



mushaboom
design™



The SHADOW PLAY Collection

Night time walks reveal a new side to the beauty of the natural world with light shining through the branches and shadows cast providing inspiration for this collection which celebrates the forms revealed.

The process for this collection used photos taken during these evening strolls and multi-coloured shadows were photographed in studio with flowers, leaves and branches. Patterns have been built up with many layers of light and shadow revealing unique qualities of form and depth.

Innovative pattern layout and colour stories create a vibrant harmony and signature style.

The Shadow Play collection pioneers the use of digitally printed wool fabric for upholstery.



The Shadow Play Collection

Six patterns available as upholstery fabric or wallcovering.

Left: Planar
Middle and detail: Bouquet

Top Right: Bloom
Bottom Right: Trellis
Detail: Sheen
Bottom Far Right: Dapple

Printed on 100% Wool, 380 grams sq/meter, made in Italy.

BOUQUET



Big blossoms, branches, and vines were brought to the studio with multiple coloured lights creating a fantasy of surprising forms and colour combinations.

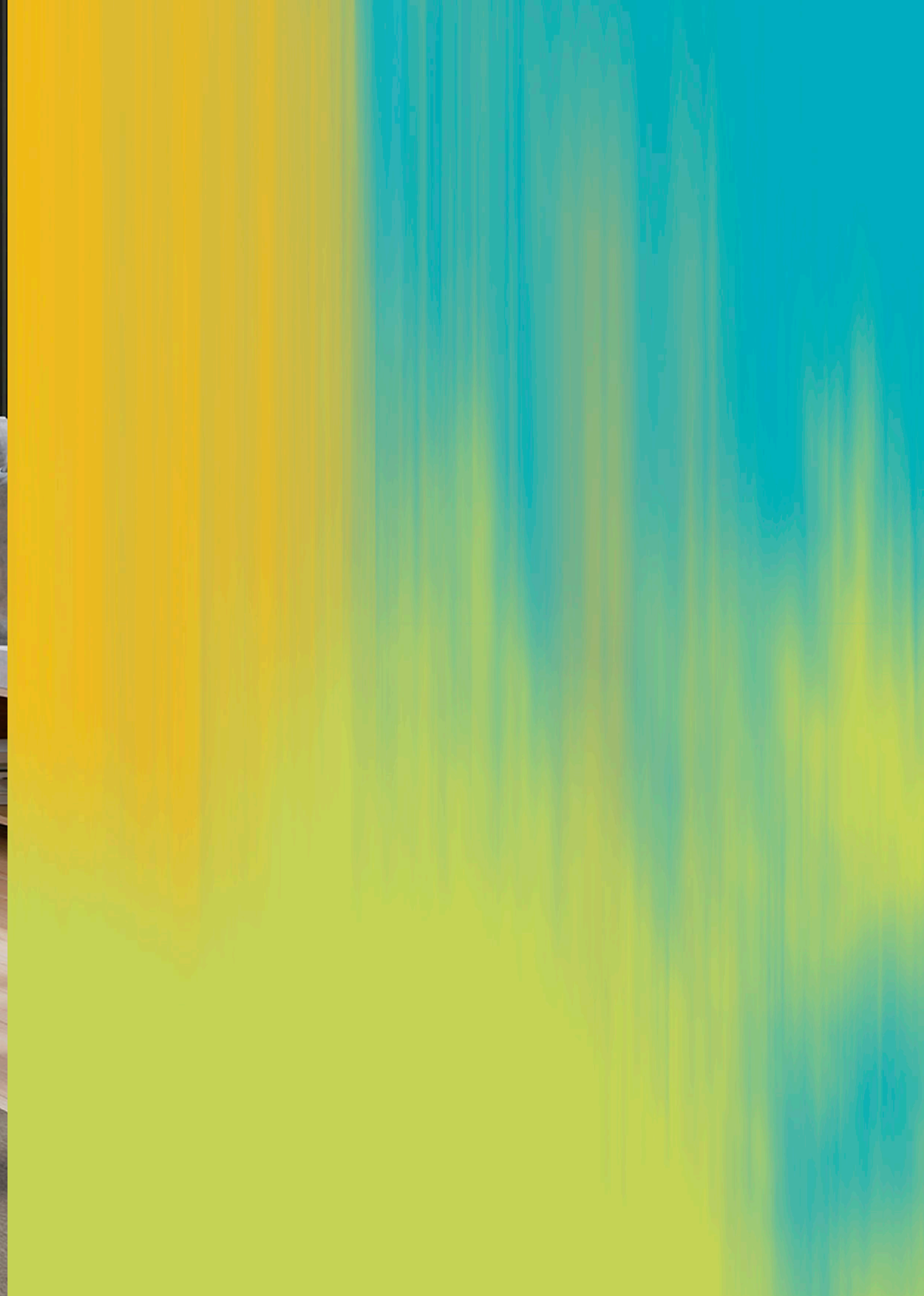
Sofa: Bouquet
Back pillow: Azalea
Front pillow: Dapple

PLANAR



Top: Planar
Right: Full scale section

The film onto which the lights were projected was beautiful in its own right and magnified in this design to capture the texture.



