

# HBF TEXTILES



## **HBF Textiles to Spotlight Textural Artistry During New York Textile Month**

*- Featuring an installation by the visionary Elodie Blanchard, HBF Textiles will promote the creativity and inspiration inherent within fabrics -*

**New York, NY – September 2019 —** [HBF Textiles](#) will celebrate the infinite possibilities of fabric throughout the fourth-annual [New York Textile Month](#), hosting a special exhibit at their [NYC Showroom](#) crafted by the whimsical Elodie Blanchard.

Following three collaborations with HBF Textiles, Elodie Blanchard will bring her “Fabrications” exhibit to the HBF & HBF Textiles showroom. This installation features an expansive collection of Elodie’s textile-based artwork and sculptures, including “Masked Feelings” - a series of stitched masks that represent various emotions, personalities, and intricate characters. Using multicolor threads to sketch out features, Elodie’s masks range from “awe” to “aghast,” provoking self-reflection within the viewer. Also on display will be her iconic, colorful trees made from repurposed textile scraps. Multicolored and ever-unique, Elodie’s trees are molded into individual, eccentric shapes to create a “forest of nonsense.”

“Every textile collection we produce with Elodie speaks to her artistic vision and channels the inspiration she finds within the world of fabrics,” says HBF Textiles VP Design + Creative Direction, Mary Jo Miller. “We are thrilled to have Elodie’s artwork in the Flatiron showroom for New York Textile Month, alongside some of her most distinguished designs for HBF Textiles.”

From September 17th through September 26th, Elodie Blanchard's "Fabrication" installation will be on display at the HBF & HBF Textiles New York Showroom from 9am - 5pm EST. On September 25, HBF Textiles and Elodie will host a celebration in the showroom from 5:30pm - 8pm EST.

New York Textile Month is a month-long citywide festival designed to celebrate textiles and promote textile awareness. Initiated by Lidewij Edelkoort, trend forecaster and Dean of Hybrid Studies at The New School and assisted by Dori Azoulay, NYTM brings together museums, galleries, showrooms, retailers, design studios, students and the general public to explore concerning textiles.

For more information on New York Textile Month and a full calendar of events across the city, please visit [www.textilemonth.nyc](http://www.textilemonth.nyc).

### **About HBF Textiles**

HBF Textiles gives dimension to the lives and spaces of users, designers and communities through the essential qualities of fabric. Their expertise comes from understanding the inherent qualities of fabric — yarn, dyeing, spinning, structure and weave. What they produce is not just textiles, but a larger web of relationships. Weaving textiles together with manufacturing and production, they are part of a two-hundred-year-old legacy of textile manufacturing within North Carolina. And, with like-minded mills and collaborators — locally and globally — they explore together the myriad of possibilities of what fabric can be. [www.hbftextiles.com](http://www.hbftextiles.com).

### **About Elodie Blanchard**

Elodie Blanchard is an artist working at the intersection of fiber art, performance, and design.

Known for her textile designs, large-scale fiber sculptures and installations, and costume-driven performances, Blanchard uses humor and joy in complicated and perhaps deceptive ways, inviting the viewer to participate in a serious kind of play.

Through material exploration, repurposing, and a near meditative process of repetition, she transforms the discarded and the commonplace into fantastical objects and playful environments that give us permission to explore our ambiguous relationship to nature, to others, and to ourselves.

Born in Grenoble, France in 1976, Blanchard studied sculpture at l'Ecole Supérieure des Beaux Arts de Paris, fashion at l'Ecole des Arts Appliqués Duperré, where she explored the material intelligence of textiles, and performance at CalArts, where she collaborated with musicians and dancers. She established her design studio in 2005, and over the course of her career, collaborated with numerous architects, designers, and brands, developing textile collections and working on large scale works for public spaces, institutions, residences, offices, and hotels, in New York, Chicago, Los Angeles, Boston, Houston and abroad. She was most recently "interiors + sources" designer of the year and Artist in Residence at the Museum of Arts and Design in New York. [www.elodieblanchard.com](http://www.elodieblanchard.com)

### **Media Contacts**

Megan Devine  
*HBF Contract*  
[devinem@hbf.com](mailto:devinem@hbf.com)  
(704) 477-7329

Abby Perham  
*Novità Communications*  
[abby@novitapr.com](mailto:abby@novitapr.com)  
(212) 528 3160 x 21