

# WUNDER- KAMMER

Florian Seyd and Ueli Signer, Amsterdam

Works created by Amsterdam duo Florian Seyd and Ueli Signer are inventive, immersive experiences. Their name, The Wunderkammer – German for ‘cabinet of curiosities’ – is an apt reflection of their practice, established in 2005. Describing themselves as ‘gallerists’ for whom nature is their artist, they prefer to let Mother Nature take the lead for their memorable installations, which are commissioned for high-end events and interiors around the world. Their preference for an eclectic expression of colour, line, texture and scale is rendered through flora, minerals and fauna, as well as custom-designed details such as furniture designed by Signer. Whatever the project, a passion for nature is their guiding light.

In Amsterdam, their biannual Shop for a Week event is a case in point. The project was begun by the duo in 2008 as a way to share their latest finds and inspirations from global travels – it is a pop-up shop, exhibition space and florist in equal parts. Taking place in empty buildings or abandoned storefronts, an early rendition saw the footbridge facing their Prinsengracht store decorated with thousands of roses. Levitating stems of red, fuchsia, yellow, coral and blush created an attention-grabbing cloud of colour – a delight for those walking by and a vibrant advertisement for The Wunderkammer’s exotic shop displays. Another installation, a commission for the opening party of Amsterdam’s W Hotel, was suitably splashy, with the lobby decked out in tropical displays of scene-stealing pinks and burgundies. Anthuriums in reds and pinks sprang out from between vivid sprays of purple-painted parlour palms, with rose-pink plinths giving a final punch. In contrast, a society wedding in St Tropez was a dreamy confection of whites and ivory – generous bunches of roses and moth orchids (*Phalaenopsis*) were wound together, creating suspended columns along the aisle, accented by breezy white ribbons.

Signer and Seyd’s palpable curiosity and enthusiasm for nature offer endless inspiration. The seasonal cycle pairs happily with fashion, and The Wunderkammer has styled events for such kings of this world as Karl Lagerfeld, Calvin Klein, *Harper’s Bazaar* and *Elle*. The firm’s work has also featured on the catwalk. For Dutch designer Boaz van Doornik’s 2017 fall/winter collection, for instance, they complemented the clothing with boughs of delicate green to mark the runway, while a model’s artfully messy bouquet in oranges, purples and greens featured ferns, buddleias, crocosmias, hollyhocks and teasels. From St Tropez to South Africa and back again, The Wunderkammer offers an exquisite world of natural artefacts, flowers and plant life. ✨ *Rebecca Roke*



- ↑ Greenery styling for the fashion show of Boaz van Doornik’s autumn/winter 2017 collection
- Fish made out of roses for Shop for a Week, Prinsengracht Amsterdam, 2009
- ↑ → Floral styling for TheGreenGallery.com, an online magazine presenting flowers and plants as the source of inspiration for lovers of art, fashion, food, interiors and design (models: Leloe Wahr and Gaby Waltman)