SHEEN



Grasses layered and suspended
before the lights in the studio created
this beautiful striped textured design.

Chair: Sheen
Drapery: Planar
Right: Full scale section



TRELLIS



The net used to suspend flowers for photography became this simple geometric that complements the other designs.

Chair: Trellis
Wall: Bouquet
Right: Full scale section



Sofa: Bloom
Wall: Dapple

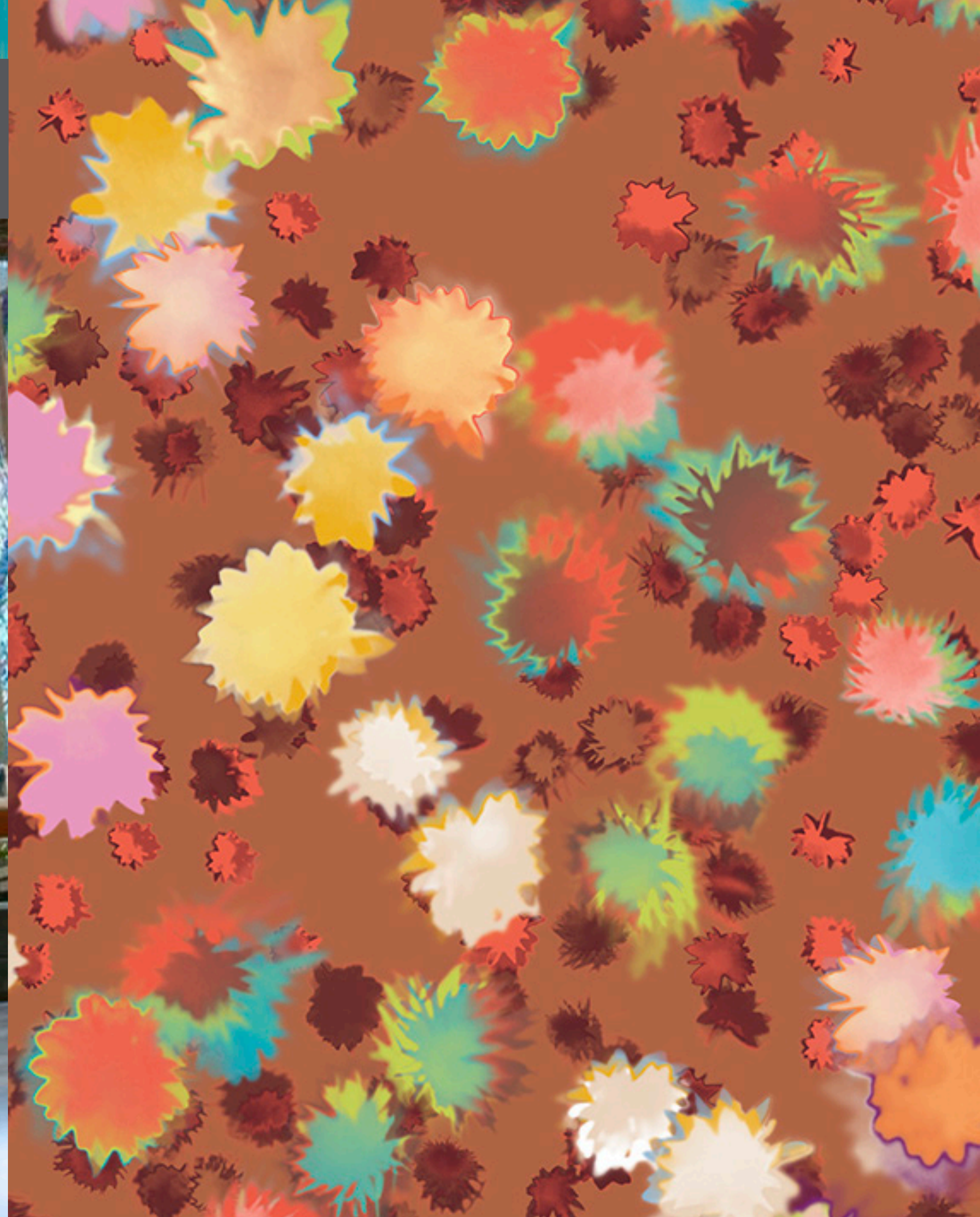
An interwoven network of branches was the starting point of this non-directional botanical pattern of large distorted shadows.

