

Jinny Blom

An innovative garden show in Paris has given this London-based designer the opportunity to reveal the true breadth of her creativity, with a remarkable conceptual show garden

WORDS JULIET ROBERTS PHOTOGRAPHS CHARLIE HOPKINSON

Jinny Blom has designed three gardens at the Chelsea Flower Show for champagne company Laurent-Perrier – winning gold for her most recent in 2007. This year marks Laurent-Perrier’s 12th garden at Chelsea (see page 31 for details), but alongside all the high-octane glamour of the world’s most famous flower show, the company is also involved in *Jardins, Jardin*, in Paris, a more intimate and innovative affair exploring the role nature can play in the city.

For this, the seventh *Jardins, Jardin*, Laurent-Perrier asked Jinny, who is half French, to design something that was ground-breaking and – it almost goes without saying – of the highest quality. “The two women at the helm of this family-run business are incredibly progressive and brave in their approach,” explains Jinny, “I felt as if I’d been given the most extraordinary opportunity to experiment – and have fun on a grand scale.”

Jinny had a “eureka moment” looking at Google Earth images of the Champagne region. “I decided to create something that looked as if it had just fallen to earth,” she says. The result is two giant-sized ‘seed pods’, split open and sitting on a ‘field system’ of grass intersected with bands of *Salvia nemorosa* ‘Caradonna’ and crushed chalk. Covered with hand-cast leaves and lined with thousands of moulded champagne-bottle bottoms, the out-sized ‘seeds’ fulfil Laurent-Perrier’s brief with aplomb. “I wanted the design to be well-made, beautiful and witty,” says Jinny.

Seeds invariably have an intricate, jewel-like quality about them, and Jinny’s choice of scale and detailing have lent the entire installation a remarkable modernity and timelessness. Which somehow also bring to mind a glass of very fine champagne. □

• Jinny is seeking a ‘home’ for the installation after the show. For more information call 020 7253 2100 or email jinny@jinnyblom.com

Jardins, Jardin

WHAT A national event dedicated to trends in urban garden and exterior design. Alongside 16 show gardens there will be numerous exhibitors selling plants, tools and accessories.

DATE 4-6 June, 2010.

WHERE Jardin des Tuileries, Paris.

TICKETS €11; children under 18 free. Tickets are for sale in the following shops: Fnac, Carrefour, Geant U and Intermarche.

WEBSITE www.jardinsjardin.com

EXCLUSIVE READER OFFER

Take this copy of *GARDENS ILLUSTRATED* magazine to the Laurent-Perrier stand at *Jardins, Jardin* and you will receive a complimentary glass of champagne as well as a tour of Jinny’s show garden.



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The ‘seed pods’, seen here carved in polystyrene before being cast in stone, measure 6m long by 2.5m high.

1. Jinny working on the details of her design.
2. The leaves of *Monstera deliciosa* (Swiss Cheese plant) are hand-cast in latex for flexibility then finished in moulded stone.
3. The landscape of the Champagne region and the image of bottle-bottoms in Laurent-Perrier’s cellars inspired Jinny’s design.
4. Each half-shell of a seed pod is lined with more than 1,000 cast bottle bottoms.

