



THIS PAGE, CLOCKWISE FROM FRONT, Malika Favre, Linda Bloomfield (the late Diana Bloomfield's granddaughter-in-law), Julia Bloomfield (daughter of Diana Bloomfield), Cressida Bell and Zandra Rhodes. **OPPOSITE PAGE, CLOCKWISE FROM FRONT** Nan Na Hvass, Paul Vogel, Emily Patrick, Petra Börner and Otilie Stevenson.



HOW WE BECAME... DESIGNERS FOR HEAL'S

From talented newcomers to seasoned British icons, a band of prolific designers has created a unique range of fabrics for Heal's, the first collection of its kind for decades

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For more than two centuries, Heal's has been championing both British and European talent in its innovative furniture and homewares collections. Now, for the first time since the 1970s, the iconic shop has launched its own fabric range. Looking back through the decades, as well as forward into the new century, a group of designers have produced unique patterns for Heal's. Some are inspired by the company's archive, some are precious reprints of vintage designs, while others offer a contemporary take on a classic formula. All of them celebrate colour, decoration and pattern, playfully expressing the individual behind the design.

A FRESH PERSPECTIVE

Drawing on 1930s and 1940s patterns and adding a modern twist, textile artist Cressida Bell, figurative painter Emily Patrick, woven textile specialist Paul Vogel and silk weaver Otilie Stevenson have each created a fabric that combines their unique aesthetic with Heal's diverse history. Nature plays a prominent part in many of these designs. "I'm interested in trying to break down that barrier between inside and outside," reflects Emily of her Cloud Study fabric, which is based on some of her sky studies. "My paintings bring an element of nature into the home and so fabric and cushions will help those images reach out." Likewise, Cressida Bell's bold Tree design is inspired by botanicals, but with a richly decorative twist. "My work has always been about pattern and colour rather than texture," she says. "This design is based on my illustrative archive and it's highly decorative. My motto is always 'more is more'."

Whimsical vintage is another recurring motif, and the charming 1950's Tea Time design produced by the late wood engraver Diana Bloomfield has been offered to the Heal's collection by her daughter Julia. "The cake and jelly stands that feature in the fabric were no doubt influenced by the decorative illustrations in *Mrs Beeton's Book of Household Management*, which my mother owned and passed on to me," says Julia. "It's remarkable that the quality and freshness of her designs have transcended generations of style and fashion."

Art Deco jewellery, and in particular the links of gold chains, were the starting point



ZANDRA RHODES

A fashion designer with her roots in printed textile design, Zandra Rhodes has designed for Diana, Princess Of Wales, Jackie Onassis and Freddie Mercury. She established her first shop on London's Fulham Road in 1969. Her contribution to the Heal's collection is a new colourway of Top Brass (left), a design inspired by a David Hockney painting, which she created for the company in 1963 while still studying at The Royal College of Art.

THE BLOOMFIELDS

The late Diana Bloomfield was a prolific 20th-century wood engraver whose work included roundels for Penguin Classics as well as 70-80 bookplates and letterheads, produced between 1953 and 1972. Heal's has collaborated with Diana's daughter, Julia Bloomfield (far right) and Linda Bloomfield, Diana's granddaughter-in-law. Her playful, child-like design, Tea Time (right), selected from her own archive, is redolent of 1950s illustration.



OTTILIE STEVENSON

After beginning her career at Osborne & Little working for Anthony Little, Otilie ran her own company in London for ten years before moving to Suffolk, where she is now head of local silk weaving firm, Vanners. Otilie's love of colour and bold geometric designs are her trademark and she describes her style as "modern geometric". All Otilie's designs are hand painted. The inspiration for her designs for Heal's (above, Deco ZigZag), was a fascination with the simplicity of Art Deco necklaces and belt buckles.

EMILY PATRICK

An English figurative painter, Emily paints in oil and tempera on plywood. She grew up on a working farm in Kent surrounded by nature, and her detailed and sensitive work frequently reflects the close proximity to the realities of country life she experienced during her childhood. Emily has had no formal art school training, but studied architecture before becoming an artist. Her delicate yet dynamic Cloud Study (below) for Heal's is based on her atmospheric sky studies.