BLOOM

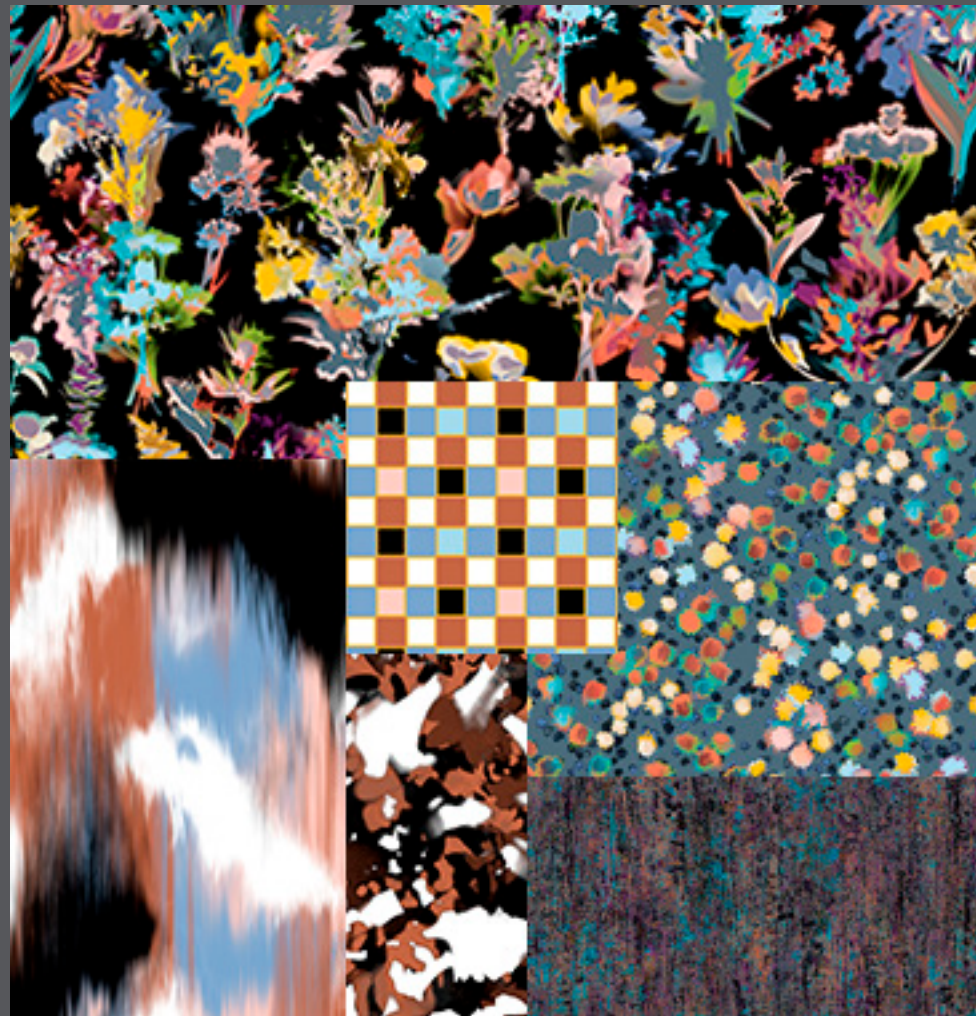
Flowers suspended in the air on a net were photographed with multicoloured lights from different angles, revealing new dynamic forms and colour combinations. The composition of the repeat is a hybrid of garden geometric and organic.



Chair: zBloom
Wall: Planar
Right: Bloom full scale detail



Following two pages: Finalized colours.
The collection comes in six coordinating colour stories.





