



mushaboom  
design™





## The SHADOW PLAY Collection

Night time walks reveal a new side to the beauty of the natural world with light shining through the branches and shadows cast providing inspiration for this collection which celebrates the forms revealed.

The process for this collection used photos taken during these evening strolls and multi-coloured shadows were photographed in studio with flowers, leaves and branches. Patterns have been built up with many layers of light and shadow revealing unique qualities of form and depth.

Innovative pattern layout and colour stories create a vibrant harmony and signature style.

The Shadow Play collection pioneers the use of digitally printed wool fabric for upholstery.





The Shadow Play Collection - Seven patterns available as upholstery fabric or wallcovering.

Left: Planar  
Middle and detail: Bouquet

Top Right: Bloom  
Bottom Right: Trellis  
Detail: Sheen  
Top Far Right: Dapple

Printed on 100% Wool, 380 grams sq/meter, made in Italy.



# BOUQUET



Big blossoms, branches, and vines were brought to the studio and projected with multiple coloured lights creating a fantasy of surprising forms and colour combinations.

Sofa: Bouquet  
Back pillow: Bloom  
Front pillow: Dapple



# PLANAR



Top: Planar  
Right: Full scale section

The film onto which the lights were projected was beautiful in it's own right and magnified in this design to capture the texture.

