

HOME FURNISHINGS

Wedgwood celebrates art of nature with creative collaboration

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Claire Luxton reimagined the six new patterns of Wedgwood's Wonderlust collection in a multi-dimensional artwork installation. Image credit: Wedgwood

By KATIE TAMOLA

British home and lifestyle brand Wedgwood has welcomed multi-disciplinary artist Claire Luxton in reimagining its six new Wonderlust patterns in an exciting new collaboration.

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Ms. Luxton used her personal flair when creating an installation of multi-dimensional artwork with florals, botanicals and live animals. In a short film, Ms. Luxton explains how she welded her style with the Wedgwood brand, creating a mural reflective of the brand's history and expression.

Tribute to nature

Produced by Wedgwood and Hearst title *Harper's Bazaar UK*, the short "An Artist's Love Letter To Nature: Claire Luxton" opens with an introduction about the artist's background and her approach to her work.

Ms. Luxton's art takes on many forms, with her experience in steel sculptures, painting and additional mediums.

"I would describe my personal style as eclectic," she says.

Ms. Luxton describes her techniques in reimagining the six new Wonderlust patterns

Wedgwood asked Ms. Luxton to create a mural reflecting the six new Wonderlust patterns, as this collection aims to reflect the wonders of travel. The six new patterns include Sapphire Garden, Waterlily, Golden Parrot, Pink Lotus, Menagerie and Emerald Forest.

The artist describes how she immersed herself in Wedgwood's brand history, aiming for the collaboration to be thoughtful and genuinely expressive.

As explained in the vignette, the overall collection overlaps with Ms. Luxton's artistic ethos.

"The main themes that are in my work are nature, our own relationship to the environment and the physicality of materials and color," Ms. Luxton said.



The six new patterns include Sapphire Garden, Waterlily, Golden Parrot, Pink Lotus, Menagerie and Emerald Forest. Image credit: Wedgwood

Each pattern celebrates a stunning part of nature.

Ms. Luxton used sculptural, collage, photographic and hand-painted techniques in creating the installation, including odes to every pattern, evidenced in minimal to literal ways, including a parrot placement.

Every move from the artist was thoughtful, as the finished three-dimensional sculpture was photographed from 30 individual images, then digitally stitched together with hand-painted add-ons.

A wall mural of Ms. Luxton's design is now available for purchase at Wedgwood's retail partner, Feathr.

Home partnerships

Similar to other upscale home brands, Wedgwood sees the benefits in collaborating with designers to offer consumers new approaches and extensive collections.

In April, online vintage furniture service Chairish launched a new series with a beloved designer, offering consumers exclusive content and pieces.

The Follow This Tastemaker series debuted on March 23 by spotlighting designer and author Celerie Kemble. Through the new partnership, consumers were able to "follow" Ms. Kemble, and have access to specific offerings from the designer, exclusively through Chairish ([see story](#)).

Last month, Danish porcelain maker Royal Copenhagen tapped renowned Danish-Italian design duo GamFratesi to offer new perspectives for its new collection.

The Royal Creatures collection features the meticulous designs of GamFratesi through the lens of Royal Copenhagen, highlighting aquatic life. The Danish porcelain maker also released a short film sharing an intimate glimpse into the designers' approach to the collection ([see story](#)).