Sustainability

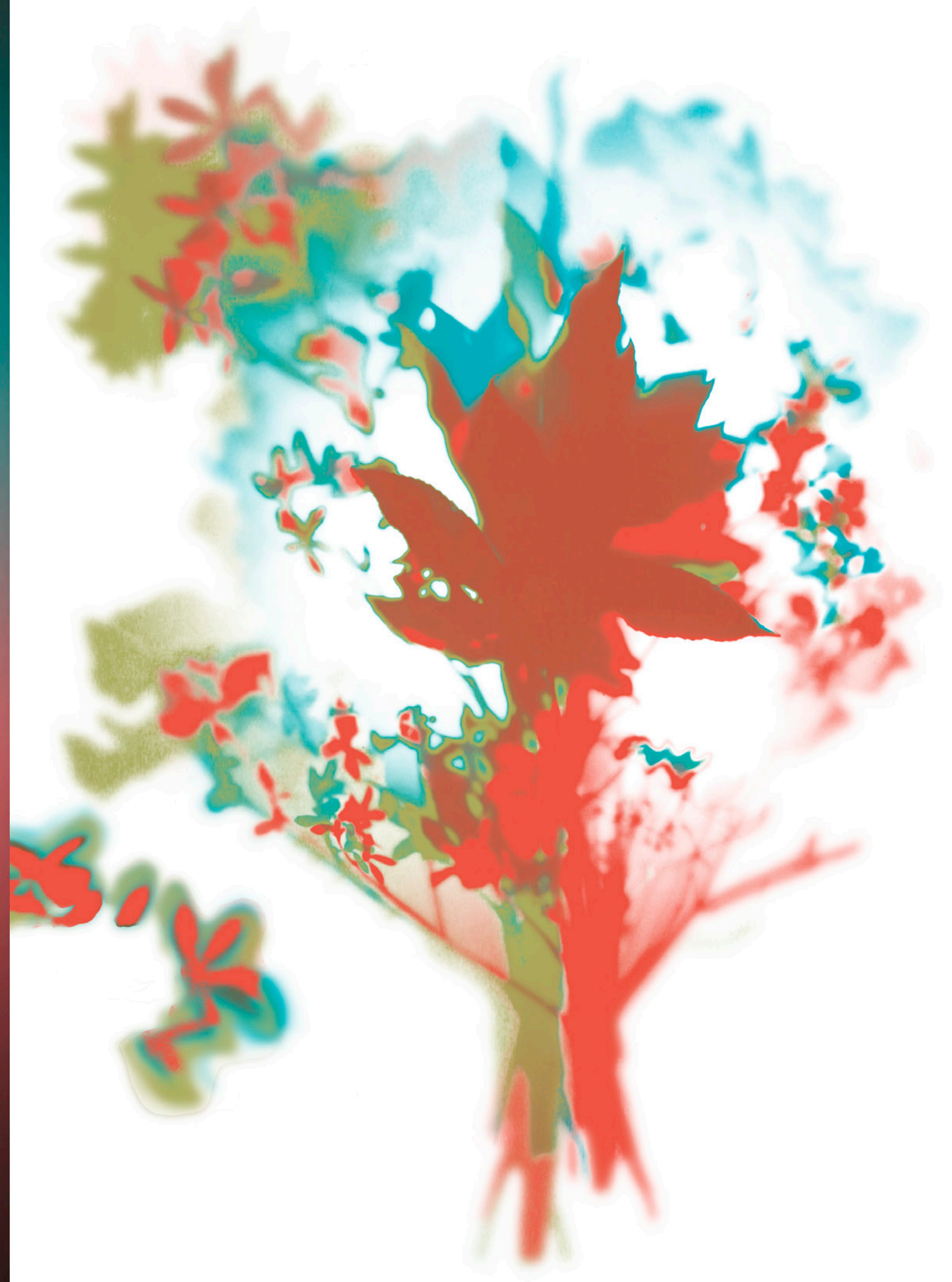
The Shadow Play collection is a digitally printed collection of wool upholstery fabrics.

Sustainability is an inherent part of Mushaboom Design™. Creating durable products, choosing renewable, natural, recycled and recyclable materials. Digital printing has dismantled the old paradigm of mass production and is one of the fastest growing sustainable developments in textile production with drastic reductions in factory size, power use, overproduction waste, chemical and water use as well as introducing on-demand capability.

- 94% reduction in the use of colourants from the simple elimination of waste by replacing processes that require quantities of chemicals and colourants that don't end up on the fabric.
- The printing facility can be about 90% smaller than required for traditional print.
- 40% reduction in green house gas production through energy efficiency.
- Reduced overproduction by made-to-order eliminates 30% of production waste.
- Water reduction savings up to 600%
- Wool is durable, natural, renewable, biodegradable and recyclable.

