



UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
MUD MADNESS



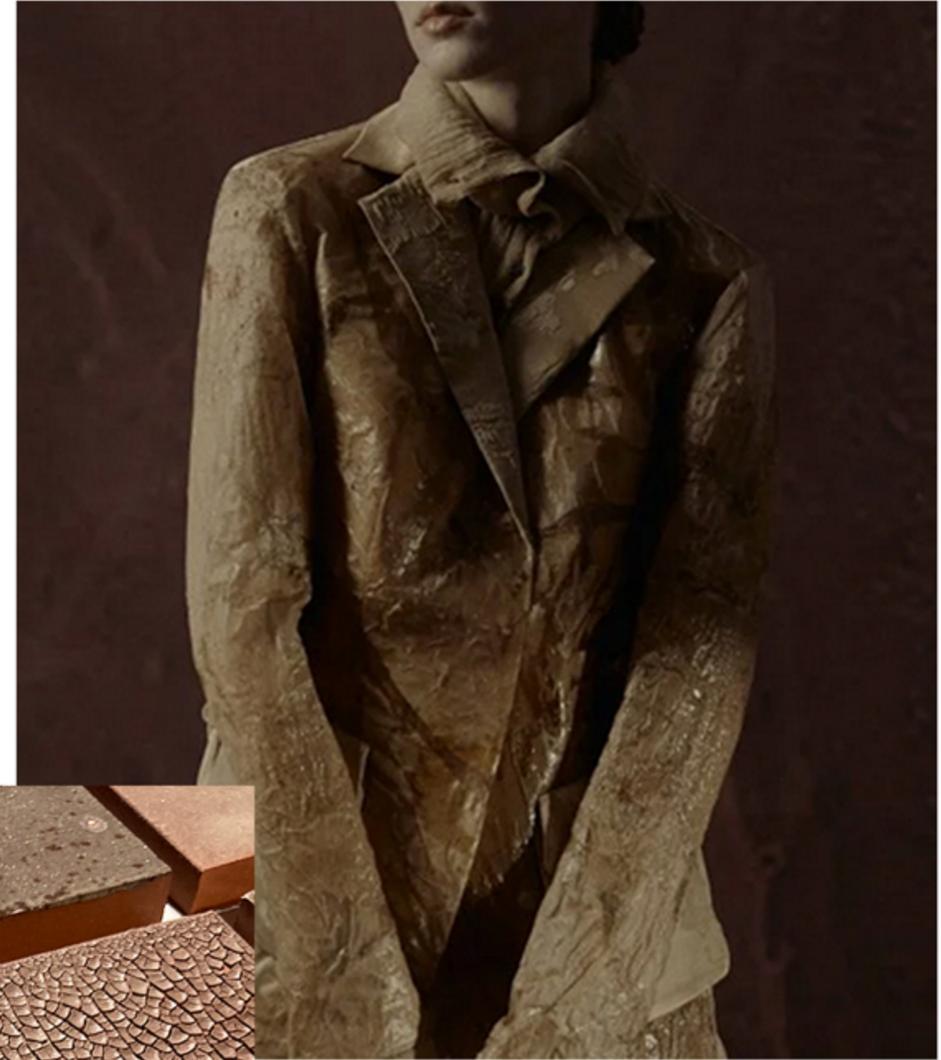
A continued fascination with nature and its impact on our wellbeing, as well as the need for more sustainable solutions, is driving a new appreciation of mud and clay as a resource.

Photographer **Sophie Green** travelled to Bulgaria, Ukraine and Columbia to explore the ancient relationship between humans and medicinal mud for her image series *Mudlarks*.

Innovative designers, such as **Yuhan Bai**, are harnessing the potential of mud, clay and soil to create new sustainable materials for architecture, interiors and fashion.

