





# Introducing Arcana

Arcana creates a tactile collection of homeware that is stimulating to the senses, soft, luxurious and beautiful to behold. Our collections are infused with the 3 things we are most passionate about: nature, education and art. It's about sharing knowledge and expressing beauty.

Each item is lovingly crafted, with heart and humanity running throughout. The blankets are created to keep, to hand down and to become part of your very own family fabric. They are the thread that connects you with nature.

Fold them, wrap them, drape them, run around wearing them as a cape; but, above all enjoy them. In a world of throwaway, of discarding and the disposable, champion sustainability and longevity, be the change. More than a blanket or a throw, pretty interiors or inspirational décor, it's about design for change and making a difference.

Wrap yourself up in a world of wildlife and wonder. Change begins at home.



Facing page: Indoor Jungle Window blanket





### The Arcana Ethos

Our ethos is one of education. We believe that authentic change takes place following deep-bedded knowledge. We wanted to create something that wasn't just pretty but purposeful.

The intricacy and the artwork has been designed so that it shows the depth and distinction behind each species. Every time you curl up, we want you to see something new and for change to unfold, imitating the magic of the natural world.

Every piece in our collections comes with a dedicated guidebook to learn about the inspiration and origination of the work. This has been written with accuracy of natural history and authenticity, inspiring curiosity.

Backed by science, designed with soul and educating through art, Arcana is all about alchemy. Fusing the real world with the natural world. Not just appreciating it, but understanding it. Arcana represents the great secret of nature... celebrating it and sharing it.

We promise education, beauty and sustainability to inspire change.

Wild Oak Duotone blanket and Wild Oak cushions.

# Partnership

Becoming an Arcana partner is about so much more than making profit. We have a strong set of values and beliefs, combining our expertise in nature and our flair for design. Our collections are not simply beautiful but educational. Each design is accurate and informative, teaching nature's narrative and weaving our environmental and sustainable messaging throughout all that we make.

We hand-pick partners who are passionate about the same things as us. To protect and preserve the natural environment and continue the learning experience. To champion less but better and to choose change. We would love to have a conversation with you about how we might create change together, to create a tight-knit network dedicated to celebrating nature.

Partnering with us will mean personal conversations and someone always at the end of the phone. We will support your marketing efforts and shout out our stockists and sustainability champions. We will recognise you and reward you so you grow alongside us. And we will supply you with everything you need to make your marketing seamless, from our visuals to our values.

Become part of a passionate and personal team with an important message.

Welcome to the Arcana family.



Indoor Jungle Brew Blanket

# Meet Your New Blanket...

...sofa throw, bed cover, table cloth, picnic or yoga blanket.

Our blankets are woven from 75% recycled cotton, 20% spun cotton and 5% polyester that is required in the recycled cotton portion to retain its strength.

All the colours you see are woven from just six colours of threads, which can be seen in the 1.5 inch fringing on the edge. Two edges show the colours, two show black and white threads. Each soft tapestry blanket contains over 8 miles of yarn. Because the blankets are woven, every one is reversible, showing different colours on the back.







### Machine Washable Recycled Cotton

From cosying up with a book to lying on the beach, you can use your blanket everywhere at any time of year, as the lightweight nature of the fabric allows amazing versatility. You can even machine or hand wash the blanket in cold water on a delicate cycle using a mild detergent, so you don't need to worry about loving it and taking it everywhere.

This page: Night Garden blanket. Facing page clockwise from top left: Indoor Jungle Brew blanket and Indoor Jungle cushion, Night Garden blanket, Wild Oak Duotone blanket and Wild Oak cushions, Wild Oak Autumn blanket.



### Enrapture

That one word encapsulates the feel of Arcana. The fabric, the texture, the depth and beauty of each blanket. You have to wrap yourself in it to believe it, the words, the artwork and the knowledge that supports the design is somehow not quite enough. No substitute for tactility.

Each item is beautifully crafted, a narrative is designed to educate, to stimulate discussion and emotion and to evoke change.

A tapestry of truth, a celebration of texture and an entwining of worlds; the human world and the natural world. The blankets are created to keep, to hand down and to become part of your very own family fabric. They are the thread that connects you with nature.

Homeware with heart.

Forest Flight blanket and cushion



# Wild Life, Our Way

Bringing the products to life is a labour of love. A 9-step journey. Step into our woodland wonderland. This is the way we do things:

#### Concept

Here we discuss concepts, creativity, conservation, charities to support and where change is needed.

#### Science

Approaching it from a scientific background with biodiversity as a key focal point, we talk about nature, wildlife, flora, fauna and the finer details. Jake is in his element.

### Sketch

Ria takes the stage. Here we get the charcoals out, adding tone and texture, bringing shade and pencil strokes to bring the concept to life.

#### Refine

Back to the books, cross-referencing and double-checking every single detail. We are passionate about accuracy and fiercely protective of natural history. We'll never add details to make it look beautiful, woven into our creativity you'll find the intricacies of reality that are representative of the wild world.

### Art

Ria spreads her wings, adding colour and artistic detail to the designs. This is where they become bold and fully fledged, the texture coming to life before we even translate into material. The art has depth and story.

#### Education

Jake returns at the final stage to work on the narrative and the natural history. He heads up an educational guide to accompany each collection, supported by science and designed to awaken curiosity in adults and children alike.

