucent 'glazes', and the story told by the artist's palette.

Display Description (Standard — c.150 Words)

Our display draws from our fine art background in response to the RHS's theme of 'colour'. The rich, layered use of colour by Impressionist and Romantic Movement painters in particular, inspired us to consider the way that petals and floral textures can work in a similar way. We were especially influenced by certain painterly techniques and processes, for example, the way that J.M.W. Turner blended his oil paints in fluid layers of translucent colour known as 'glazes' to yield his signature hazy, evanescent effects. We also felt that a painter's palette tells a compelling story of its own purely through colour, and we consider our display to be a floating collection of floral 'palettes'. Our aim is to evoke the feeling of a layered mixing of colour with softened, hazy outlines, a sketch that remains indistinct and evokes an emotional response to the natural beauty, form and colour of our British flowers.

Sustainability Considerations

All of the flowers and foliage used will be British grown. This includes material from our own cutting garden and select material from a handful of specialist British flower farms. Our display is completely foam free. The floral mechanics are comprised of; reusable ceramic vessels containing a kenzan and chicken wire structure. The whole display is hung from a bespoke, reusable metal structure.

Methods and Materials

We have worked closely with a local ceramicist and metal craftsman to create bespoke vessels and supporting structure for the display. The metal framework has been designed to be concealed and as unobtrusive as possible, cradling the ceramic vessels ('palettes') to create a sense that the floral arrangements are floating.

included resources

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Accompanying this document are a number of press resources, please find content available in the folders named below via the link below:

<https://www.elderandwild.com/media/chelsea-2024-press-pack-elder-and-wild.zip>

Logos

Elder & Wild logos are provided in both SVG and PNG format, in both white and black, on a transparent background.

Images - General

Contains a mixture of floristry work examples and images of Becky in the cutting garden

RHS

Floral creations submission document

Proposal

3D image of the proposal