THE FAERY TALE CASTLE: Strawberry Hill House Flower Festival 2025

Main Gate | Frances Channer | @dahliaandderenzy

Inspired by the Fairy Pools of Skye—where mist clings to stone and legend lingers—this floral arch recalls the love between the Chief of Dunvegan and a fairy maiden. Dahlias and other blooms symbolise love and unity, inviting you through a gateway into the fae realm.

Little Parlour | Kasia Borowiecka x Gordon Stabbins | @cosmosandplums @gordonstabbins

Shodo: The Way of Writing. Inspired by the minimal aesthetics of ikebana, these cyanotype prints draw on the spirit of Japanese calligraphy. Printed on traditional Awagami paper, they explore balance, space, and quiet beauty.

Little Parlour | Alexander Young | @Alexander_Young__

Alexander Young is an art director and botanical set artist working at the intersection of fashion and visual arts. His work spans immersive, large-scale environments to intimate still-life compositions.

Little Parlour | Dan Hillier | @mrdanhillier | limited edition signed prints, loaned by guest curator Gaia Eros.

Foot of the Stairs | Dimitris Koutroumpas | @dreamersarewelcome

A collage of natural materials foraged from ancient woodlands and other sites of quiet power. Through fragile but precise arrangements of twigs, bark, dried flowers and moss, the figures created represent the unseen: relics not of the past but of persistent enchantment.

Hall Staircase | Rebel Rebel | @rebelrebele8 | rebelrebel.co.uk

Rebel Rebel is based in Hackney, east London. Echoing the success of the cutting garden at our sister company in Tuscany, we planted our Norfolk Garden four years ago. The flowers used in our Sleeping Beauty inspired installation are from there.

Great Parlour Fireplace | The Gardener's Farmhouse | @thegardenersfarmhouse

Luminosity of Imagination - an installation by a fledgling studio that hopes to provide a small insight into what can be created when all restrictions on imagination and creativity are lifted. Through an entangled Forest of Faerytales, wild enchantment can be found, even in the smallest of details.

Great Parlour (Opposite Fireplace) | Acacia Creative Studio | @acaciacreativestudio

Award-winning Acacia Creative Studio, known for sculptural floral designs, present a faery- esque flying carpet. Mesh wire and botanicals are woven to appear as if growing and drifting mid-air—a magical fusion of movement, imagination, and floral artistry.

Great Parlour (Window) | Candice Haynes, Bohotany | @bohotany

Bohotany's Rapunzel uses the stained-glass window as backdrop. A ladder entwined with brambles, roses, and raffia hair rises towards the light, symbolising resilience and hope. Flowers from Kent-based Red House Farm and foraged materials complete the installation.

Great Parlour (Corner) | Katerina Knight | @_katerinaknight | katerinaknight.co.uk

Summer Days Won't Last Forever is a textile collection by Katerina Knight, crafted from homegrown flowers gathered in Worcestershire's Malvern Hills. Petals and seeds, delicately stitched with silk, the work reflects on impermanence – fleeting summer days of flowers in bloom.

The Blue Breakfast Room | Emily Ayres | @designbynatureflowers

Emily Ayres creates work rooted in the Japanese philosophy of wabi-sabi—finding beauty in imperfection and transience. Using dried flowers and branches, her installation reimagines the folklore of the "hollow tree" as a place of shelter, rebirth, and hidden realms.

Green Closet | Amy Belle & Sandra Hurst Chico | @hamsey_belle @sandrahurstchico

The Fairy Apothecary: Clootie trees heal the sick. If you tie a ribbon on the branch, by the time it has rotted, the healing has happened. The trees dispense fairy medicine representing Earth, Water, Fire and Air, inviting us to marvel at Nature's beauty and its power to heal.

The Blue Bedchamber | Marina Ritschel | @marinaritschel

A small insight into the world through my eyes. The feeling of walking along a thinly veiled divide between the world we understand and one we don't, one that many have lost the ability to see. My creatures have no names, for they pre-date the written word.

Armoury | Jane Sked | @janeskedcreative

British-grown orchids, and translucent garden materials are crafted into otherworldly Fae wings, displayed in the spirit of the age, as a floral tableau vivant. Taking inspiration from the great collector himself, Horace Walpole, I imagined him acquiring such a vanitas, symbolizing the ethereal notion of faeries and enchantment.

