



Megumi Shinozaki

Now/Then

July 22 - September 16, 2023

Opening Reception
July 22, 2023 6-8 PM

Megumi Shinozaki: *Now/Then*

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6917 Melrose Avenue
Los Angeles, CA 90038

Nonaka-Hill is pleased to present *Now/Then*, an exhibition of flower-based creations by Tokyo, Japan based artist, Megumi Shinozaki.

Working from her background as a florist in her home city of Tokyo, Megumi Shinozaki has expanded her practice to include paper sculpture and grand scale floral installations. Her approach is at once visceral and contemplative, revealing the otherwise dormant potentials of her floral craft.

An oversized installation of fresh flowers appearing to be rooted in the ceiling overwhelms upon entering the gallery, as if a wild garden has grown over our heads. We gaze up into their “growth”, inverting the flowers’ perspective with our point of view. Over the eight weeks duration of the exhibition, the flowers will dehydrate and transform into their unique organic curvatures. Shinozaki will inevitably have this mass of florescence packaged into groupings that will exist on their own accord and be dispersed.

The same fate awaits flowers like poppies, roses and lilies and dahlias and muscaris—those sirens for the bees, which Shinozaki has recreated in paper: In her Paper Eden series, she sculpts colored paper over wire to deftly mimic various species, each of their stems sprouting from a single rock. Referencing the flower/vase binary, in which nature is ordered and inserted into a human-made object; Shinozaki’s reverses the norms bringing artificial flowers to reside in a natural stone “vase” .

Originally trained as a dressmaker, Shinozaki has brought her expertise into a sprawling range of contexts that include advertising, commercials, music videos, and product packaging. Shinozaki founded several inventive flower-based projects in Tokyo, such as EW.Pharmacy, where customers can mix dried flowers of their choosing into various combinations. Having overgrown the sculptural discipline of flower arrangement, Shinozaki highlights the flower’s ephemerality and cultivates the artificial to reveal the underlying concept of *Now/Then*; a site-specific expression of life.

Megumi Shinozaki

Biography

Born 1981, Tochigi Prefecture, Japan
Founder of Edenworks, Tokyo, 2009 to present
Lives & works in Tokyo

Megumi Shinozaki is a contemporary floral artist using foliage as an intrinsic medium to create unique environmental and decorative works of art. Born 1981, in the Tochigi Prefecture, Japan, she is the founder of edenworks, Tokyo, 2009 to present and currently lives and works in Tokyo, Japan.

Shinozaki learned and studied natural foliage while working at a prominent flower shop in Tokyo, and after six years of experience she began to rethink her approach to creating terrestrial and foliage ensemble works. She saw and continues to explore the beauty within the process of preservation through naturally drying and presentation in non traditional form. Since then Shinozaki has been working independently as a floral artist. In 2015, Shinozaki opened “edenworks bedroom”, which stands as a limited availability floral arrangement shop in Tokyo's Yoyogi Uehara neighborhood and in 2017, opened “EW.Pharmacy” in Yoyogi-hachiman, Tokyo. EW.Pharmacy acts as a bespoke flower shop by allowing customers to consult with appointed staff to create their own dried flower arrangements based on Shinozaki's practice.

Shinozaki applies her unique sensibility of combining flowers, plants, and other terrestrial elements in the form of individual arrangements, site specific works, store display, specialty brand collaborations, ad campaigns, musical artist videos, films, and product packaging.

In 2017, “PAPER EDEN”, was the first of her paper flower artworks, which inspires her current approach, considering every instance of a flower's life cycle into a more thoughtful future of exchange between humans and natural life.

- 2009 Founded edenworks
- 2015 Opened *edenworks bedroom*, a weekend flower shop, Yoyogi Uehara, Tokyo, Japan
- 2017 Opened *EW. Pharmacy*, where customers can enjoy creating their own dried flower mixes in a pharmacy-inspired setting, Yoyogi-hachiman, Tokyo, Japan
- 2017 Launched *PAPER EDEN*, a paper flower project
- 2019 Opened *PLANT by edenworks*, a concept shop that encourages preserving flowers rather than discarding them, Tomigaya, Tokyo, Japan
- 2021 Opened *ew.note*, a flower shop that links people together with flowers, Shinjuku Station, Tokyo, JAPAN

Megumi Shinozaki

- Project and Exhibitions
- 2023 Solo exhibition *Now/Then*, Nonaka-Hill, Los Angeles, USA
Created store decoration for Jo Malone London, Tokyo, Japan
Solo exhibition *Now/Then*, Lurf MUSEUM, Tokyo, Japan
Store decoration for RIMOWA and appeared on RIMOWA's Visionary Travellers , Tokyo, Japan
- 2022 Exhibited at Felix Art Fair, Los Angeles, USA
Created a sakura store decoration for Gucci Apartment, Tokyo, Japan
Installation art for diptyque Omotesando GYRE, Tokyo, Japan
Collaborated in TOYOTA x edenworks TOYOTA FLOWER, Tokyo, Japan
Collaborated in TOYOTA x edenworks TOYOTA FLOWER, Fukuoka, Japan
Collaborated in TOYOTA x edenworks TOYOTA FLOWER, Aichi, Japan
Installation art for KIRIN Afternoon Tea TEA TIME LOUNGE, Tokyo, Japan
- 2021 Collaborated with Adidas on STANSMITH FOREVER, Tokyo, Japan
Collaborated in N.HOOLYWOOD COMPILE FALL 2021 props & gifting, Tokyo, Japan
Created mericlone installation at StandBy, Tokyo, Japan
Collaborated in creating store decoration for the UNIQLO and JW ANDERSON 2021 SS collection, Tokyo, Japan
Designed Belle's costume for The Dragon and the Freckled Princess, Tokyo, Japan
Decorated window display for Dunhill in Ginza, Tokyo, Japan
Installation art for Japan Flora, Tokyo, Japan
Collaborated in LOEWE Holiday Gift, Tokyo, Japan
- 2020 Created advertising for Takarajimasha, Tokyo, Japan
Collaborated in the exhibition Yoshiyuki Okuyama x edenworks "flowers" at PARCO MUSEUM TOKYO, Tokyo, Japan
Installation art for GINZA SIX's entrance, Tokyo, Japan
Collaborated in creating store decoration for UNIQLO TOKYO CREATOR COLLABORATION The Art and Science of LifeWear from TOKYO, Tokyo, Japan
Created window display for Isetan Shinjuku on the theme of sustainability, Tokyo, Japan
Collaborated in KOSÉ INFINITY, Tokyo, Japan
- 2019 Collaborated in COS x edenworks, Tokyo, Japan
Collaborated in KOSÉ INFINITY, Tokyo, Japan
Collaborated in john masters organics' A Toast to Nature, Tokyo, Japan
Collaborated in creating decorations for L/UNIFORM Holidays, Tokyo, Japan
Exhibited at Spiral Garden's wander -MEGURU- exhibition, Tokyo, Japan
Created window display for L/UNIFORM at Isetan, Tokyo, Japan

Megumi Shinozaki

Project and Exhibitions

- 2018 Created store decoration for The Beast, little B, Shanghai, China
Directed the Mitsukoshi Isetan Hanabanasai 2018 marketing campaign, Tokyo, Japan
Exhibited Art Piano Installation in Marunouchi, Tokyo, Japan
Collaborated in KOSÉ INFINITY, Tokyo, Japan
- 2017 Showcased the launch of *PAPER EDEN* at Milan Design Week 2017, Milan, Italy
Exhibited installation art at showUp, Amsterdam, Holland