

FLORA POWERS

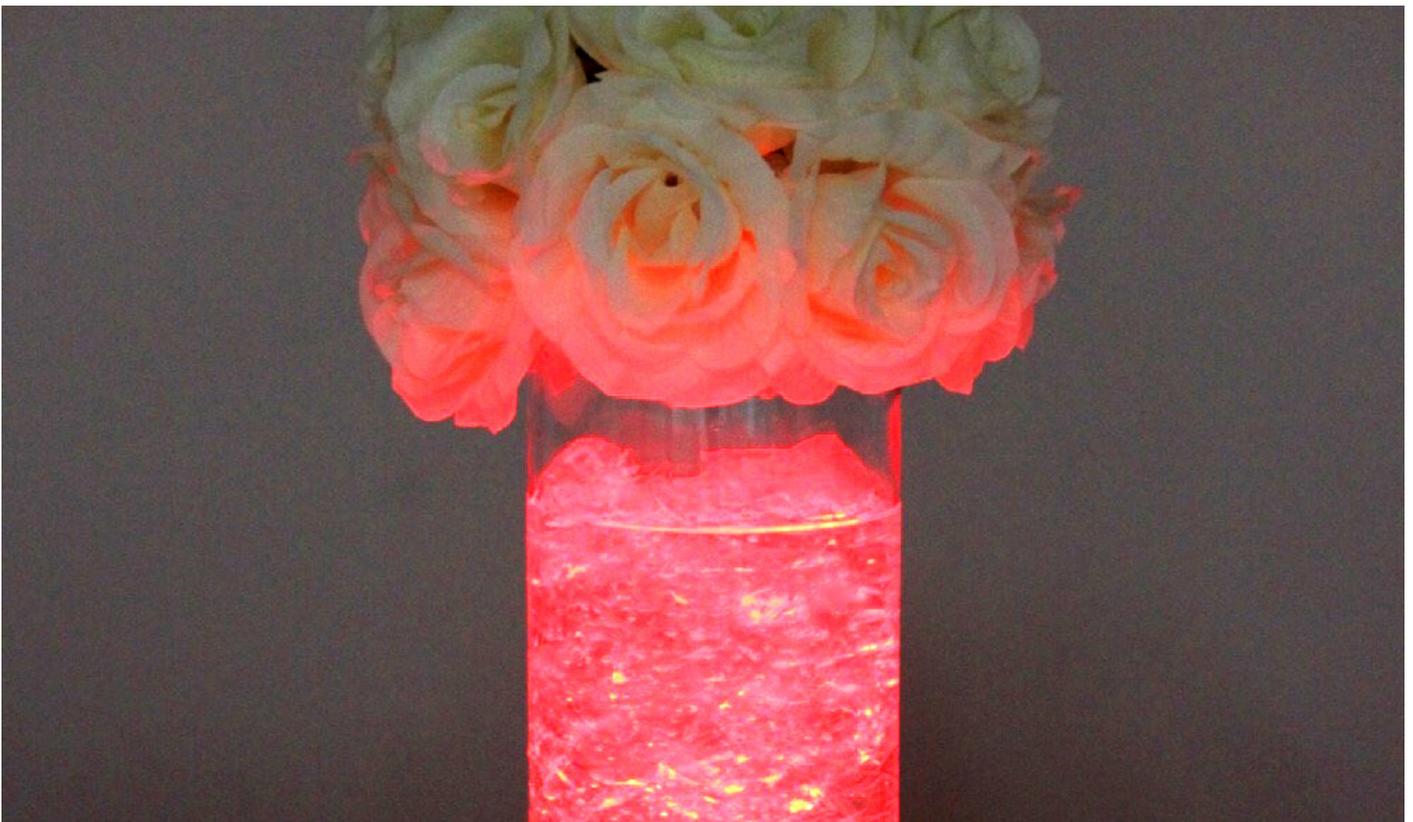
CREATED BY PALOMA POWERS

Paloma Powers the futurist art agitator is developing artist-created floral sculptures available for direct purchase and local delivery in select cities. Paloma launched Flora Powers to explore the history of flowers as ritual artifact, form of symbolic currency and analogue for the volatility of the art market itself. Flowers are ever-present in art history and are arguably an early form of art. From ancient uses as devotional offerings to the Renaissance “language of flowers,” blooms and bouquets have communicated complex meanings through their aesthetic and symbolic qualities. Flora Powers animates the heritage of flowers for a new era with contemporary artists leading the way.

During the opening days of the Berlin Biennial (June 2-4), Flora Powers will present a portable exhibition of floral arrangements created by artists who share an interest in the domestic environment, design, and questions of taste and consumption. These limited-edition artist bouquets can be ordered online and hand-delivered locally within Berlin by our network of couriers. The delivery process is both exhibition platform and performance, mediated by an online portal and the matrix of e-commerce, but blossoming into the physical world with tangible immediacy. The general public will be able to send and receive an artist’s work as a real-time gift, and artists will be able to design a vernacular object that is highly personal and ephemeral for mass circulation.

Participating artists include:

Monira Al Qadiri, Asger Carlsen, Rachel de Joode, Sara Ludy, Amalia Ulman



WWW.PALOMAPOWERS.COM/FLORA

ABOUT FLORA POWERS

Flora Powers is artist-designed floral arrangements.

Choose from 5 artist-designed floral arrangements for delivery in Berlin.

Order and information: www.palomapowers.com/flora

Perfect for:

- a friend
- a frenemy
- a crush
- an artist you admire
- a critic you fear
- a collector you envy
- the exhausted Biennial staff
- a beautiful stranger
- yourself

Flora Powers is brought to Berlin with the help of Ché Zara Blomfield, founder of The Composing Rooms and floral consultants Aurime and Igne Aleksandraviciutes, founders of Buketai floral studio in Vilnius.

ABOUT PALOMA POWERS

Paloma Powers develops innovative, artist-led solutions for brands and clients beyond the traditional art world. She and her associates in New York, Los Angeles, Amsterdam, and Shanghai are dedicated to a purposeful life with artists at the helm of solving problems. In 2015, Paloma Powers worked with clients: Airbnb, Absolut, Apple, Gucci, and Neuhouse Los Angeles.

Paloma Powers was founded as a response to limited business models within a changing art world, to elevate the role and value of cultural workers, and to broaden the audiences and contexts for art.