

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

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Project and Exhibitions	2023	Solo exhibition <i>Now/Then</i> , Nonaka-Hill, Los Angeles, USA Created store decoration for Jo Malone London, Tokyo, Japan Solo exhibition <i>Now/Then</i> , 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

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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 <i>PAPER EDEN</i> at Milan Design Week 2017, Milan, Italy Exhibited installation art at showUp, Amsterdam, Holland