Armoury | Margot Connop | @margot_connop | costume @lily_nw_, music curation @_sachana (Bad News by @piantevive_), camerawork @claudine.schutte, frame @warwickshirewillow

NATURE KNOWS NOT OF HUMAN TIME - an avant-garde art film /screen dance piece exploring time-blindness and dyscalculia, that reflects upon how myth and nature exist beyond human structures of time.

The Library | Deborah Bain, LUNARIA | @lunaria_somerset | lunariasomerset.co.uk

This installation imagines a folklore story: at summer's end, as blooms fade, faeries born from flowers rise from the meadow to dance, leaving the seed heads that promise next year's blooms. Each stem is grown and dried by me in Bruton, Somerset.

Horace Walpole's Bedchamber | Mad Iris | @mad.iris

This piece is a personal celebration of my roots—drawing from Baltic Pagan traditions and English witchcraft. By combining soft and hard materials, I explore emotion, identity, and ritual. Inspired by Midsummer and the magic I grew up with, it's a tribute to the strength found in both contrast and connection.

Plaid Bedchamber | Sophie Powell | @u.fl.o.london

U.FL.O.'s *Those Pesky Tooth Fairies* brings mischievous fairies to life with delicate teeth and flower wings, suspended above pillows as they trade treasures for golden coins. Sparkling under festival lights, this playful fusion of folklore and floristry transforms the ordinary into the extraordinary.

Print Room | Cissy Bullock | @_wildstems_

Cissy Bullock, lead floral designer at Wildstems and founder of the School of Sustainable Floristry, presents a season-led tapestry of dried grasses and flowers, that draws inspiration from the golden, sun burnt edges of the landscape following a hot summer.

The Star Chamber | Chatu Madhvani | @chatu_madhvani

Nature's elements of a fairy tale night - and fairy tale elements found in nature - reversed in Horace Walpole's playful style to be brought into the castle from outside. This space, which he originally intended as a pause before the splendour of the Gallery, is now restored with a starry stillness.

The Holbein Chamber | Leanne Smith, Wildstone Floral | @wildstonefloral

An everlasting floral crown inspired by Rhiannon, the Celtic moon goddess and Divine Queen of the Faeries, who granted dreams and commanded songbirds to awaken souls in the underworld. Balancing light, drama and fragility, it carries an air of ceremony and reverence.

The Holbein Chamber | Vanessa Jayne Design | @vanessa_jayne _design

Veil of Time - It's said that faeries and other such creatures exist beyond time, so I celebrate this notion here through the veil with dried and pressed florals. Aligning with what each month provides keeps us on our toes for there is always more to be seen.

The Holbein Chamber | Cotswold Botanical & French Blue Florals | @cotswoldbotanical @frenchblueflorals

Fire walks with me. Inspired by the extraordinary world of David Lynch, we are presenting an enchanted fire to represent the creativity that burns inside all of us. Within the fire we express elements of passion, endurance and hope - qualities we all require to move in tandem with the beauty of our British flower industry.

Trunk Ceiled Passage | Julia Borysenko | @pepperose.studio

I draw inspiration from nature's raw elegance. My work explores contrasts between strength and fragility, texture and form, light and shadow. Influenced by Japanese ikebana, I seek beauty in simplicity, balance, and surrounded space.

Great North Bedchamber (Window 1) | Alexia Tibbs, Flowers for Good | @flowersforgooduk

The Chandelier celebrates the transformation of flowers into seed heads, each containing their own magic potential. The familiar made strange, the strange in the familiar. The installation is made from flowers that I have grown and dried in Somerset, mainly Wild Carrot which in folk law symbolises fertility and protection.

Great North Bedchamber (Window 2) | Hannah Bryce, Tom Butler, and Candie Payne | @minnowandwolf @tjb_artist @candiepayne_artist

Artists Candie Payne and Tom Butler collaborate with grower–designer Hannah Bryce of Minnow and Wolf to retell the story of Persinette, the original version of Rapunzel. Candie's fabric designs, featuring ropes of hair, evoke Rapunzel in her tower, while Tom's flower paintings on black backgrounds suggest the faery garden at night. Seasonal flowers grown by Minnow and Wolf form a sweeping arch around curated furniture, immersing visitors in the opening chapter of this timeless tale.