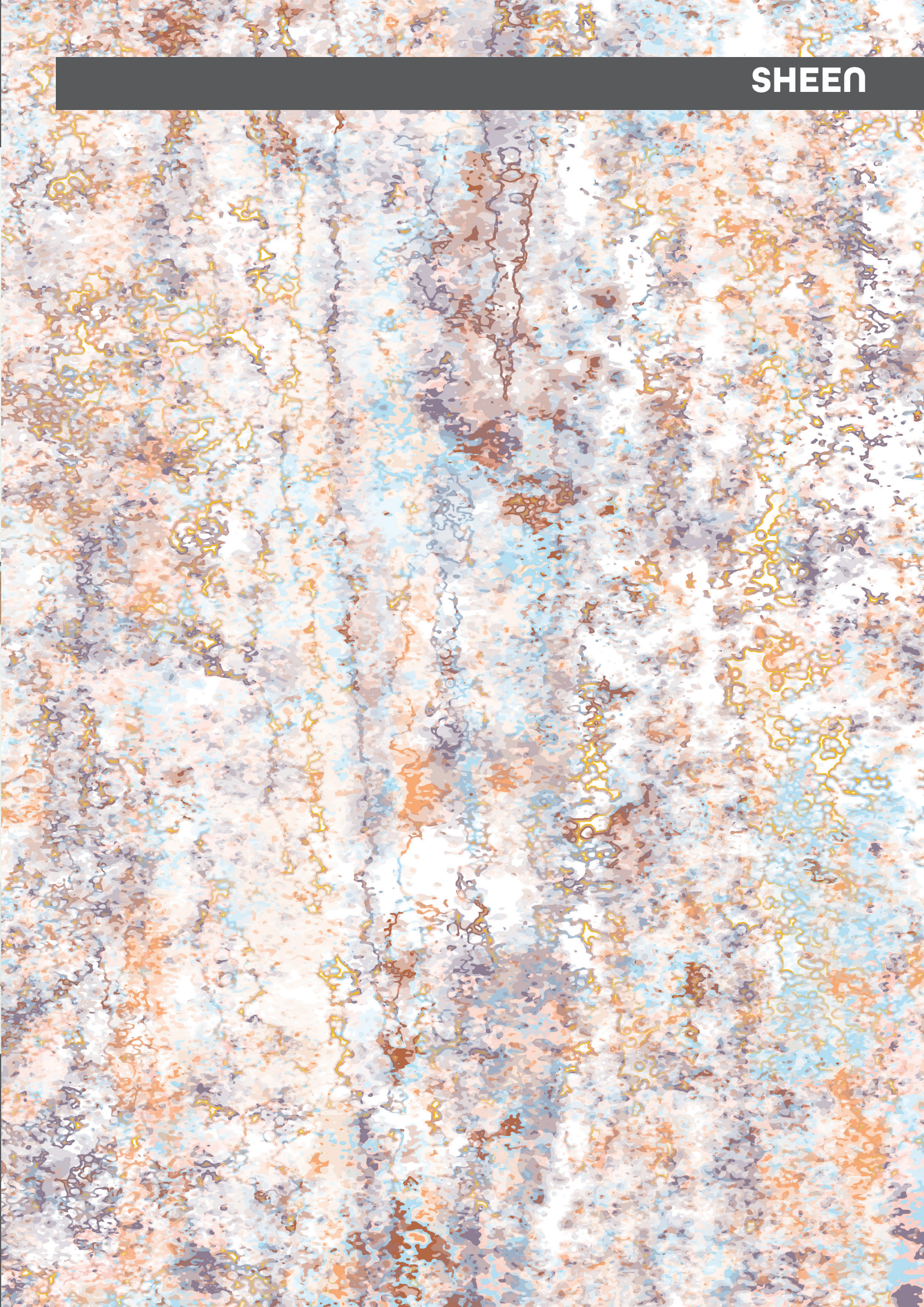


SHEEN



Grasses layered and suspended before the lights in the studio created this beautiful striped textured design.

Chair: Sheen  
Drapery: Planar  
Right: Full scale section





# TRELLIS



The net used to suspend flowers for photography became this simple geometric that compliments the other designs.

Chair: Trellis  
Wall: Bouquet  
Right: Full scale section





Sofa: Bloom  
Wall: Dapple

An interwoven network of branches was the starting point of this non-directional botanical pattern.

