

## Megumi Shinozaki

### Biography

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

Exploring the wide-ranging potentials of flowers and plants, Shinozaki often combines natural elements with diverse items with her highly original sensibility to realize creations in various engagements such as store decorations and window display, advertising and commercials, music videos, movies, product packaging, and collaborations with fashion labels.

Shinozaki was self-taught in dressmaking since 1997. She learned about flowers while working at a flower shop in Tokyo from 2002, for about 6 years. From 2009, Shinozaki has worked independently as a floral creator. In 2015, Shinozaki opened “edenworks bedroom”, a weekend-only flower shop in Tokyo's Yoyogi Uehara neighborhood. In 2017, she opened “EW. Pharmacy” in Yoyogi-hachiman, also in Tokyo. At “EW.Pharmacy, customers can make their own original dried flowers mixes based on the concept of mixing at a dispensing pharmacy. In 2017, “Paper Eden”, a paper flower project, was launched. In 2019, Shinozaki opened “PLANT by edenworks” in Tomigaya, Tokyo, a concept shop that considers what to leave behind for the future without throwing away flowers.

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- 2009 Independent as a flower creator
- 2015 “edenworks bedroom”, a weekend-only flower shop, opens in Tokyo's Yoyogi Uehara
- 2017 “EW. Pharmacy” opened in Yoyogi-hachiman, Tokyo, where customers can make their own original mixes based on the concept of mixing at a dispensing pharmacy.
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- 2019 Opened “PLANT by edenworks” in Tomigaya, Tokyo, a concept shop that considers what to leave behind for the future without throwing away flowers

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- Selected Solo Exhibitions
- 2019 *“WHAT REMAINS IN FUTURE?”* will be held at COMINGSOON, Tokyo, as a special exhibition for edenworks' 10th anniversary.  
The exhibition features works for the future using edenworks' product “Flower Down Piece”, which was born out of a desire not to discard broken or scratched flowers and fallen petals that can no longer be sold due to quality control.
  - 2018 Presented an installation of paper flowers, *“PAPER EDEN”*, decorated on a piano at Art Piano in Marunouchi at Oazo, Tokyo  
An installation using *“PAPER EDEN”* was exhibited at the concept shop “The Little B” in Shanghai.
  - 2017 The work *“one fine day”*, in which fresh flowers were transformed into dried flowers, was shown at Spiral Garden in Tokyo.  
Presented the installation “Floral hothouse” using PAPER EDEN at the trade show “showUP” in Amsterdam, the Netherlands.  
PAPER EDEN", an installation of paper flowers, was shown at The Gallery of Rossana Orlandi during the Milan Design Week.
  - 2020 Photographer Yoshiyuki Okuyama and edenworks held a special exhibition “flowers” at PARCO MUSEUM TOKYO. The exhibition features photographs of flowers that would otherwise be discarded and displayed in Okuyama's studio, as well as an installation that recreates a garden in the gallery.
  - 2019 Photographer Koji Honda and Emi Shinozaki held a two-person exhibition “wander -migrating-” at Spiral Garden in Tokyo. Using a fir tree that is discarded as a Christmas tree, they will present an installation to connect it to the next.
  - 2014 Fumihito Toba and Emi Shinozaki held a 10-day flower shop “△ flower shop Yamakaku” with the theme of *“Japan”* at ROCKET (Tokyo).