Sofa: Bouquet
Pillows: Trellis and Planar
Back Wall: Planar

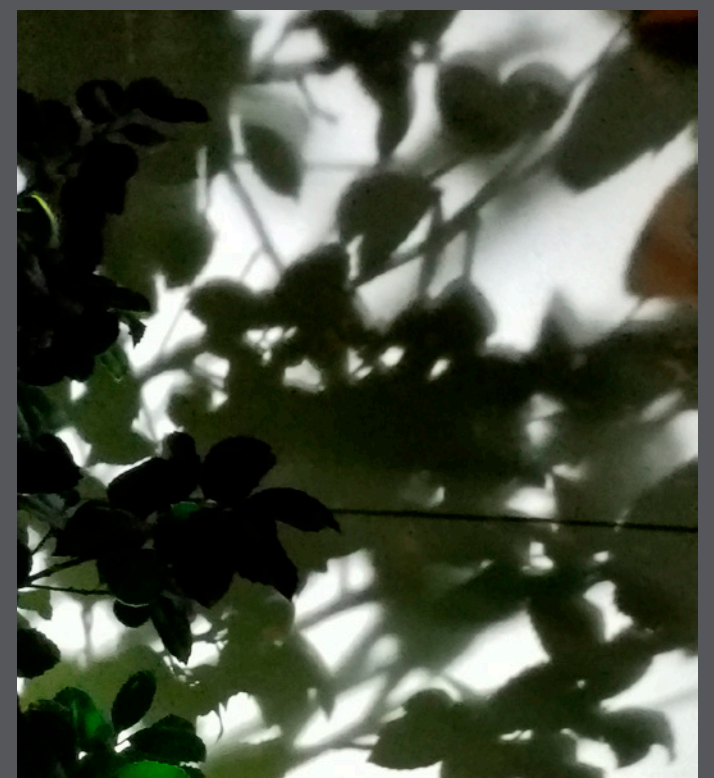
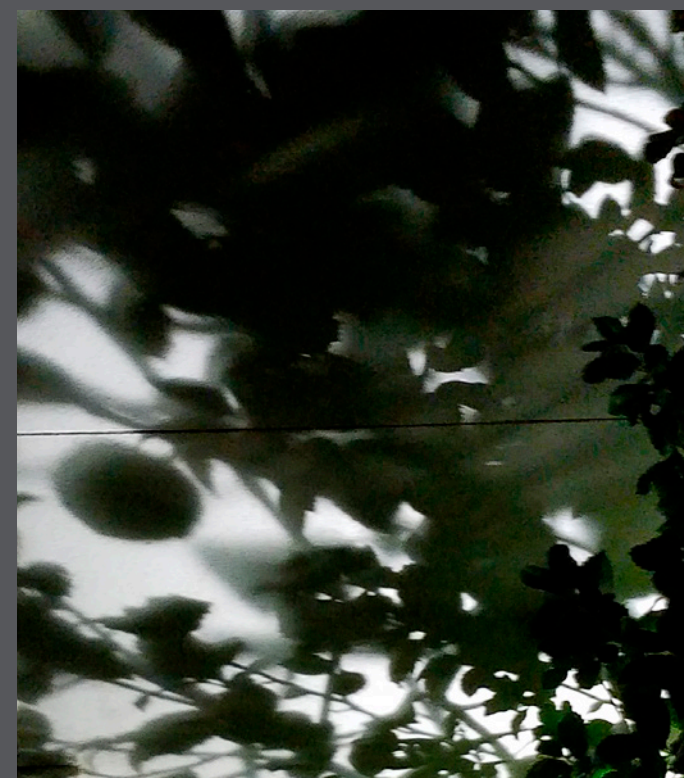
Inspiration and Process