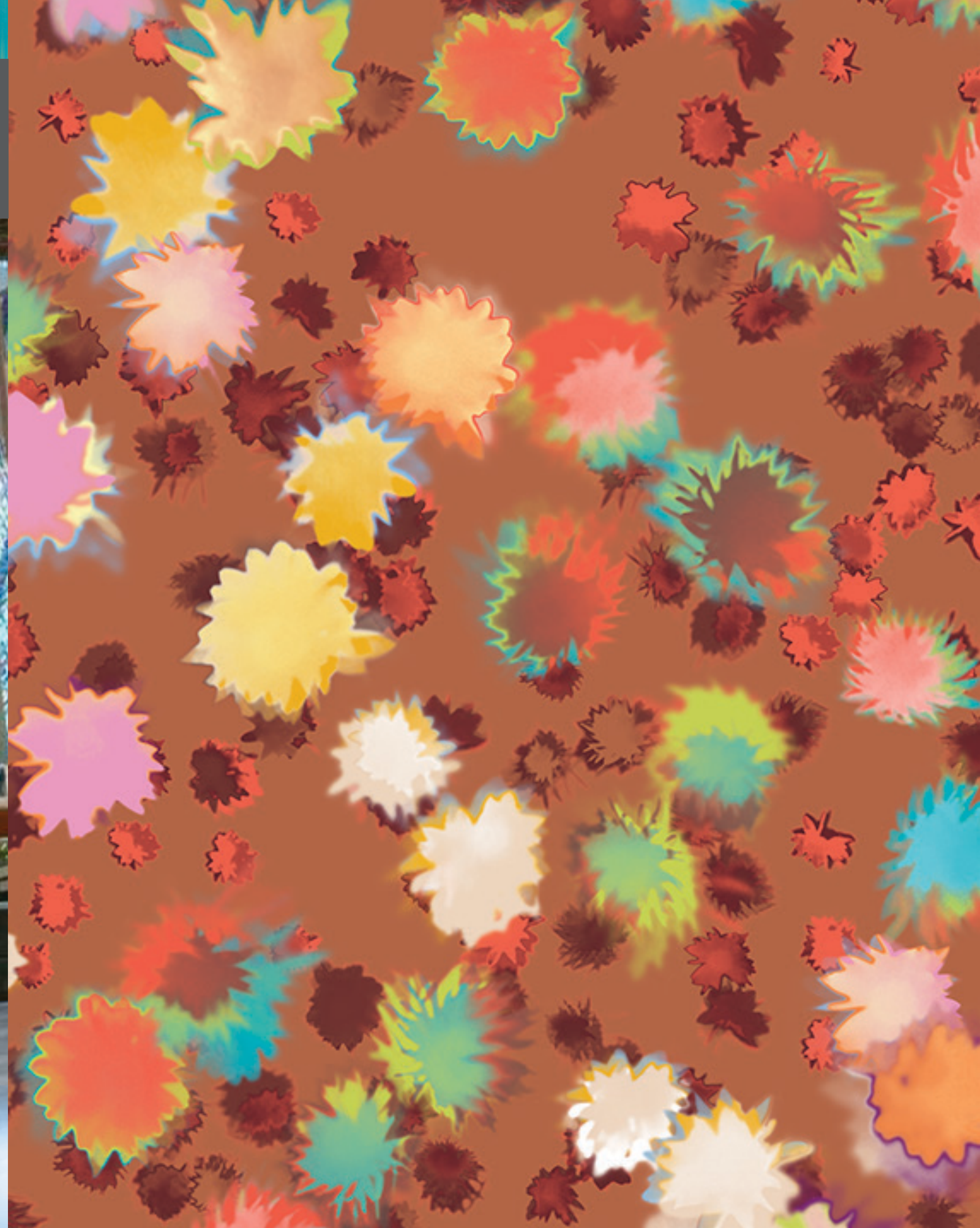


# BLOOM

Flowers suspended in the air on a net were photographed with multicoloured lights from different angles, revealing new dynamic forms and colour combinations. The composition of the repeat is a hybrid of garden geometric and organic.

