
PRESS RELEASE



BATTERSEA POWER STATION PRESENTS THE 'BOTANICAL ATELIER': BRINGING FLORAL FLAIR TO SPRING FASHION

- Battersea Power Station will offer shoppers the opportunity to personalise their spring purchases at the 'Botanical Atelier' embroidery pop-up taking place between 4th – 6th May 2024 and 9th – 12th May.
- The Botanical Atelier has been designed by British contemporary artist, Claire Luxton, in partnership with MTArt Agency, with embroidery from The Lost Girls and Rosie Brain.
- Adding a floral flair to their fashion and homeware purchases from the great mix of British and international brands now open at Battersea Power Station, shoppers will be invited to select from six nature-inspired motifs, free of charge, and walk away with a bespoke piece to add to their spring wardrobe.
- The 'Botanical Atelier' will sit alongside the immersive 'Field of Dreams' art installation also by Claire Luxton in partnership with MTArt Agency, and forms part of the London landmark's exciting spring/summer season, which includes a special shopping event on 9th May

18 April 2024



Caption: Battersea Power Station to host 'Botanical Atelier' embroidery pop-up as part of spring/summer season

Battersea Power Station is offering shoppers the opportunity to personalise and add a floral flair to their spring fashion and homeware purchases at its '**Botanical Atelier**' embroidery pop-up. Designed by British contemporary artist, **Claire Luxton**, in partnership with **MTArt Agency**, the pop-up will be located in the London landmark's Turbine Hall A and run from **4th May – 6th May**, on the evening of **9th May** as part of a special shopping event, and from **10th May – 12th May**.

Shoppers visiting the Power Station will be invited to adorn a new purchase from the mix of British and international brands that call Battersea Power Station home, with one of six bespoke, nature-inspired motifs designed by Claire Luxton, and embroiderers, [Rosie Brain](#) (4th May – 6th May) and [The Lost Girls](#) (evening of 9th May and 10th – 12th May), free-of-charge.

The Botanical Atelier will form a temporary extension to Claire Luxton and MTArt Agency's breathtaking art installation '**Field of Dreams**', also on display in Turbine Hill A from **Monday 29th April 2024**. The floral and botanical inspired artwork is an exploration of the intrinsic connection between nature, mental health, and self-awareness. It encapsulates these themes within its towering 12-metre structure and 33 layers of intricately digitally printed fabric, which seem to both reveal and hide layers of the artwork as it is explored. Working in synergy with Claire Luxton, luxury florist **Moyses Stevens**, which has a shop and flower school at Battersea Power Station, supplied all the specific botanicals used in both the sculptural installation and the accompanying activations, paying homage to their nearly 150 years of floral craftsmanship history.

The embroidery pop-up will continue the botanical theming, dressed with foliage and plants from **Moyses Stevens**, scented with **Penhaligon's** 'Halfeti' fragrance, and accompanied by Claire Luxton's organic soundscapes. Visitors to the Botanical Atelier may also be tempted to head to **Searcys Champagne Bar** in Turbine Hall A to try a limited-edition Field of Dreams inspired cocktail created with Claire Luxton that will be added to the bar's menu whilst the artwork is on display.

Battersea Power Station's Spring/Summer season does not stop there. On **9th May**, a special **Shopping Event** will take place between **5pm – 8pm** and will have inspiring panel talks with fashion and beauty experts including celebrity hair stylist **Paul Edmonds** from Battersea Power Station's **Paul Edmonds Hair & Beauty Salon**. Shoppers will also be able to enjoy elevated in-store experiences and complimentary refreshments, discounts including 20% off at **Calvin Klein** and **Tommy Hilfiger**, sampling from brands such as **Kiehl's** and **Jo Malone London** and gift with purchase at certain stores from **Hugo Boss** to **Curated Makers** and **Venchi**.

Botanical Atelier pop-up information:

- Opening times:
 - **Rosie Brain** – Saturday 4th and Monday 6th May (10am – 8pm) and Sunday 5th May (12pm – 6pm)
 - **The Lost Girls** – Thursday 9th May (5pm – 8pm), Friday 10th and Saturday 11th May (10am – 8pm) and Sunday 12th May (12pm – 6pm)
- The embroidery service is free-of-charge and *only purchases from brands at Battersea Power Station will be eligible for the embroidery experience, on production of a valid and in-date receipt*
- *Visitors to the Botanical Atelier will only be able to embroider one piece of clothing per visit*
- *Materials such as woven, knitted and stretchy fabrics cannot be embroidered. Designers can refuse to embroider on other materials if they think there is a risk of damage*

- *Items over the value of £500 cannot be embroidered*
- *Items are embroidered at owner's risk*

Travelling to Battersea Power Station couldn't be easier with the Zone 1 Battersea Power Station Underground station bringing the riverside neighbourhood within 15 minutes of the West End and the City. Battersea Power Station also has its very own Uber Boat by Thames Clippers pier and is a 15-minute journey from Embankment, 20 minutes from Blackfriars, 30 minutes from Putney and 40 minutes from Canary Wharf. The riverside neighbourhood is easily accessible by bus, bike, car and train too.