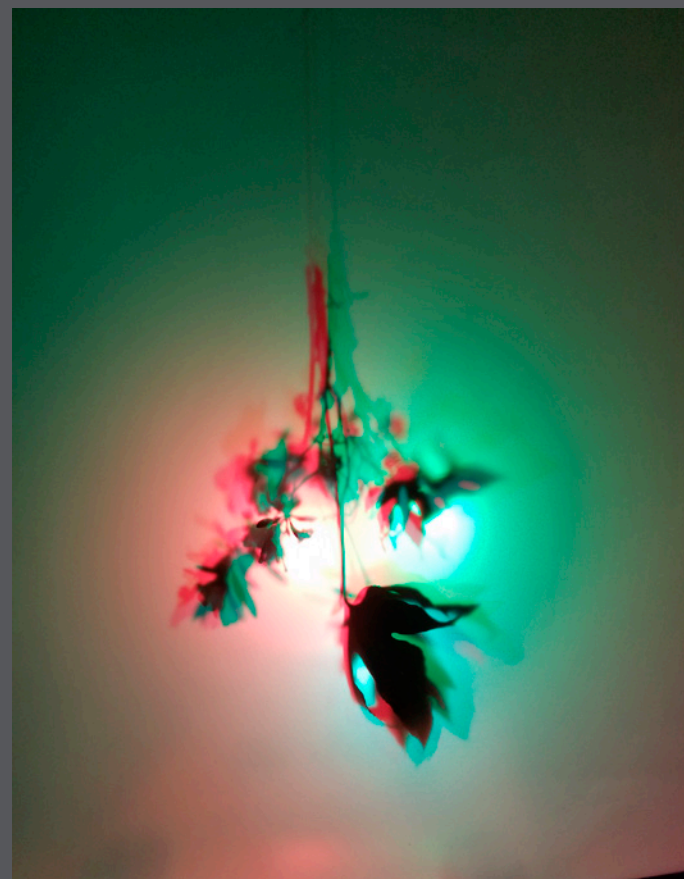
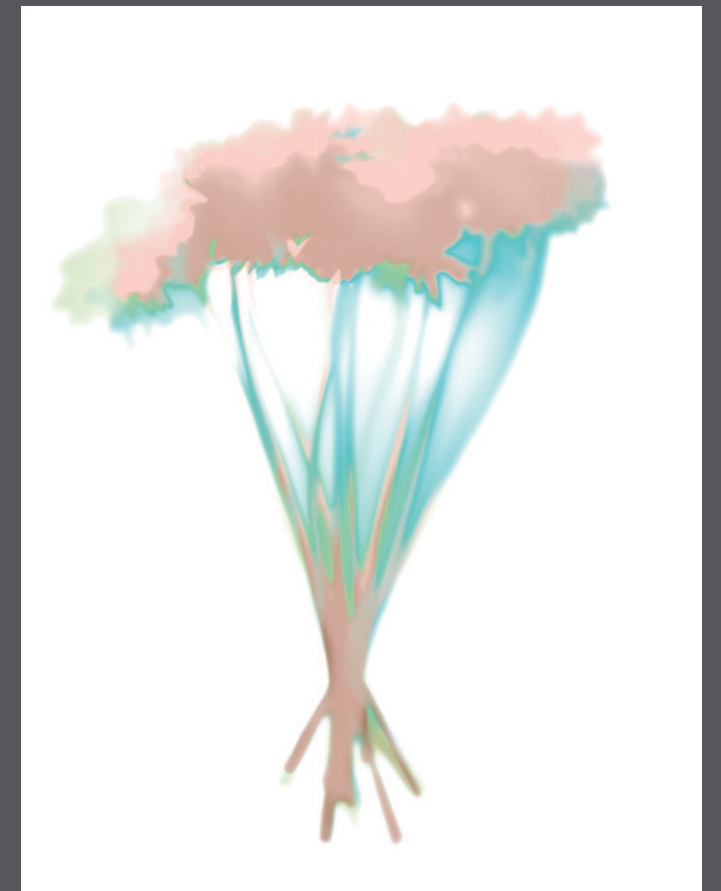
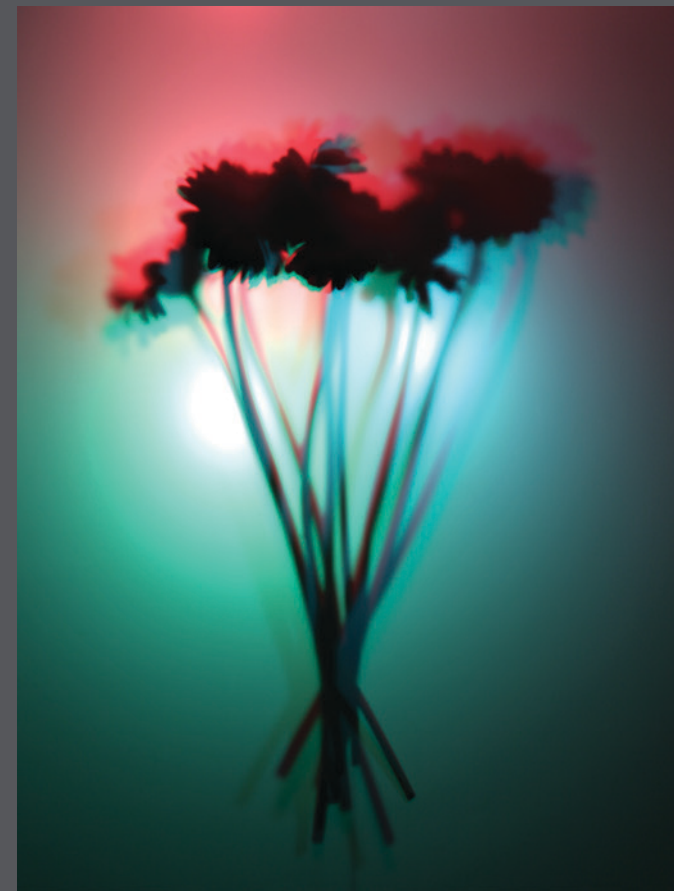
Photographs to layered colour were created and modified by hand to achieve the designs.



Plants in the nearby park.
Studio prep.



Night time photographs of shadows and light.



Above: Arrangements suspended and lit with multicoloured light cast onto film and photographed from the other side.

Right: Photographs transformed to motif elements via colour separation and drawing.



Left: Bloom
Pillows: Planar
Right Sofa: Bouquet
Right Cushion: Bloom
Wall: Bouquet (enlarged)



Experience

BIO

Barry Roode, Creative Director, and Owner is an artist and designer based in Mushaboom, Nova Scotia, Canada and Mantova, Italy. He has a Bachelor of Fine Arts from the Nova Scotia College of Art and Design and a Master of Fine Arts from the Statens Høgskole i Kunsthåndverk og Design ('State School of Art and Design'), in Bergen, Norway.