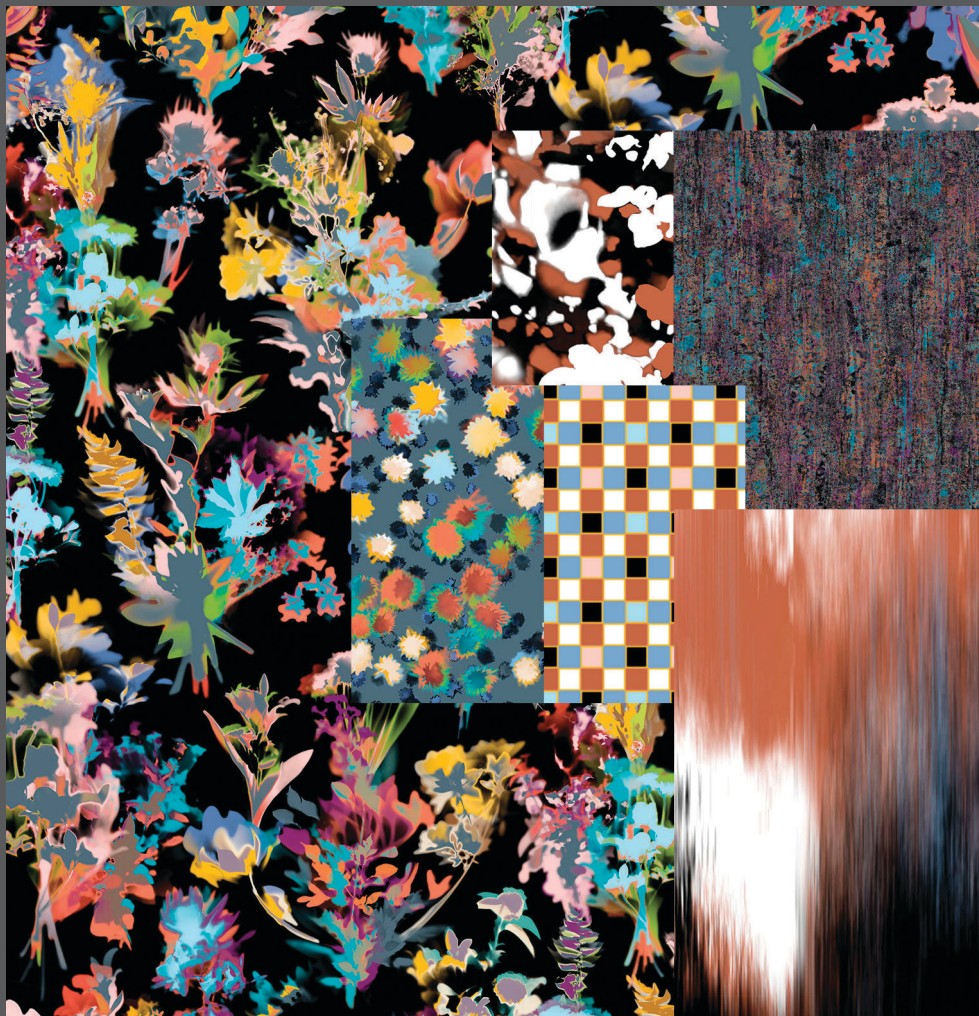


Wall: Bloom  
Right: Bloom full scale detail

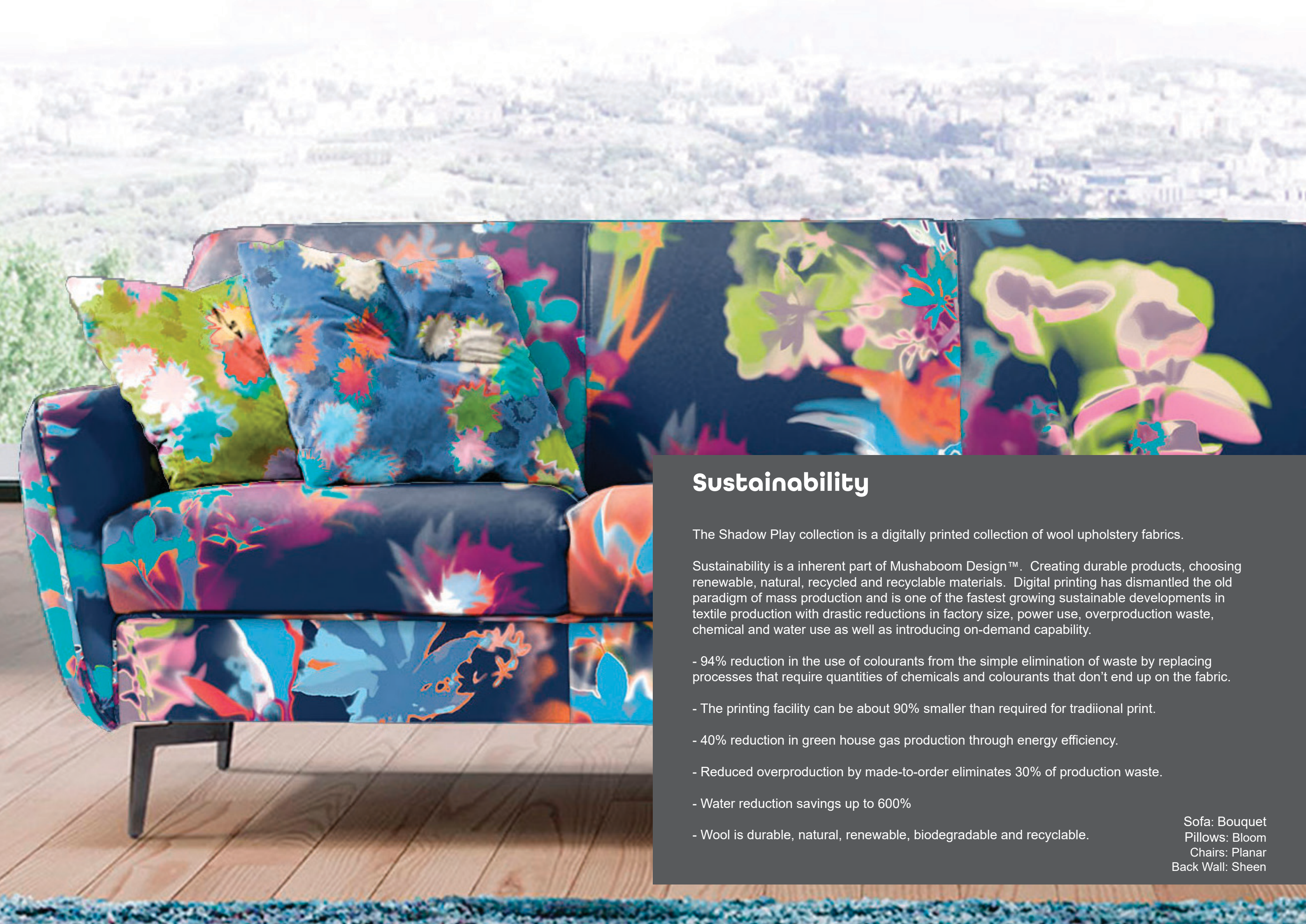


Following two pages: Finalized colours.  
The collection comes in six coordinating colour stories.









## Sustainability

The Shadow Play collection is a digitally printed collection of wool upholstery fabrics.

Sustainability is an inherent part of Mushaboom Design™. Creating durable products, choosing renewable, natural, recycled and recyclable materials. Digital printing has dismantled the old paradigm of mass production and is one of the fastest growing sustainable developments in textile production with drastic reductions in factory size, power use, overproduction waste, chemical and water use as well as introducing on-demand capability.

