

ZOFFANY



ARCADIAN THAMES
DIGITAL DESIGN BOOK

ZOFFANY

ARCADIAN THAMES

For over 300 years, the Arcadian Thames has provided a balm for the soul, enabling Londoners to experience a glorious waterside idyl, where nature breathes, and romantic gardens thrive. Flanked by ancient woodland and flower strewn meadows, this stretch of river meanders from Hampton to Kew. Landscaped gardens fringe commanding palaces and grand historic houses, dipping their bankside toes into the cool, swell beneath.

Meaning 'rural paradise', arcadia is a place of virtue and pleasure, narrating centuries, encouraged by the Age of Enlightenment and its less restrictive way of thinking. A successor to the formality of Tudor and Stuart times, its eddying waters are where writers, poets and artists gathered.

Inspired by majestic riverside homes, Zoffany resumes its tour of London with Arcadian Thames, new for SS23. Comprising five prints, five weaves, one embroidery and six wallcoverings, this latest collection pays homage to the revolutionary vision of 18th century nobility, with a curation of enduring masterpieces that celebrate their unwavering commitment to preserving the English landscape.

Peter Gomez, lead designer for Zoffany, explains, "It's always a joy to shine the light on a little known story, especially when it stems from London, Zoffany's hometown. The stretch of river that forms the Arcadian Thames holds so much historical significance, and of course, a unique, natural beauty - it's rare these two components are appreciated collectively. Our interpretation of the Arcadian Thames revisits London in an unexpected way, capturing a snapshot of life, and the prominent influences of its residents."

Providing the cornerstone to all its designs, archive documents, sympathetically reinterpreted for today, bring together a combination of form, pattern and colour to create a harmonious aesthetic that is intuitively Zoffany.

Arcadian Thames continues Zoffany's support of emerging talent, introducing artisan embroider, Livia Papiernik, from the Royal School of Needlework and subsequently the Royal College of Art. Titled Hampton Embroidery, Livia's exquisite, decorative piece is hand finished with traditional French knots and a combination of advanced stitching techniques.

Drawing from a world class pool of talent, Zoffany has commissioned acclaimed mural artist Melissa White to capture the very essence of the Arcadian Thames in an atmospheric 3m panel. Her magnificent painting with its far reaching views, follows in the footsteps of arcadian discovery, preserving a poetic scene curated by an authentic hand.

DESIGNED AND PRINTED IN ENGLAND

zoffany.sandersondesigngroup.com | [@zoffanyfw](https://www.instagram.com/zoffanyfw)





ARCADIAN THAMES

Artist: Melissa White, QEST Scholar | Original artwork: 2022

A bespoke artwork crafted by artisan muralist Melissa White, Arcadian Thames was commissioned by Zoffany especially for this collection. Hand drawn using traditional chalk paints, the design frames a vista of riverside life, incorporating elements from London's Syon House, Garrick Villa, Strawberry Hill House and Hampton Court.

WALLPAPER



313039



313040

HAMPTON EMBROIDERY

Artist: *Livia Papiernik, MA, BA (Hons.)* | Original artwork: 2022

Zoffany is thrilled to introduce guest designer, Livia Papiernik, a graduate from the Royal School of Needlework (RSN) and subsequently London's Royal College of Art.

Her unique style incorporates an exquisite blend of pattern and storytelling, paying homage to Jacobean embroidery and the heraldic beast statues which decorate Hampton Court Palace. This considered piece is embellished with hand finished detail and decorative stitching.

FABRIC



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HENRIETTA'S TRAIL

Archive: Chinese painted silk table runner, 18th century

Scrolling trails of delicate florals, bugs and butterflies adorn this decorative wallcovering which is inspired by an archival hand painted Chinese silk table runner.

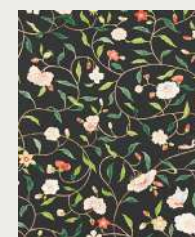
WALLPAPER



313053



313054



313055

COROMANDEL PRINT

Archive source: Chintz, 19th century hand block printed fabric

Coromandel Print is named after India's south-eastern coastline famed for traditional Indian hand blocked prints. Retaining the same level of detail as the archive document, Coromandel's entwining branches, flowers, and the abundance of fruits such as pomegranates, allude to the artwork's customary past.

FABRIC



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WALLPAPER



313051



313052

ITALIAN GARDEN

Archive source: 19th century, block printed

The Grand Tour introduced this style of Italianate baroque gardens to the aesthetic of English stately homes. Taken from a 19th century block printed wallpaper, this interpretation is printed on a paper backed fine textile ground giving the illusion of fabric on the wall.

FABRIC



322766



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322768

ELEONORA PRINT

Archive source: Inspired by a 16th century mural

Evocative of the Arcadian Thames, an elegant trail of branches, leaves and calling birds embodies simplicity and romanticism. Retaining the same textural appearance as its fabric counterpart, this pared back design is printed on a paper backed fine textile wallcovering.