His work has been exhibited at many venues nationally and internationally including

Futura Projects, Fuori Salone, Milan
Maison et Objet, Paris
ID, Toronto
Decosit, Brussels
Neocon, Chicago

During the course of his career Barry has worked on projects for such prestigious design houses as Design-Tex, Maharam, Arc-Com, and Pollack. Created exclusive products for OEM's such as Teknion, Global, Kimball, Steelcase, and Herman Miller. Designed custom collections for corporations such as Bell South, Guinness, UCLA Medical Centre, and Capital One in partnership with major firms such as SOM, Perkins and Will, and Gensler.

VISION

Inspiration from urban sophistication to natural beauty is found in my travels, and brought together through sketching, photography, painting and collage which all comes together in digital painting - freely combining any or all of these elements. I hope people experience my sense of adventure in the work.

Sustainability is an inherent part of Mushaboom Design™. Creating durable products, choosing renewable recycled and recyclable materials, and better processes. Digital printing has dismantled allows for reduced sampling, inventory, and water consumption.

I enjoy working directly with clients and so offer a bespoke service for exclusive designs and materials can meet the needs of any project.

PERSONAL

I am a bit of an adventurer...leaving my home of Nova Scotia for Montreal with a caravan of fellow art students and have just kept going! I've lived in eight countries on three continents, speak five languages, am a lover of dogs, and a dancer. Don't let me sing where you can hear me.



