

Press release:

THE MONKEY PUZZLE TREE LAUNCHES VIBRANT NEW FABRIC WITH IMPORTANT ENVIRONMENTAL MESSAGE

Award winning luxury interiors brand **The Monkey Puzzle Tree** has launched a new fabric design called 'All Tomorrow's Futures' which carries an environmental message within its beautiful depiction of the natural world. 'All Tomorrow's Futures' is the result of a collaboration between design house **The Monkey Puzzle Tree** and artist Alexis Snell.



"I wanted to explore the way in which the natural world and urban environments collide," says artist and illustrator Alexis Snell. "In 'All Tomorrow's Futures', you can see flocks of swallows morphing into aeroplanes and shoals of fish merging into skulls and snakes. We wanted to create a modern version of the Willow Pattern in which the design tells a story. Climate change is a major concern of mine, so I created an image that will make people think about what's happening to our planet. The name 'All Tomorrow's Futures' refers to the fact that the future of our planet could go in two different ways. We've got to act now to prevent disaster."

Printed onto a textured cotton-linen fabric with a bouclé-like feel, 'All Tomorrow's Futures' is a joyful and intricate depiction of the natural world featuring monkeys, butterflies and panthers set alongside exploding volcanoes and arid deserts. Working in partnership with **The Monkey Puzzle Tree**, Alexis sketched out her initial design for 'All Tomorrow's Futures' in pencil before hand carving it onto a lino block and printing it by hand with a roller. This pattern was then screen printed at Stead McAlpin, a heritage mill in Cumbria, onto a

bespoke, unbleached cotton-linen fabric. The design is available in three, nature-inspired colourways – Lobster Orange, Ocean Blue and Seaweed Green.



The starting point for 'All Tomorrow's Futures' was Alexis Snell's children's book *The Bear in the Stars* which tells the story of a bear forced to leave her home because of climate change. "Alexis and I had already started working together, but when I bought the book for my kids for Christmas it sparked an idea for an environmentally-themed fabric design," says Charlotte Raffo, founder of **The Monkey Puzzle Tree**. "'All Tomorrow's Futures' is not only an incredibly beautiful design, it also has a subversive undertone. There's a layered, hidden message about humankind's impact on the planet that reveals more of itself every time you look at the fabric. The fact that it's a lino cut design means there is something both simple

and complex in the pattern. The restricted colour palette also adds to the impact because the design is printed in one single, bold colour onto the unbleached fabric."

The environmental story told by 'All Tomorrow's Futures' ties in with The Monkey Puzzle Tree's own ethical and sustainable standpoint. All the fabrics and wallpaper designs are created and manufactured within 100 miles of The Monkey Puzzle Tree's Leeds HQ which minimises the company's carbon footprint. In addition, all the artists who create the designs are paid a generous 20% royalty to help support their creative endeavours.

"We are committed to a local and sustainable approach," says Charlotte Raffo. "All our unique fabrics and wallpapers are built to last, meaning they need to be replaced less often – arguably one of the most sustainable actions we can take. Also, as part of our commitment to supporting the textile industry in the North of England, we adopt a transparency policy in which all our suppliers are named on our website. This not only raises the profile of our partners, but also encourages them to adopt a sustainable and ethical approach."



'All Tomorrow's Futures' is suitable for curtains, blinds and upholstery, and sits within The Monkey Puzzle Tree's innovative and award-winning range of fabrics and wallpapers. When Charlotte Raffo founded The Monkey Puzzle Tree in 2017, her mission was to combine her background in textile manufacturing with her love of the unique design scene in and around her home town of Leeds. Working with a handpicked group of local artists, The Monkey Puzzle Tree creates highly distinctive fabrics and wallpapers that bring art, story and character to your home.

Dropbox link for images:

<https://www.dropbox.com/sh/4x8vd6ubcsvb4tl/AAD22Q6iCKIrsArH5--zX06Oa?dl=0>

Website: <https://themonkeypuzzletree.com>

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Notes to Editors

The Monkey Puzzle Tree is a luxury award winning interiors brand with a difference, creating artist-designed, British-made fabrics and wallpapers. Celebrating the best of the North of England's design, craftsmanship and manufacturing, The Monkey Puzzle Tree collaborates with handpicked artists, translating their vision into unique designs for the home. All products are designed and manufactured within 100 miles of the company's Leeds HQ. The Monkey Puzzle Tree creates distinctive fabrics and wallpapers with a quiet sense of rebellion – bringing art, story and character to your home.

For further information / interviews / hi-res images please contact:

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