- 94% reduction in the use of colourants from the simple elimination of waste by replacing processes that require quantities of chemicals and colourants that don't end up on the fabric.
- The printing facility can be about 90% smaller than required for traditional print.
- 40% reduction in green house gas production through energy efficiency.
- Reduced overproduction by made-to-order eliminates 30% of production waste.
- Water reduction savings up to 600%
- Wool is durable, natural, renewable, biodegradable and recyclable.

Sofa: Bouquet  
Pillows: Bloom  
Chairs: Planar  
Back Wall: Sheen



## Inspiration and Process

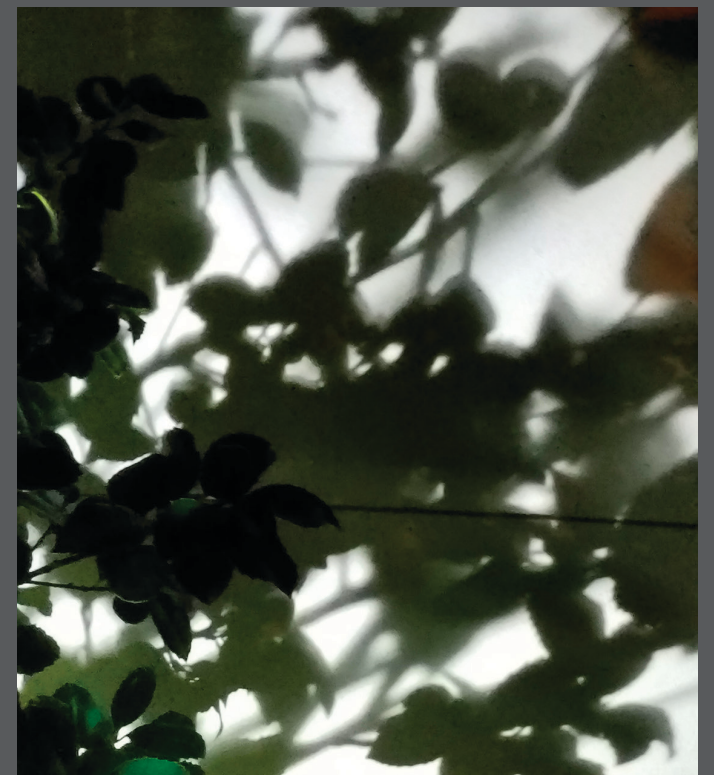


Photographs of layered colour were created and modified by hand to achieve the designs.