CONTACT

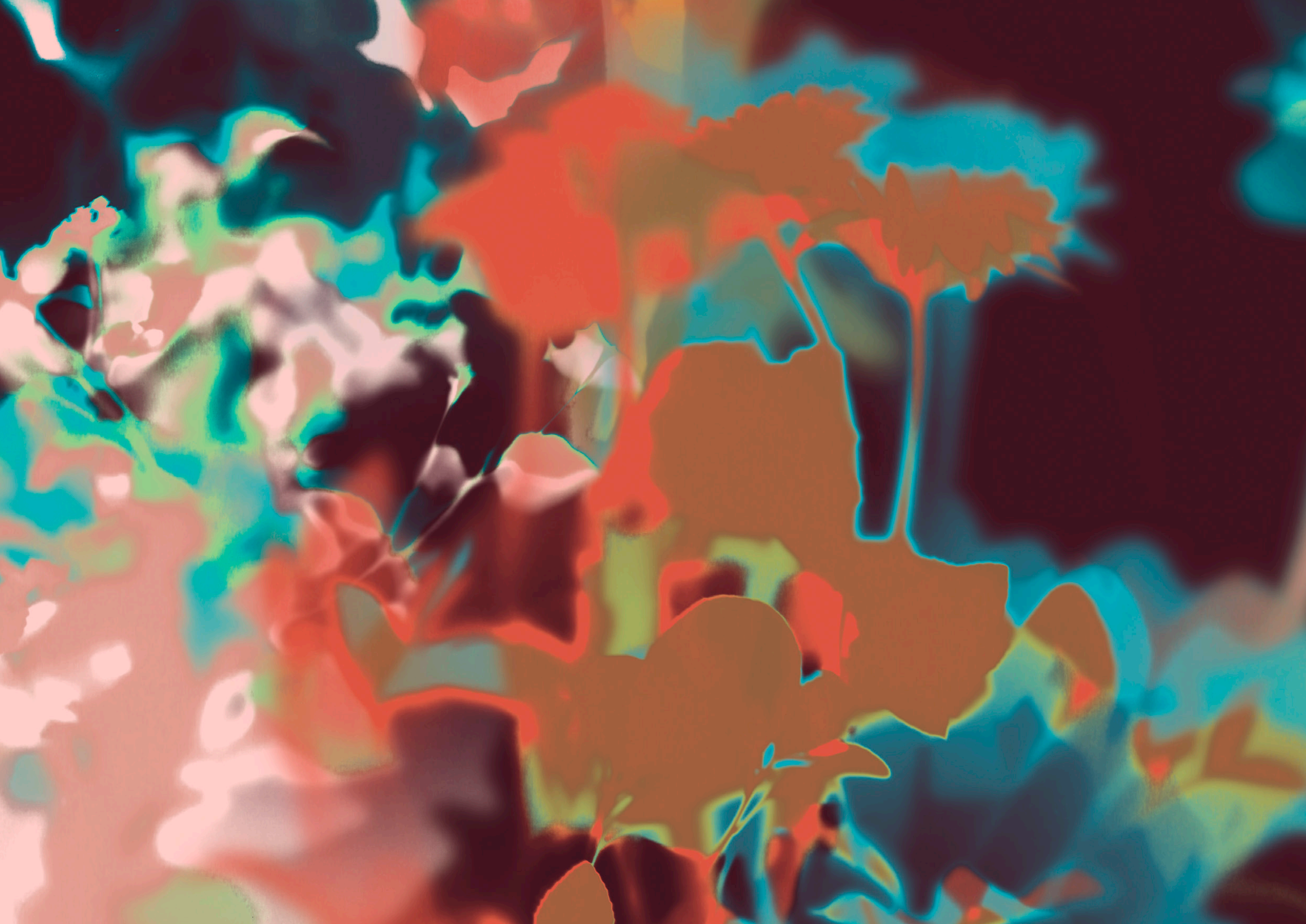
Barry Roode
Mushaboom Design™

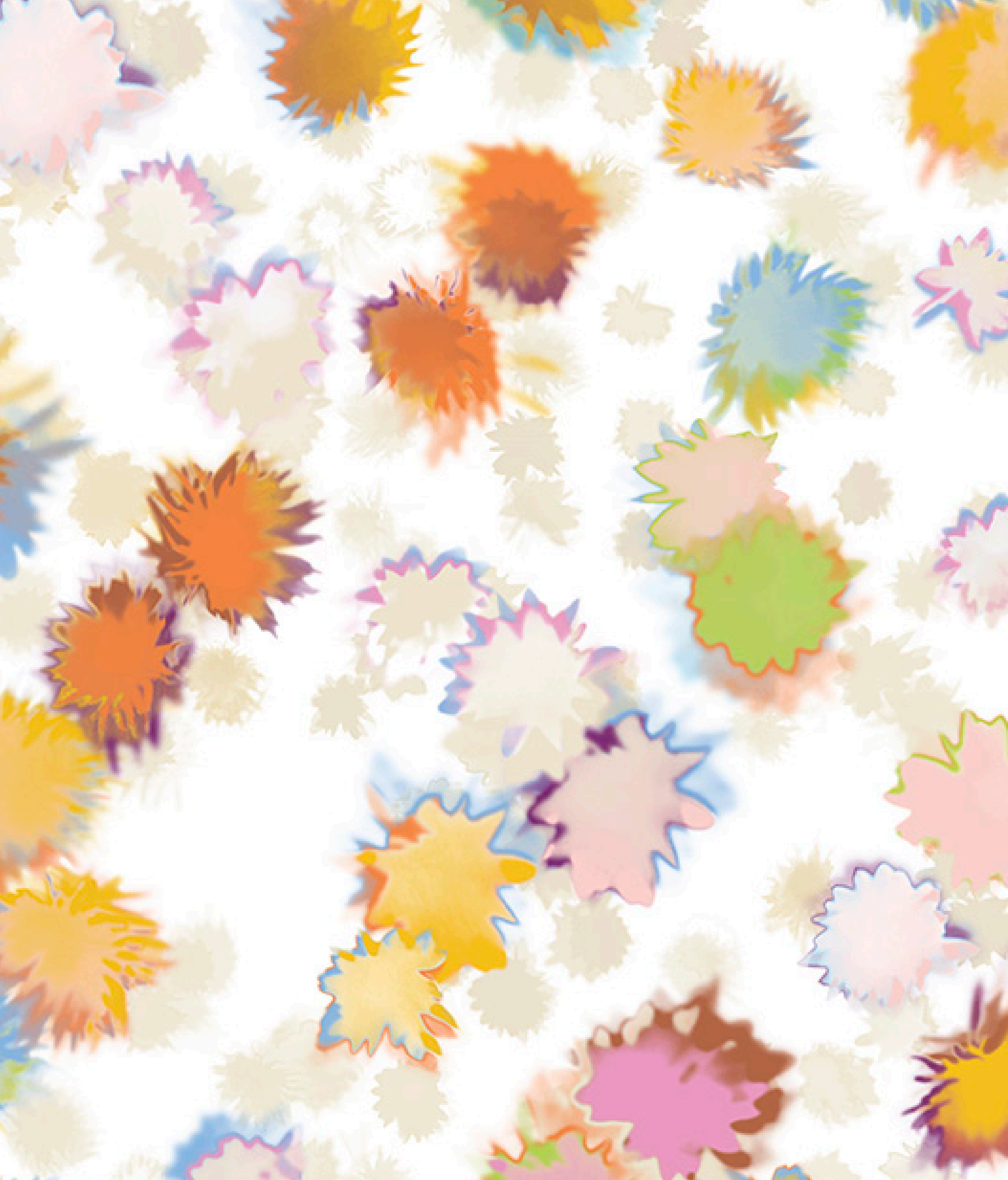
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