

DESIGNER PROFILE

CATHERINE MEADS

I am a sustainable floral artist based in the Southwest of Western Australia. Today I find myself deeply connected to two lands, New Zealand, where I was born and raised, and Australia, my home for over 35 years. I spent my childhood exploring the native bush which surrounded me in New Zealand. These early years nurtured my lifelong love for foraging and creating with natural elements. Travelling the world at 19, my background in floristry, and my love of gardening have connected me to extraordinary experiences which are now at the heart of my work providing endless inspiration.



I create sculptural botanical designs in my studio, teach workshops, present demonstrations and install public art creations. I am deeply inspired by natural materials which might otherwise be overlooked. I strive to support local growers and suppliers by using seasonally grown flowers and greenery. I aim to work harmoniously with nature by eliminating plastics and altered materials from my designs and my commitment to learning and exploring new techniques keeps my work evolving.