



FANTASY FLORAL DESIGNERS

THE WUNDERKAMMER

“Our credo is to make people look more closely at the beauty of nature,” says Amsterdam-based Florian Seyd. Along with partner Ueli Signer, Seyd owns the Wunderkammer, a floral firm sought after for wildly imaginative installations, like an enchanted forest staged at the Rijksmuseum with cherry trees and moss-and-bloom-covered tables.

The duo also runs the biannual Shop for a Week, which has a spellbinding reputation. Seyd and Signer are responsible for such feats as erecting clouds of roses along the Prinsengracht canal or outfitting a rain forest in a storefront, complete with lush palms, exotic blooms, and iridescent butterflies.

Built around a distinct theme, each iteration of the shop is wonderfully bizarre and unique—a trove overflowing with vases of orchids and lilies, majestic taxidermied peacocks, lustrous copperware, mounted nautilus shells, kaleidoscopic Chinese porcelain. “We thought we’d do it once and find out if it worked or not,” Seyd says of the pop-up store; they just closed their 15th. “We think about what moves us or what we feel is in the air.” thewunderkammer.eu



CLOCKWISE FROM TOP: A large installation made of roses, Hedera, and twigs is perched above the Prinsengracht canal in Amsterdam for “Fishes,” the Wunderkammer’s spring 2009 pop-up store. A lush display from “Exoticism,” which was inspired by Seyd and Signer’s trips to Asia. Owners Florian Seyd, left, and Ueli Signer. Vivid-hued vanda orchids and roses float in a Mobach ceramic bowl, part of the “Fishes” selection of merchandise.

COURTESY OF JAMES STOKES (PORTRAIT); JEANNINE GOVAERS (3)