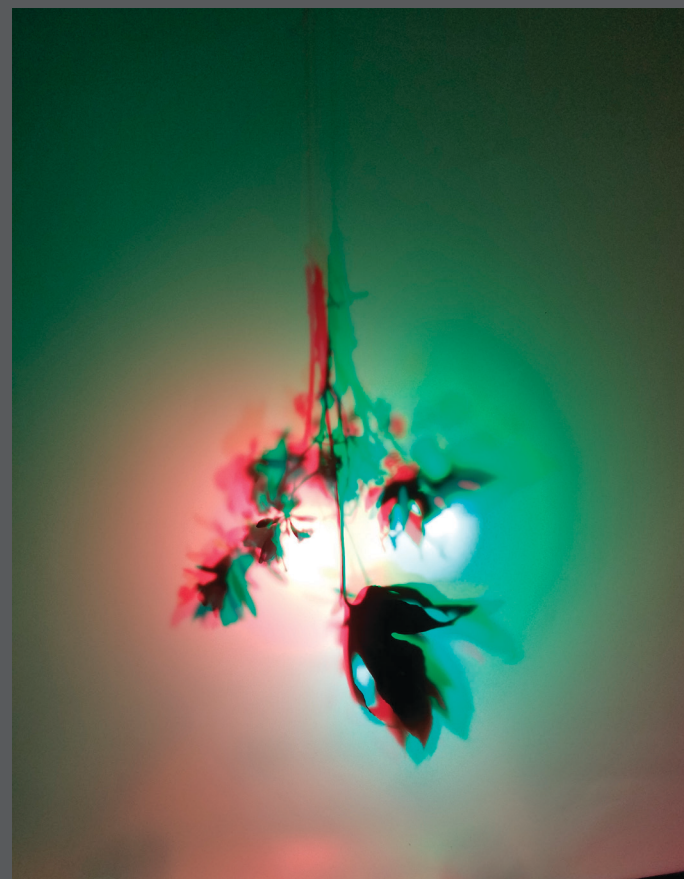
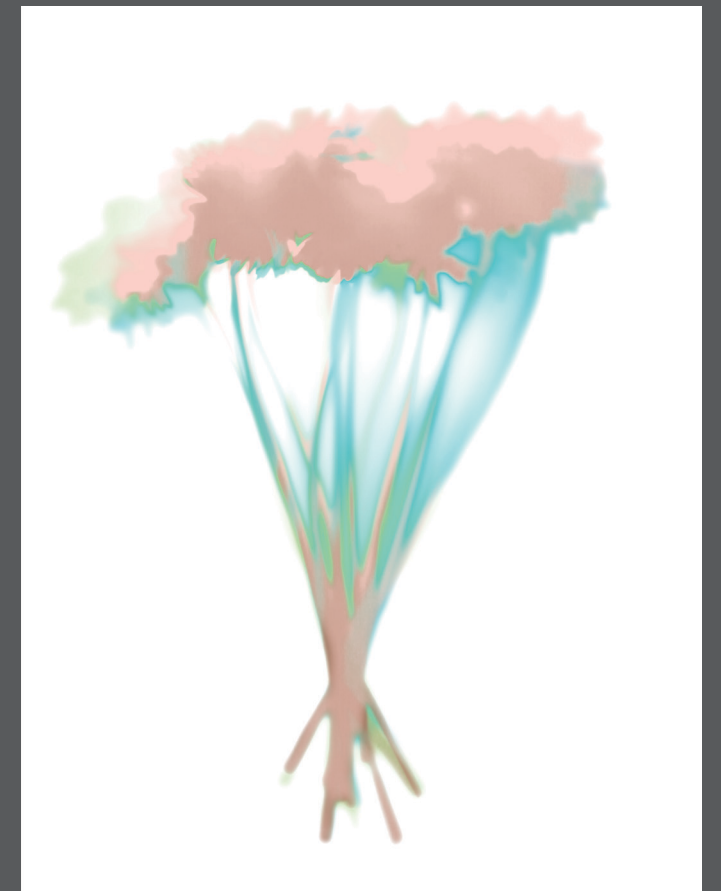
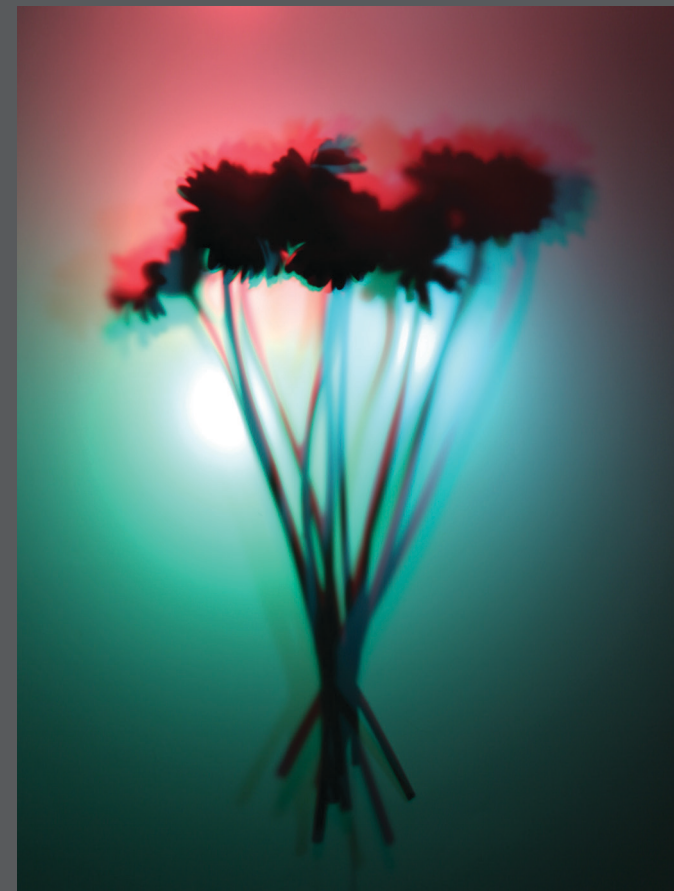


