

FAIRY THREADS

Elodie Blanchard's textile energy

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Both images: Elodie Blanchard's collection for HBF Textiles: crisp, fresh patterns inspired by nature, bring the outdoors in.

HBF



From large-scale custom curtains and site-specific installations, to ready-made fabrics, soft furniture and home accessories. Over the years, Elodie Blanchard's intimate knowledge of material and fabrication have led her to collaborate with a number of architects on site-specific projects. As a result, she formed her Brooklyn-based design studio in 2005. Elodie Blanchard Studio enabled her to link her interest in textiles with that of creative problem solving. She started the project Growing out of Scrap in May 2016 at Wanted design, where she upcycled

textile waste. This project is growing into a full line of home goods and workshops on how to reuse fabric, with the first one taking place at NY's Cooper Hewitt in 2017. In the words of Blanchard: 'While designing fabric and making fibre installations, textile waste is inevitable. I collect and reuse scraps to make trees that are growing into an enchanted landscape of nonsense. Each tree is unique, ridiculously fun, named after a friend, lover, colleague, pet or family member. They are all special. Birds' pillows, floral wall hanging, and jewellery, all in the same spirit. One-of-a-kind.'

Elodie Blanchard began designing clothes, and in 1999 she won the young designer prize at the International Fashion Arts Festival of Hyeres. She has since founded Elodie Blanchard Studio specialising in textile design and fabrication.



Clockwise, from above: three details of the timeless and minimal geometric patterns that make up the collection for HBF Textiles.

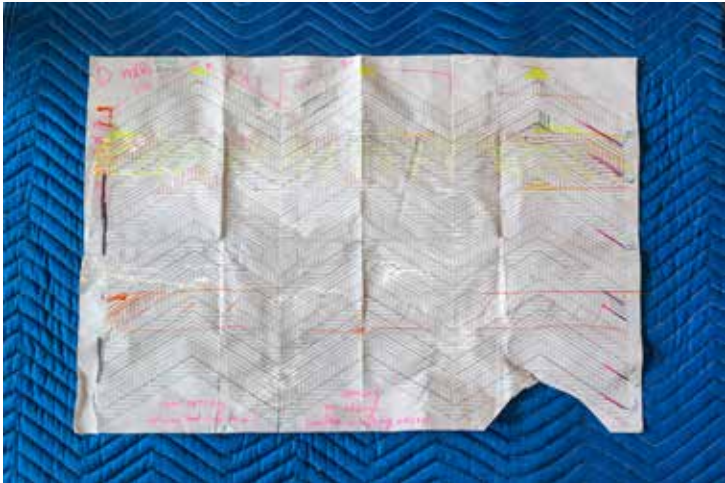


Blanchard has just released her latest collection of upholstery fabric in collaboration with HBF Textiles. Launched at Neocon 2017, the Raw Materials collection received the Metropolis Likes, HIP, and Best of Neocon Contract Silver awards. Raw Materials includes timeless textures and hand-drawn organic patterns. ‘Incorporating my own artwork into this collection really gave Raw Materials a new meaning,’ explains Blanchard. ‘My desire to bring an energised series of textiles to the corporate environment was something I’d been inspired to do for a long time. Seeing this vision actually come to life, interwoven into the collection, brings the entire aesthetic full circle.’ HBF Textiles has partnered with Blanchard to create a collection of textiles that translate the intrinsic beauty of nature through pattern and texture. Inspired by Russel Wright’s organic modern architecture, the designs celebrate the extraordinary elements of the natural world, from the softness of clouds to the intricate detail of a butterfly wing. Blanchard says she was, ‘Deeply struck by Wright’s unusual use of natural materials, and my own desire to create a working environment with soul. I strived to recreate this feeling of being in an untouched forest, bringing to life texture, pattern, and the essence of nature in a subtle way.’

ELODIEBLANCHARD.COM
WANTEDDESIGNNYC.COM
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Growing out of Scrap, bracelet



Artwork for moving blanket, HBF Textiles