To discover more about the Botanical Atelier and Claire Luxton's 'Field of Dreams' art installation at Battersea Power Station, please visit www.bpwrstn.com/field-of-dreams-by-claire-luxton

For more information about Battersea Power Station, please visit www.batterseapowerstation.co.uk and follow @BatterseaPwrStn to keep up to date with the latest news and events.

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For media enquiries, please contact:

Battersea Power Station Development Company

T: +44 (0) 20 7062 1870

E: pressoffice@bpsdc.co.uk

About Battersea Power Station

The regeneration of Battersea Power Station has created London's most exciting mixed-used neighbourhood – a place to shop, eat, drink, live, work and play. Welcoming over 11.2 million visitors in 2023 from the local community, London and further afield, visitors can now enjoy over 140 shops, bars, restaurants and unique leisure experiences in and around the iconic Grade II* listed building.

Battersea Power Station is home to a mix of premium, high street and small independent brands such as Apple, ME+EM, ZARA, Massimo Dutti, Boots Beauty, Jigsaw, Levi's, Aesop, Uniqlo, the Battersea Bookshop, and Curated Makers. The riverside neighbourhood also offers a variety of dining options at over 50 cafes, bars and restaurants including Dishoom, BAO, El Pastor, the first tashas in the UK and the 24,000 sq ft Arcade Food Hall, which hosts 13 cuisines from around the world on its menu.

State-of-the-art leisure and entertainment venues at Battersea Power Station include Lift 109, a unique glass elevator experience inside the building's north west chimney offering 360° views of the London skyline, The Cinema in The Power Station screening all of the latest blockbusters, the home of Ping Pong, Bounce, and So.Shell Nail and Brow Bar. Padel pioneers, Rocket Padel, will also be opening Central London's first riverside indoor courts to Battersea Power Station later this year.

Battersea Power Station's annual calendar of free events and cultural activities is extremely popular with visitors, including summer event The Battersea Games, the Light Festival and Glide, London's only riverside ice rink during the festive period. Establishing itself as a leading experiential destination, visitors can regularly enjoy brand pop-ups, with previous examples including the Aperol Spritz Aperidisco, Jaeger- LeCoultre Golden Ratio Musical Show with TØKIO MÆERS and the NFL London Experience.

Additionally, with its own Uber Boat by Thames Clippers river bus pier and the Zone 1 Battersea Power Station Underground station on the Northern Line, this central London destination is now easily accessible for all to enjoy.

The restoration of Battersea Power Station is the centrepiece of an ambitious regeneration programme that spans across 42 acres and eight phases on a 450m stretch of the River Thames. When completed, this highly anticipated and innovative project will have created more than 20,000 new jobs, over 4,000 new homes, a new NHS medical facility and 19 acres of public space. Today, more than 2,500 people live at Battersea Power Station and more than 6,500 people work across the estate.

For more information, please visit www.batterseapowerstation.co.uk and follow @BatterseaPwrStn to keep up with the latest news and events.

About Claire Luxton

Claire Luxton is a British contemporary multi-disciplinary artist working with photography, immersive installation and poetry. Luxton started her education focusing on photography, however, she felt constrained by the limits of medium-specificity. At that time, she started shaping her visual language and quickly realised that her preferred source material was her own physicality. Her body became the most appropriate tool to explore emotions, affections and concerns. At the centre of her practice lies her own vulnerability as a way to connect with viewers. By assuming different disguises and utilising self-portraiture as a powerful medium, Luxton deftly engages with multifaceted notions of female identity, earning her recognition as a contemporary artist who, much like Cindy Sherman, skilfully navigates diverse narratives and perspectives.

Often triggered by something she has read, Luxton's work delves into a variety of histories. Most of her projects start with an extensive research period where she looks for literary, artistic, botanical, animalistic and musical references, as well as exploring colour, texture, and objects.

About MTArt

MTArt Agency was founded in 2015, with two desires: to support the most inspiring artists and to bring art to everyone. Fast forward to today – we are living our vision, representing some of the most talented, forward-thinking artists in the world, working with global organisations and cities, and nurturing our international community of art-lovers and collectors.

As the leading B Corp in the art world, MTArt Agency strives to integrate meaningful visual narratives in the cityscape. For us, art is not a luxury but an essential, and that is why we are passionate about democratising art. We want to live in a world that is inclusive, diverse and fair, which is why we pay our interns, support our artists financially and personally, and dedicate ourselves to promoting and supporting meaningful art. It is through these actions that we became the first UK company in the art sector to have B Corp status – one of our proudest accolades.

Unapologetically bold, creatively unbound, and socially driven, MTArt is where artists become agents of cultural transformation.