Plants in the nearby park.  
Studio prep.



Night time photographs of shadows and light.





Above: Arrangements suspended and lit with multicoloured light cast onto film and photographed from the other side.

Right: Photographs transformed to motif elements via colour separation and drawing.





Left: Bloom  
Pillows: Planar  
Right Sofa: Bouquet  
Right Cushion: Bloom  
Wall: Bouquet (enlarged)





## BIO

Barry Roode, Creative Director, and Owner is an artist and designer based in Mushaboom, Nova Scotia, Canada and Mantova, Italy. He has a Bachelor of Fine Arts from the Nova Scotia College of Art and Design and a Master of Fine Arts from the Statens Høgskole i Kunsthåndverk og Design ("State School of Art and Design"), in Bergen, Norway.

His work has been exhibited at many venues nationally and internationally including:

Futura Projects, Fuori Salone, Milan  
Maison et Objet, Paris  
ID, Toronto  
Decosit, Brussels  
Neocon, Chicago

During the course of his career Barry has worked on projects for such prestigious design houses as Design-Tex, Maharam, Arc-Com, and Pollack. Created exclusive products for OEM's such as Teknion, Global, Kimball, Steelcase, and Herman Miller. Designed custom collections for corporations such as Bell South, Guinness, UCLA Medical Centre, and Capital One in partnership with major firms such as SOM, Perkins and Will, and Gensler.

## VISION

Inspiration from urban sophistication to natural beauty is found in my travels, and brought together through sketching, photography, painting and collage which all comes together in digital painting - freely combining any or all of these elements. I hope people experience my sense of adventure in the work.

Sustainability is an inherent part of Mushaboom Design™. Creating durable products, choosing renewable recycled and recyclable materials. Digital printing has dismantled the old paradigm of mass production. by allowing for reduced sampling, inventory, and water consumption.

Bespoke service for exclusive designs and materials can meet the needs of any project.

## PERSONAL

I am a bit of an adventurer...leaving my home of Nova Scotia for Montreal with a caravan of fellow art students and have just kept going! I've lived in eight countries on three continents, speak five languages, am a lover of dogs, and a dancer. Don't let me sing where you can hear me.





