

As effective as a subtle fabric or as functional as a well-designed chair, it can be a Wow or a Whisper

Wows and Whispers

News & comment from
THE SILK FOREST

In this edition of Wows and Whispers we're going to talk about an installation from concept to realization. First we're covering how you might deal with the droughts forecast for this summer.

How to help in the droughts forecast to start soon

Water- why should it bother The Silk Forest, apart from life's essentials, like tea and coffee? (...and ice for a Gin! I hear from the other side of the office...)

Most of Britain had below average rainfall in 2011, and despite the snowfalls 2012 is forecast to be a year that sees water shortages.

We can all twitter and witter about leaky pipes and lack of investment but in the final analysis, there are things we can do.

We're all consuming it. We're all flushing it away. We're all wasting it somehow.

So how can we help?

According to a 2004 article in Bioscience**, plant irrigation accounted for 70% of the world's fresh water consumption.

How many times have you seen fabulous hanging baskets or troughs dripping water on the pavement, straight into the drain?

We're spending money and resources on purifying water to send it straight into the drain- how clever is that?

Then let's look at interiors: irrigation systems can minimise the amount of water you use in plant displays. Others may tell you about the beneficial effects of plants. We're not going to argue with that. We'd just point out that once, maybe twice a year you need to use half a bucket of water to clean a properly constructed artificial display. Do the maths.

On balance, we reckon plants are best kept in the environment where they thrive, where millennia of evolution have given them the best design. It's actually called 'xeriscaping' the right stuff, growing in the right place, in tune with the environment. It's not done very often and it has to be done as part of an holistic process.

One final thing, it simply isn't true that the plastics in artificial plants can't be recycled.

So if you want to save on water consumption or simply want to avoid the bother of watering at all, we can help.

** Pimentel, Berger, et al. (October 2004). "Water resources: agricultural and environmental issues". BioScience 54 (10): 909



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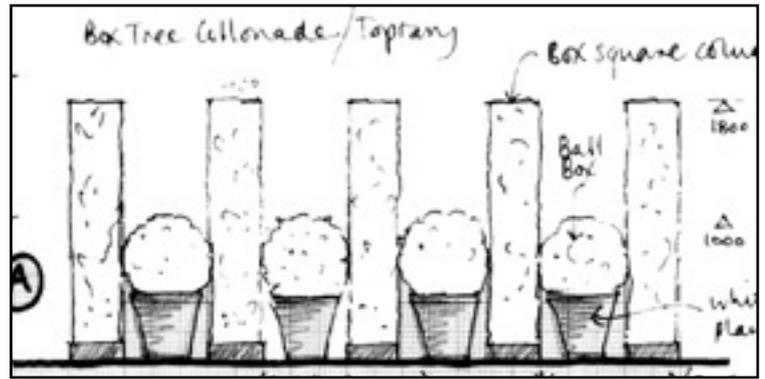
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Concept to execution

We thought we'd show you some of the ways we produce our installations. So we've picked some work we did for P&O Cruises a couple of years ago on their ship the Azura.

On the very top deck, there is a Spa Terrace called "The Retreat" and is restricted to adults only. It's one of those quiet places where you can relax and chill out.

Adefcto were the interior design company appointed by P&O Cruises to design the space. We were presented with their designs and our job was to turn them into reality. The plant displays were a combination of soft flowering types, topiary in balls and columns. The central feature was to be a 4 metre high artificial tree



*The Retreat original illustration
©Adefcto Design*



*The Retreat design graphic
©Adefcto Design*

And one more thing, The Retreat is on the the top deck, exposed to sun, wind and rain.

This is how Adefcto designed it and how P&O Cruises expected it to look.

And this is how we made it and passengers still try to smell the Lavender!

For more about Azura click on

www.pocruises.com/azura

www.adfecto.com

www.thesilkforest.co/marine-offshore/azura



*The Retreat MV Azura plant displays manufactured and installed by The Silk Forest
©P&O Cruises*

Now here's a thought

The early bird catches the worm
but it's the second mouse that
gets the cheese.

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