WALLPAPER



313045



313046



313047



ELEONORA PRINT

Archive source: Inspired by a 16th century mural

Eleonora is inspired by a 16th century Swedish mural, first appearing as part of Zoffany's portfolio in 2010. A Swedish evocation of a rural paradise akin to the Arcadian Thames, elegant trailing branches, leaves and calling birds embodies simplicity and romanticism. Screen printed on linen union twill.

FABRIC



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EMPEROR'S MUSICIAN

Archive source: Chinoiserie, 18th century block printed wallpaper

Trailing floral vines create an open frame around the emperor's musician as birds and peacocks listen on intently. This beautiful, chinoiserie scene is taken from an 18th century wallpaper document, possibly inspired by oriental draughtsman Jean-Baptiste Pillement.

Printed on a paper backed fine textile ground to emphasise the appearance of fabric covered walls.

WALLPAPER



313048



313049



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EMPEROR'S MUSICIAN

Archive source: Chinoiserie, 18th century block printed wallpaper

Trailing floral vines create an open frame around the emperor's musician as birds and peacocks listen on intently. This beautiful, chinoiserie scene is taken from an 18th century wallpaper document, in the tradition of the draughtsman Jean-Baptiste Pillement, who created highly imaginative designs with delicate detail.

FABRIC



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PINA DE INDES

Archive source: Inspired by 20th century indigo resist block print

Throughout the 18th century, pineapples became a symbol of prosperity and wealth amongst the English elite, with Arcadian Thames resident and poet, Alexander Pope, trading the exotic fruits for items of importance and curiosity. Our homage to this highly regarded fruit captures the distinctive character of indigo resist prints.

WALLPAPER



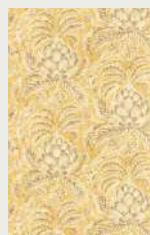
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313042



313043



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PINA DE INDES

Archive source: Inspired by 20th century indigo resist block print 100% cotton

Throughout the 18th century, pineapples became a symbol of prosperity and wealth amongst the English elite. Arcadian Thames resident and poet, Alexander Pope, traded these rare and valued fruits for items of importance and curiosity. Our homage to the highly regarded pineapple captures the fluidity of indigo resist print on 100% heavyweight linen.

FABRIC



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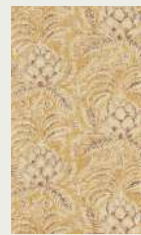
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LISERÉ STRIPE

Archive source: Italian 18th century textile

Incredibly elegant, this refined decorative stripe is created with a beautifully fine 100% cotton strié. Crafted using traditional weaving methods, intricate twisted yarns provide relief and interest. Liseré Stripe offers the ideal companion to Arcadian Thames prints and wallcoverings.

FABRIC



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Arcadian Thames 313039



Arcadian Thames 313040



Eleonora Print 313045



Eleonora Print 313046



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Emperor's Musician 313048



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Italian Garden 313052



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Emperor's Musician 322753



Emperor's Musician 322754



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Hampton Embroidery 333351



Italian Garden 322766



Italian Garden 322767



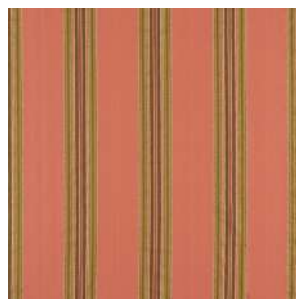
Italian Garden 322768



Liserè Stripe 333352



Liserè Stripe 333353



Liserè Stripe 333354



Pina de Indes 322761



Pina de Indes 322762



Pina de Indes 322763



Pina de Indes 322764



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ZOFFANY

CONTACT DETAILS

LONDON SHOWROOM

Design Centre Chelsea Harbour, First Floor, South Dome, Lots Road, London, SW10 0XE

Tel: + 44 203 903 3700 | **Email:** showroom@sandersondesigngroup.com

NEW YORK SHOWROOM

Suite 905 D&D Building, 979 3rd Avenue, New York 10022

Tel: +1 212 319 7220 | **Email:** sales-ny@sandersondesigngroup.com

CHICAGO SHOWROOM

222 W Merchandise Mart Plaza, Suite 6-117A, Chicago, IL 60654

Tel: +1 312 929 2058 | **Email:** sales-chicago@sandersondesigngroup.com

DUBAI SHOWROOM

The Prism Tower, Office 2708, Floor 27, PO Box 391982, Business Bay, Dubai, United Arab Emirates

Tel: +971 4361 9766 | **Email:** infome@sandersondesigngroup.com

NETHERLANDS SHOWROOM

ETC Licht & Interieur, Randweg 20, 4104 AC Culemborg

Tel: +31 65349 3696 | **Email:** international@sandersondesigngroup.com

GERMANY SHOWROOM

Kronenstrasse 4, 76133 Karlsruhe

Tel: +49 721 981 985 60 | **Email:** verkauf@sandersondesigngroup.com