## CONTACT

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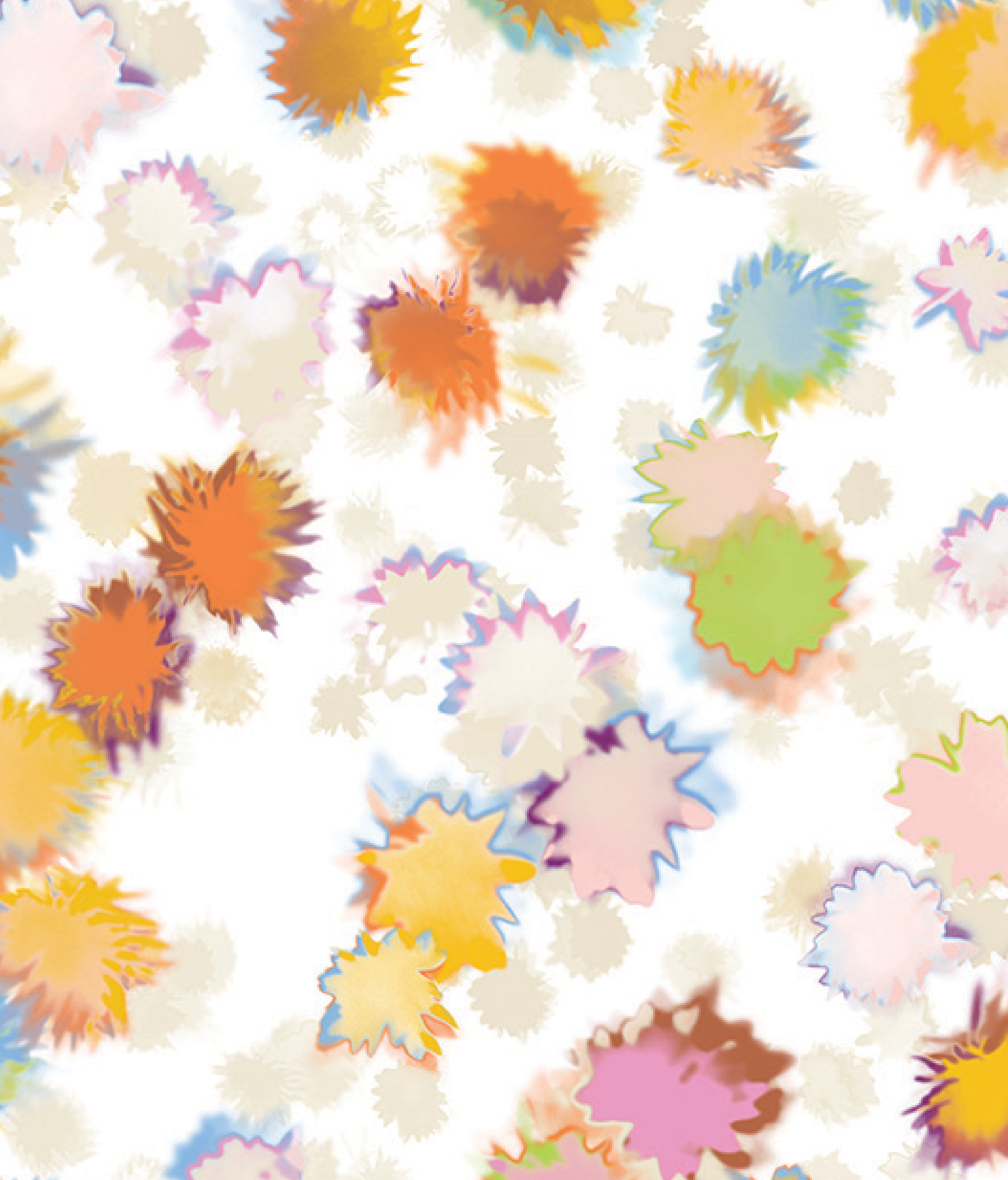
## ONLINE

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