



FOR IMMEDIATE RELEASE:

Gaze Burvill and Aralia reveal scorching designs for RHS Chelsea Flower Show 2017

Hampshire, UK - November 24, 2016 - Progression through design should be embraced, according to luxury furniture designer and manufacturer Gaze Burvill.

Simon Burvill, Managing Director, was speaking at the reveal of the plans for the 2017 RHS Chelsea Flower Show today, which marks his 22nd year of exhibiting at the event.

Simon commented "Our business built its reputation on design credentials and we are delighted to be working with a firm of Aralia's calibre who are considered one of best-in-class Landscape and Garden Designers. We are ready to show off not only our state of the art manufacturing capabilities, but how we are pushing the boundaries of outdoor furniture design."

With a nod to the ancient Japanese art of Shou Sugi Ban, the technique that preserves wood by charring it with fire, Aralia's plans for the tradestand offers a beautiful backdrop of scorched oak which allows the modern steam bent collections to stand out magnificently.

Gaze Burvill are a 5 star tradestand award winner in 2014, 2015 and 2016 at Chelsea and are intent on repeating the accolade in 2017. Aralia have been chosen due to their consistently excellent garden designs, sustainable credentials and of course their contemporary aesthetic.

"We are so excited to be working alongside the team at Gaze Burvill to design & deliver what we believe will be a cutting edge design for the RHS Chelsea Flower Show" says Patricia Fox, