

HODSOLL MCKENZIE
LONDON

BY ZIMMER + ROHDE



The Idea Behind

The first World's Fair in 1851 was a spectacle, the likes of which had never been seen before. More than 17,000 exhibitors from 28 countries accepted Prince Albert's invitation to come to London's Hyde Park and set up exhibits to show off the progress and wealth of their country. The Crystal Palace was built to host the exhibition – a ground-breaking cast-iron structure that was shaped like a cathedral to envelope the park's ancient elm trees into the building. A flood of goods from all over the world poured out across more than ten hectares of land, transforming the event into the 19th century's very own Babylonia. The Great Exhibition, as it is often called, still serves as a snapshot of industrial history and was also the birth of British design. This Hodsoll McKenzie collection pays homage to this momentous spectacle, which drew more than six million visitors from all over the world.

Also because it provoked a counter-movement that sought to preserve the taste and craftsmanship of products that they saw in danger from the new mass production, the Arts and Crafts movement. This tension between traditional craftsmanship and the quest for innovation is still very much alive today and serves as the foundation of the Hodsoll McKenzie brand.



KOHINOOR

This is where a wealth of threads meet a semi-transparent structure, in which the voluminous threads are trimmed and refinished by hand. KOHINOOR is dyed in the particularly slow maltinto process that allows the colour to distribute itself over the fabric organically, creating a shadow effect that appears natural. An Airo finish lends the fabric a particularly elegant and soft drape.

It should be no surprise, then, that KOHINOOR was named after one of the world's largest diamonds. The Mountain of Light is said to be 5,000 years old and was part of the Peacock Throne in Delhi. After changing hands between various factions in Persia and Punjab, it was gifted to the British Empire in 1849 and is still part of the British Crown Jewels today. The 108-carat diamond was on display at the Great Exhibition in a birdcage that had no doors.





VELOCIPEDIA

This print is one of the collection's special pieces. You can see small scenes of cyclists that were hand-drawn in advance and then digitally merged and coloured. Commission, colour and style are based on original paintings from the 19th century. The cyclists are mainly women, which was considered a feminist act at the time. The motif on the softly draping linen-cotton blend is bleached over the entire width of the fabric regardless of the repeat, creating a highly authentic patina.



PAXTON

This room-wide transparent linen encloses an alpaca merino yarn in the weft in a loose float, creating a particularly handcrafted stripe design. The mottled basic yarn gives the decoration in delicate colours an extraordinary elegant appearance. With its constructive clarity, it pays homage to garden architect Joseph Paxton, who developed the Crystal Palace, a 564-metre long and 39-metre high glass palace supported by a cast-iron construction.

A word with Design Director Fredericke Winkler

WHY LINEN IS MY FAVOURITE MATERIAL

It is a pleasure for me to be able to concentrate fully on natural materials for Hodsoll McKenzie. And my favourite is European linen. One might in fact say that it is a reflection of the entire cultural history of Europe. Our clothing conventions, our dining table and bedroom cultures: what would all of these be without this robust yet elegant fabric? Its appearance evokes both the frugality of the thinker and the exuberant splendour of court life. It conveys the sense of pragmatism inherent in a peasant shirt as much as it does the deca-

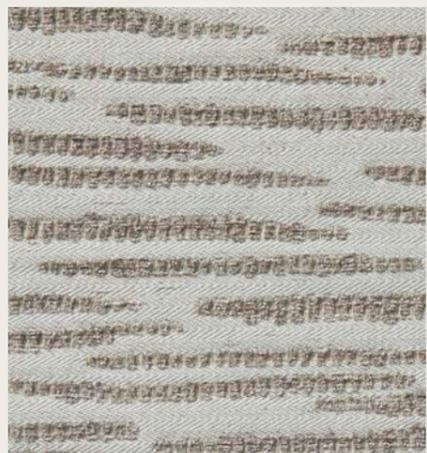
dence of an extravagantly decorative doily. It was from linen that one's "last vestment" used to be fashioned, the shroud in which one departed this mortal coil. And even the European history of art would, quite literally, have been written on an entirely different canvas without either linen or the paints traditionally derived from linseed oil. Linen can be as boisterous as a stroll with Baudrillard, as inconsolable as Goethe's Werther, as madly in love as Shakespeare's Romeo, and as absurd as Don Quixote tilting at windmills. In a Europe cur-

rently actively fighting for its identity, and a western world agonizing over values of true substance, it is in these moods and objects able to infuse meaning into life that we humans look for refuge, in which we seek a home.

Not forgetting, of course, that the textile properties of linen are better by far than those of many other natural fibres. It transports moisture and creates fantastic climatic conditions inside rooms. And it is unbeatably sustainable as a raw ma-

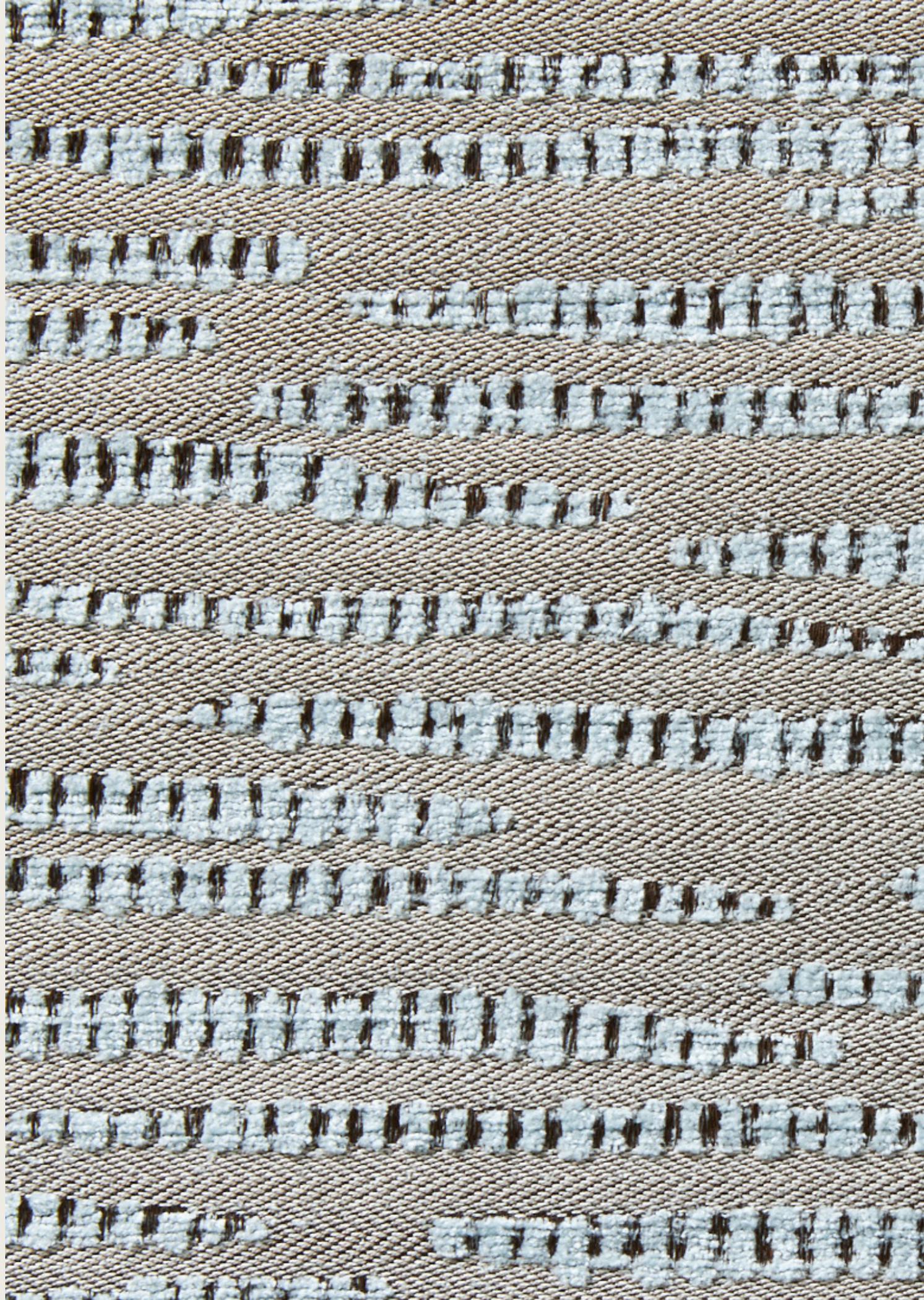
terial. Flax growing does not require irrigation, as is, for example, the case with cotton, and pest control is only rarely needed. Traditional crop rotation at seven-yearly intervals, together with the fact that fields are not defoliated, keeps soil fertile and helps to promote the health of the ecosystem.





CAROLINE ELM

In the early 18th century, Queen Caroline had numerous elms planted in Hyde Park, which were later integrated into the dome of Joseph Paxton's Crystal Palace. CAROLINE ELM upholstery fabric evokes these trees thanks to its bark-like pattern. This pattern was achieved by wefting a soft chenille yarn through a long float stitch. The resulting stripes interrupt a classic, two-tone herringbone and in some colours create contrasting patterns that almost look like animals. Others, however, conjure up an earthy, natural look.





FLOWERING

A branch with flowering apple blossoms, which at some points can just about be seen, while rich and full of colour at others, spans a base fabric made of natural cotton and linen. The elegant, four-coloured matte viscose embroidery is inspired by the French artist and member of the Barbizon school, Jean Francois Millet's A Flowering Apple Tree. It is available in four colours ranging from subtle to playful.



SYDENHAM

More than twenty double threads per stitch of durable spun polyester have been fly-stitched to a natural cotton canvas to create SYDENHAM's embroidered look. The pattern resembles a flat landscape, to which the design owes its name, in memory of Sydenham Park, where the Crystal Palace stood until it burned down in 1936. The opulent and vivid embroidery gives SYDENHAM an elegant heaviness that gives it a look that cannot be compared, especially at the window.



WINSLOW

This upholstery fabric is just begging to be touched. Its fluffy chenille surface has a particularly natural feel thanks to its high proportion of cotton and linen. Underneath is a strong weave that has a handcrafted look due to the variety of yarns used, which in some colours is enhanced by contrasting colours. The result is that, from a distance and depending on its colouring, WINSLOW has the appearance of a roaring ocean or a meadow whose blades of grass are being blown away by the wind – similar to the natural landscapes that the American painter Homer Winslow created in Maine at the end of the 19th century.







BARBIZON & CRYSTAL PALACE

This single-colour cotton fabric is as light as a feather and begs to be touched. The same flammé yarn is processed for both the warp and the weft by hand, creating a linen structure bursting with vibrancy. BARBIZON is available in eight extraordinarily subtle colour gradients, making it the perfect foundation for the collection. CRYSTAL PALACE is comprised of original hand-painted circular motifs which are applied to BARBIZON using a digital printing technology. They are beautifully reminiscent of the dome construction of the Crystal Palace in London's Hyde Park, home of the 1851 World's Fair.



Babel



21260
5 Colorways

Barbizon



21263
8 Colorways

Caroline Elm



21259
11 Colorways

Millais



21268
5 Colorways

Paxton



21265
5 Colorways

Crystal Palace



21264
6 Colorways

Effie Gray



21266
11 Colorways

Flowering



21262
5 Colorways

Sydenham



21267
4 Colorways

Velocipedia



21269
3 Colorways

Holman Hunt



21270
4 Colorways

Kohinoor



21261
4 Colorways

Winslow



21258
6 Colorways