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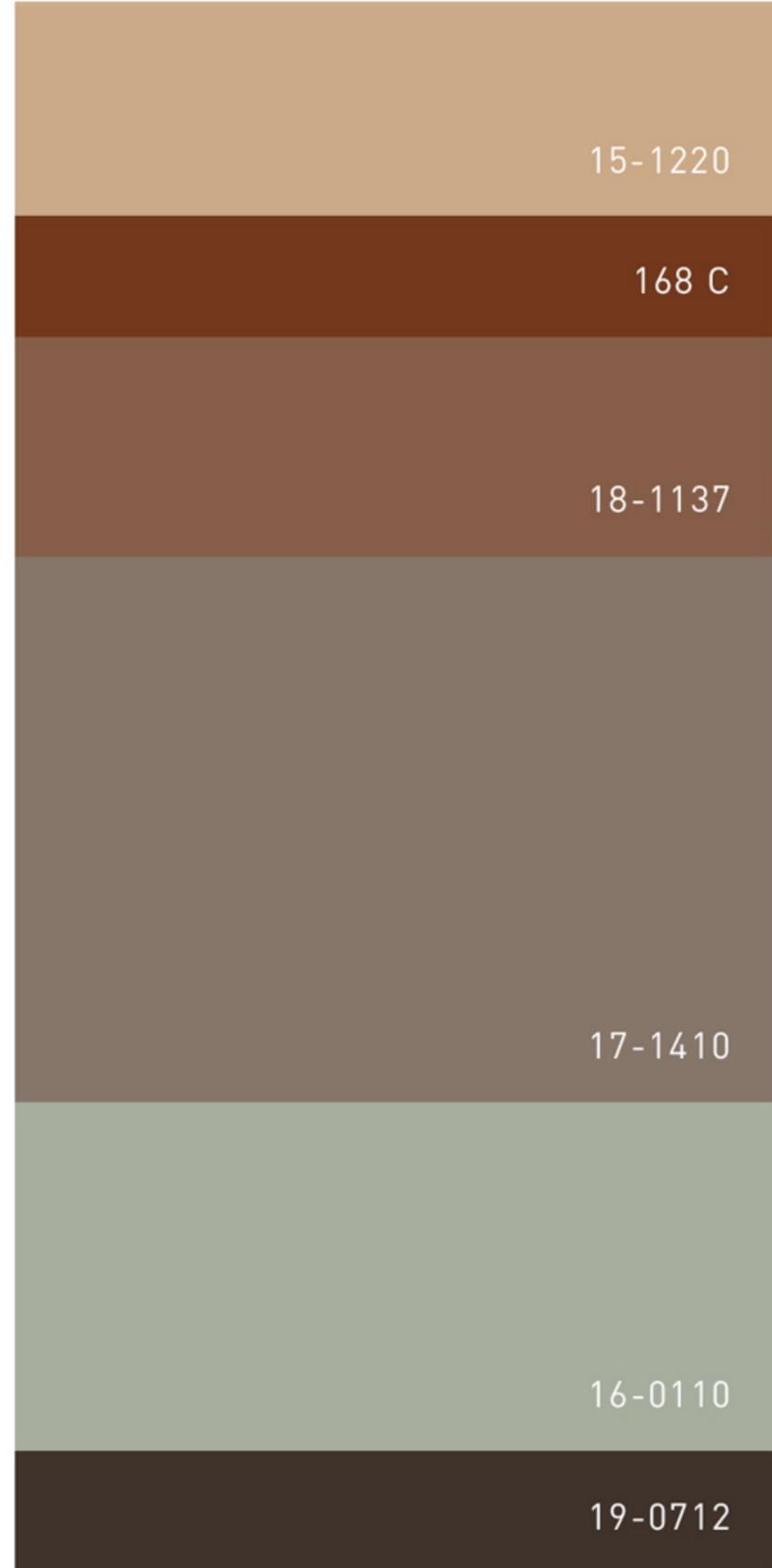
MOOD



Be inspired by the appearance of wet mud and cracked earth textures, matt finishes and raw clay glazes, as well as new materials made from soil

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COLOUR



Be inspired by a palette of earthy neutrals ranging from wet sand and terracotta through to dried clay, mineral green and bitter soil