

Reframing Waste: Golden Earth Studio x bloobloom Press Release

London, UK - August 2025: Golden Earth Studio and bloobloom present *Reframing Waste*, an exhibition exploring the intersection of art, innovation, and conscious craft in the Anthropocene. Rooted in transparency, circular materials, and ethical craftsmanship. This collaboration transforms bloobloom's Covent Garden store into an immersive clay environment during London Design Festival, where London excavated materials meet refined function.

Each year, the UK produces an estimated 29 million tonnes of excavation waste, yet only half is recovered for secondary use. *Reframing Waste* reimagines these by-products by working with artists who transform the material into fine art and functional ware. The exhibition demonstrates how materials often discarded can become both functional and beautiful.

Featured works include:

Jihyun Kim - sculptural ceramics

Adam Weissman - rammed earth wall pieces

Ekta Bagri - rammed earth sculptures

Zahed Tajeddin - ceramic sculptures

Arran Gregory - burnished clay

Alexandra Wong - paintings inspired by the materiality of clay

Louis Vincent - wood turned surface treated clay

Jacob Chan - soda-fired ceramic functionalware

The exhibition embodies a shared philosophy: that beauty, responsibility, and innovation can coexist in every object we choose to wear or display.

“At Golden Earth Studio, we see waste as an opportunity rather than an endpoint,” said Sara Howard, co-founder of Golden Earth Studio. “This collaboration with bloobloom allows us to demonstrate how materials often overlooked can be reclaimed, refined, and celebrated in contemporary design.”

***Reframing Waste* will be on view throughout London Design Festival at:**

Bloobloom Covent Garden
30 James Street

London
WC2E 8PA

Visitors are invited to experience an immersive clay space where circular materials, ethical craftsmanship, and innovative design converge.

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