

• H o l l y B e r r y •

MADE IN THE UK

hollyberryprojects.com

I design and make bold woven blankets, scarves, shawls, cushions and accessories using traditional artisan weaving practices, as an antidote to mass fashion ideals. Within all of my work are elements of hidden communication and meaning taking the form of Morse-code dots, dashes and blocks woven into the cloths double layered structure. These blocks help to trap words, stories and memories, bringing a new sense of value and embedding my work with graphic pattern and emotional connections.

This approach to emotionally durable design and lasting connections to products is a main focus in my work. Using words and patterns in my textiles also creates vivid visual statements, different on each side of the cloth as well as communicating messages of love and comfort. My colour pallet is annually inspired by my own sketches, photography, travelling and flea market finds. I use carefully sourced natural yarns such as cashmere, lamb's wool and merino from UK suppliers to create my unique and bold colour pallet. All of my work is made within the UK.

My larger blankets and wraps are woven in batches at a 250 year old mill in Scotland and spell out words such as 'LOVE' 'HOLD' and 'MEMORIES' in Morse-code. I also make scarves, wraps, cushions and commissions that are HAND woven by myself in my South-London studio. Whilst enjoying the intimacy of production when hand weaving my collection of scarves, wraps and shawls I also enjoying celebrating and promoting traditional UK manufacturing, and would like to explore this further, nationally.

Weaving and all of its processes speak strongly to my ideals of time, storytelling and sustainable practice, taking the time, effort and skill to produce special work with a unique sense of value. Each piece I make has artistic qualities though remains wholly functional; a colourful, bold and contemporary interpretation of a craft almost abolished by the industrial revolution of the 18th and 19th centuries. I celebrate the traditions of this craft as well as honouring my long standing belief in slow textiles, responsibility and design for longevity.

I wish to create heirlooms that capture memories and stories and encourage a connection between maker, object and owner.