Great North Bedchamber | @emmaphoenixflowers @changing.seasonsflowers

Emma Phoenix Flowers x Changing Seasons Flowers present *A Table Touched by Nature*—an edible tablescape of British- flowers and seasonal produce grown by us. Beautiful and sustainable, it blurs the line between food and floristry in a feast for every sense.

Great North Bedchamber (Fireplace) | The Mourning of Demeter | Jake Kuit | @kuitdesign

An installation inspired by the myth of the changing seasons. Goddess Demeter, of the Harvest, transforms the fields into barren wastelands as she mourns her daughter Persephone, trapped in the Underworld. This installation depicts Demeter waiting for her daughter to return, ushering in Spring with Fields of Wheat around Persephone's empty throne.

Glazed Cabinet (Outside Great North Bedchamber) | Gaia Eros Florals | @gaiaerosflorals

Being the first guest curator of this magical, unique flower festival with 60 floral artists exhibiting has been the greatest undertaking of my life so far. My own tiny piece is a floral interpretation of Rumpelstiltskin: achieving the impossible and spinning hay into gold.



A mythical white bird rises above the clouds. She symbolises love, hope and renewal, goddesses, beauty and the magic of imagination. Made with organic dried flowers grown and harvested from the wilds of the Welsh border near Hay-on-Wye.

The Gallery (Window 1) | Elder & Iris | @elderandiris

Our piece is inspired by the perennial cut flower Echinops. These other worldly looking and striking flowers would not be out of place in the realm of the faery. This blue, spiky, and spherical bloom is drought tolerant and adored by pollinators making it a hero in both the garden and as a cut flower. It is also thought to represent strength, resilience, and endurance, which to me seemed befitting given current world events.

The Gallery (Window 2) | Yan Skates | @yanskates | Designed using Olms Bamboo Pods

Remember that morning as a child when you woke up and looked out the window and the world was covered in snow? This is the feeling I am trying to evoke with this still life in white from natural materials. Has the world transformed overnight? Is this Narnia or some other magical landscape I'm looking at through the window?

The Gallery (Window 3) | Melisa Zulu | @melisa.zulu

A focus on Woad (*Istatis tinctoria*). Woad is steeped in folklore and tradition, harvested throughout history to create a natural blue dye. Tied to many cultural practices, from ancient Egyptian burial clothing to Celtic folklore, Woad is rich in stories and uses, both practical and mystical. Woad seed heads have been sourced from the Outside Dyers Natural Dye Garden in Pangbourne.

The Gallery (Window 4) | Ragnhild Furuseth, Studio Lupine | @studiolupine.london

This sculpture is inspired by *Forest Troll* (1906), a drawing by Norwegian artist Theodor Kittelsen. Trolls are embedded in nature: They are the giant moss-covered rocks and mountains all around us. Perhaps this sculpture was once a troll that stayed out too long and turned to stone at daybreak.

The Gallery (Window 5) | Millie Uhlein | @millieuhlein

This work explores transformation through organic forms, inviting us to pause and look closer. Intricate seed heads and delicate treasures reveal tiny worlds. Moments in nature's cycle. Gathered from the Somerset landscape, each element tells a story inviting the art of noticing, and the wonder in small, whimsical discoveries.

The Gallery (Corner) | Leigh Chappell | @Leigh.Chappell.Flowers

Floral designer, teacher (I love to share what I have learned) and founder of the sustainable flower festival at Strawberry Hill House; I am passionate about flowers! My installation is made in conjunction with Phoamlabs... using their new sustainable floral foam which contains no chemicals.

The Round Room | Cassandra King, Immortal Botanica | @immortalbotanica

A personal homage to David Lynch, with whom I worked in 1996-7. A faery-tale of memory down the Lost Highway of life - of identity, and grief—his death coinciding with my late neurodivergent diagnosis. Through Immortal Botanica we create floral worlds from dried, preserved, and eco-faux blooms—reused and transformed—challenging perceptions of floristry, beauty and sustainability through mixed media.

Beauclerk Closet | Krystal Mead | @embracethespace

Embrace The Space: Even In Stillness They Speak, a modern floral elegy inspired by ancestral memory. Drawing on folklore that links flowers to mourning and the unseen, the installation explores the quiet power of dried blooms to hold space, honour transition, and carry messages across time, even in their stillness.

Continue your journey in the Garden...