### Production

A tearful farewell as the artwork leaves the studio. Now is a time of waiting, resting and contemplation (who are we kidding? Ria is already planning the next collection)

#### Proof

Proof Day is the best day. The blankets feel so good, the colour, the texture. They never fail to wow us with their colour and texture.

### Nap

The final stage. Road test the blanket. Also known as taking an afternoon nap and calling it a creative meeting. Soft enough to sleep in and big enough to wrap up in, reawakening the magic of nature and bringing it home.

It's not just our creative process, it's our passion.

Ria Mishaal, artist and Jake Snaddon, ecologist, co-founders of Arcana

# The Collections





INDOOR JUNGLE

NIGHT GARDEN

WILD OAK

FOREST FLIGHT



#### CELEBRATING THE CONNECTION BETWEEN HOUSE PLANTS & MENTAL HEALTH

## INDOOR JUNGLE

Plants spread positivity, improving our moods, reducing stress and increasing productivity and concentration, they have even been proven to increase pain tolerance. This is plant power.

In this collection, we embrace plants inside, woven into the very fabric of your home. Featuring species such as Maranta, Calathea and iconic Monstera.

Welcome to the Indoor Jungle.





This page, top and below far right: Indoor Jungle Window blanket (blue). Right: Indoor Jungle Brew blanket (red). Facing page: Indoor Jungle Brew blanket and Indoor Jungle cushion.







#### A NOCTURNAL NARRATIVE

### NIGHT GARDEN

When the lights go out and the night draws in, your garden fills with life. Celebrating back garden biodiversity, you'll discover moths for every month of the year, paired with the plants that hungry caterpillars feed upon. With art imitating nature, the blanket is filled from ground to tree level, plants climbing up the edges untethered and coming alive with an abundance of nightlife. Spot the rose chafer beetle in its iridescent green splendour.



This page, top: Night Garden Duotone blanket; bottom: Night Garden Wrap blanket. Facing page: Night Garden blanket.



#### A TREE OF WISDOM AND SANCTUARY

### WILD OAK

Oak trees are embedded in our culture and deserved a dedicated collection: a haven for 2,300 species, nurtured by different parts of this majestic tree. Find the oak growing in the blanket folds. Green woodpeckers, purple emperors, blue ground beetles and faithful squirrels are attracted to the oak, and like animals to the Arc, the wildlife is supported by this tree. Strengthened and safe, oak is a sanctuary for creatures of all shapes and sizes.





This page, top: Wild Oak Autumn blanket; bottom: Wild Oak Summer blanket and Wild Oak Foraging cushion. Facing Page: Wild Oak Duotone blanket and Wild Oak Patterned cushion.





## THE BEAUTY AND BIODIVERSITY OF THE BELIZEAN RAINFOREST

## FOREST FLIGHT

There's an abundance of things to see in the Belizean rainforest. Look up to find tree species, cedar, cecropia and firebush, housing a party of woodpeckers, hummingbirds, oropendolas, euphonias, trogans and toucans. Let your imagination take flight, see what you can find.



This spread: Forest Flight blanket and Forest Flight Hummingbirds cushion

## Our products

We offer a range of textile products including our luxurious recycled cotton blankets, some of which are pictured here, limited edition cushions and bags. For our full range, please visit our website wearearcana.com



INDOOR JUNGLE WINDOW Medium square: 62" x 62" (157x157cm)

INDOOR JUNGLE BREW

Medium square: 62" x 62" (157x157cm)



WILD OAK SUMMER Large: 84" x 62" (214x158cm)



All sizes are approximate - there may be a couple of inches of variation between designs due to the nature of the weave.

WILD OAK AUTUMN Medium: 72" x 54" (183x137cm)



NIGHT GARDEN Large: 84" x 62" (214x158cm)



NIGHT GARDEN DUOTONE Medium: 72" x 54" (183x137cm)



WILD OAK DUOTONE Large: 84" x 62" (214x158cm)



FOREST FLIGHT Large: 84" x 62" (214x158cm)

### Wild Wander Wrap Blankets

Our little size is just wonderful to carry with you - use as a throw to sit in the park, wrap around you to keep warm, or pop over your knees as you relax with your favourite book. They also make beautiful gifts.



WILD OAK MINI Mini: 54"x40" (137cm x 101cm)



NIGHT GARDEN MINI Mini: 54"x40" (137cm x 101cm)



INDOOR JUNGLE MINI Mini: 54"x40" (137cm x 101cm)



### **Changing Nature**

Arcana is about imagination, education and inspiration. It celebrates the power of nature connectedness and the importance of creating conversation, conservation and change.

Each collection centres around a particular topic, remaining truthful to the species. Sharing the intricacies of the natural world and the fables of flora and fauna, it acts as a tactile reminder of how often nature touches our lives and the impact we have on everything around us. Change begins with making different choices, those with sustainability at the heart of the story.

Wild Oak Autumn blanket





We believe in the nature within.

That actions mean more than wares. We started Arcana with a desire not just to create beautiful tactile items for the home but to educate and inspire nature connectedness.

The collections are designed to awaken curiosity by combining natural history and art, translating art into texture and capturing the subtleties and intricacies of each species and story.

Combining nature connectedness and artistic alchemy, Arcana is about uncovering magic and appreciating beauty in textiles that tell a different tale.

One of texture, truth, wildlife and wonder.

With change woven into our very fabric.

That's the nature of Arcana.

See our full collection:

#### WEAREARCANA.COM