HVASS & HANNIBAL

Hvass & Hannibal is a multi-disciplinary arts and design studio based in Copenhagen. Its founders, Nan Na Hvass (left) and Sofie Hannibal have designed album covers, installations and murals, often characterised by psychedelic geometric shapes and folkloric motifs. While they initially made a name for themselves in digital illustration, the pair have become increasingly keen to work in various media, dabbling with screen-printing, paint, wood and even stage design. Their vibrant Herbarium (left) for Heal's is inspired by botanical illustration.

PAUL VOGEL

With a reputation as the UK's leading woven textile designer, Paul's clients include Calvin Klein and Colefax and Fowler. After graduating from Nottingham Trent University in 1989, he took an apprenticeship near Florence where he worked on collections for Paul Smith, Armani, Benetton and Jean Paul Gaultier. His meticulous Rufus, Lola and Felix stripes (right) were created digitally.



CRESSIDA BELL

In her London studio, artist and designer Cressida specialises in textiles and interiors, producing a wide range of bespoke items from illustrations to murals, carpets and fabrics. Her grandparents were artist Vanessa Bell and art critic Clive Bell, and the collections at their home, Charleston farmhouse, were a formative influence. Cressida's Trees design (below) for Heal's is an example of her belief that "more is more".



PETRA BÖRNER

An animation studio saw the start of Petra's creative career, before she moved into studying fashion. She works with marker pens, collage, pencils or brush and ink, although her final artwork is often digitised for print. Repetition is key to her composition of pattern – she usually starts with a series of sketches from objects, collages of images or photographs. Petra's design for Heal's, Lady Jane, (above) was inspired by horticultural imagery in old photography books, discovered in flea markets.

"WE WANTED THE HEAL'S FABRIC DEPARTMENT TO BECOME THE PLACE TO VISIT FOR EXCITING DESIGNS"

Pia Benham, Heal's head of Fabric and Design



MALIKA FAVRE

A French illustrator now based in London, Malika formerly worked at the multi-disciplinary studio Airside as an illustrator and director of animation projects. She left in 2011 to build a career as an independent illustrator and since then has worked with The New Yorker, Gucci, the Fashion Council, Vogue UK and Penguin books. Her design for Heal's, Peacock Flower (left), is inspired by the flamboyant birds among tropical blooms.

for Otilie Stevenson, whose trademark is bold geometrics. "I'm intrigued by Art Deco necklaces and belt buckles," she says. "A lot of them were made out of Bakelite and resin and have a lovely simplicity to them which I have tried to evoke." In contrast, the bold lines of Paul Vogel's stripes capture a uniquely modern-retro aesthetic based on the vibrant colours of David McKee's illustrations and the photography of Miles Aldridge. "I'm known for my checks and stripes," says Paul, "and I wanted the Heal's fabric to reflect that."

CUTTING EDGE

The new collection also looks forward, taking abstract florals as its motif and utilising the vision of four designers renowned for their cutting-edge style. British designer Zandra Rhodes has revisited an early 1960s Heal's offering, creating a new colourway for her Top Brass fabric, featuring medals inspired by a David Hockney painting. Meanwhile, French illustrator Malika Favre uses a peacock as the basis for her abstract design. "I was staying at a small hotel on the French Riviera a couple of years ago, working on a commission," she recalls. "I looked out the window and saw a beautiful peacock wandering on the terrace. I thought it was a poetic sight, and I reimagined it when it came to creating this fabric."

Prompted by English Arts & Crafts textiles, Swedish-born Petra Börner's Lady Jane print combines elegant florals with bold lines and colour blocks. "It conjures up the spring, newness, passion and brief beauty," reflects Petra. "The flower design was derived from several vintage books." Danish design-duo Hvass & Hannibal, whose work includes album covers, installations and murals, were inspired by the jungle. "Our style is eclectic and folkloristic," says the pair, "so we visited the idea of exotic plants and foliage, which is a recurring theme in our work."

Pulling so many variants together was inevitably a daunting task, but Pia Benham, head of Fabric and Design at Heal's, has succeeded where many would have failed. "We wanted the department to become the place to visit for unique and exciting designs," she says. "Hopefully, this innovative collaboration will inspire buyers to inject a little fun and excitement into their homes with a UK-designed and produced collection that will stand the test of time." ■

Heal's, 0870 024 0780, heals.co.uk.