The Shop | Charlotte Johnston Floral | @charlottejohnstonfloral

My pieces celebrate Beauty (flowers that I have grown and dried myself) and the Beast (weeds including woven pieces with Bindweed, fallen branches and seed heads). I find the natural world endlessly captivating and fascinating and really, to me, it is all Beauty.

Outside the Café | Sarah Lingard OBE | @sarah.lingard

The Picture of Dorian Gray. I wanted to reflect Oscar Wilde's vivid inclusion of Victorian floral symbolism (floriography) as the connecting point between Gothic novel and floral design in line with Walpole's Gothic taste.

Shop Door | Sarah Lindsey & Lilian Highmoor | @myrtleandsmith @lilians_flower_diary

Our design is rooted in the textures and tones of late summer. With nods to the Faery theme through a sense of invitation - an opening into somewhere just a little otherworldly. A threshold between the everyday and the imagined.

Garden | Ellie Cannon | @wilt_studio

Ellie Cannon (Wilt Studio) explores themes drawn from classic fairytales—hierarchy, masculinity and femininity, the power of nature, beauty, and mortality—shaped within Strawberry Hill's majestic setting.

Under the Cedar | Adam Parker | WhatsApp: 07956 064 072

Adam Parker is a sustainable driftwood supplier and artist operating from his workshop at Mead Farm just outside of Shepperton. His giant spider ARACHNE first graced the Festival in the Round Red Room in 2023 and returns to the gardens for 2025.

Garden | Emma Thistlethwaite | @thistlebynature

Emma Thistlethwaite's *Pea*, inspired by the 1970s Land Art movement, uses bold graphic shapes formed from delicate plant matter. The secluded setting is integral, contrasting the natural world's unorderly character with contrived symbolic form.

Hanging From the Cedar - front | Yan Skates | @yanskates

Once Upon a Time - these promising words suggesting magic adventures about to be told. Being born in Hans Christian Anderson's country, Fairy Tales are in my DNA. These letters forming this special opening sentence are made intuitively from natural materials.

Hanging From the Cedar - back | Henck Röling | @henckroling

Air Castle - In Holland we have the expression 'building castles in the sky' or 'castles in the clouds', meaning you're doing something impossible. Physics won't allow to build in the air or clouds. But I like to make the impossible possible.

Centre Copse | Rachel Giles | @rachelgileswriter

My unicorn Jonathan Einhorn was made for a local festival and had been rusting away at the edge of my allotments. I liberated him, inspired by Rebecca Horn's work and William Morris's unforgettable image of a unicorn amidst flowers.



Between the Cedar and the Copse | Holly Hallawell | @hollyhallawell @theyarnbird

London-based textile artist Holly Hallawell weaves tapestries inspired by nature. Using old and new foraged materials, her work Welcoming Autumn reflects the time of transition between seasons and reminds us of the impermanence of nature. Flowers and leaves are caught between threads, as if captured in mid-air in their return to earth.

Garden | CITRINE STUDIO | @citrinexstudio

Monster "an ugly, and frightening imaginary creature". Built from a tapestry of natural materials, this creature knows not only one form. A chainmail of scales, layered with texture, a shapeshifting mythical mutant. A presence from the shadows.

Garden | Phoam Labs | @PhoamLabs

We're proud to have created the world's first non-toxic compostable floral foam. At the Festival, you can experience Phoam first-hand by arranging stems into it - a simple hands-on way to see the future of sustainable floristry in action and discover a new way of arranging that's better for the planet.

THANK YOU!

We are so grateful to every exhibitor, grower, and volunteer who has helped bring *The Faery Tale Castle* to life. This is the seventh year of the **Strawberry Hill House Flower Festival**, and it continues to be a space where creativity, collaboration, and the joy of flowers can thrive. Every ticket helps us care for Horace Walpole's Gothic villa and keep it thriving for future generations. Please consider supporting us by returning for future events, becoming a member, or making a donation. You can find us at **strawberryhillhouse.org.uk**

Guest Curator **Gaia Eros** and Festival Founder **Leigh Chappell** would like to thank all of the designers from the bottom of our hearts for the passion, time and skill you all put into this. There is nowhere else like **Strawberry Hill House Flower Festival** - for three days a year we create the world in miniature in Walpole's Fairytale Castle the way we ideally want it to be - a place of difference and creativity and friendship - and our hope is that it will continue to seed his whimsical and welcoming vision widely and keep people returning to wonder at the beauty of the Flower Festival in future years.

