



GROWING ROOMS

with
PAUL HERVEY-BROOKES



RHS Malvern
Spring Festival



in association with





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Growing Rooms with Paul Hervey-Brookes at RHS Malvern Spring Festival 9-12 May 2019

We'd like to invite you to join us at RHS Malvern Spring Festival 2019. We are looking for garden and interior designers, lovers of plants and anyone who's passionate about how we live to create an amazing room using art and indoor plants as their inspiration.

Brief

Room to Grow is a new category all about being inspired by one of 13 pieces of art work combined with your own design ideas to create a room which fills your imagination and celebrates a space which can be anything you want. Whether it's a space to relax, entertain, work, or sleep in, it's a room which speaks to you and allows you to share your passion with the audience at the RHS Malvern Spring Festival 2019.

The art works are all from the 20th century and come with historical notes and biographies of the artists. The art works provide inspiration on many levels and give an amazing opportunity to use a life story or historical episode to celebrate an amazing room using plants, art and imagination.

Who can apply?

All age groups are welcome to apply, either as a single person, business, gardening group or club. Mentoring will be offered by Paul Hervey-Brookes so even if you have never created anything at the festival but have always wanted to this is an ideal way to have a go.

2019 Theme

For 2019, RHS Malvern Spring Festival takes inspiration from the human aspiration to capture the moment in time. In acknowledgement and celebration of the 180th anniversary of practical photography, RHS Malvern will be taking the visitors on a journey 'Through the lens'. From old photographic images and heritage postcards to present day social media, from camera obscura to digital photography, through the lens of human eye or telescope - we believe the subject gives plenty of scope to demonstrate creativity and inspire our audience.

When designing your room, you may wish to also take inspiration from the festival's general theme, but it is not a must.

The Great Pavilion of Art and Flowers

The Great Pavilion of Art and Flowers will see the 'Through the Lens' theme come alive. Visitors will wander through a 2,600 square metre marquee bursting with exquisite flowers and inspiring art showcased in artistic and innovative way.

A bijou floral theatre surrounded by 3 giant terrariums will feature daily talks and demos on the art of flower arranging with guests such as Jonathan Moseley, Nick Grounds and British florists and flower growers in the pavilion. Craft workshops and masterclasses will run daily alongside floristry competitions and an art market.

The festival's Floral Art section will be presenting 150 exhibits across a range of classes relating to a 'Capture the Moment' theme such as 'Candid Camera' and 'Kaleidoscope'.

How to get involved

We are pleased to offer a 3m x 3m carpeted space with pre-built boundaries for your creation. We will also offer an £800 bursary towards plants and material. The rooms will be judged.

The application form and further details about the 13 pieces of art work that can be used as inspiration for your room are attached along with a copy of the current layout for the Great Pavilion of Art and Flowers. This information can also be found on our website here:

<https://www.rhsmalvern.co.uk/compete>

Please return your completed application form to Jane Edwards (jane.edwards@threecounties.co.uk) by Monday 4 March 2019 if you would like to apply to take part in this year's festival. We look forward to working with you to make this NEW for 2019 feature a stunning addition to the Great Pavilion of Art and Flowers for festival visitors.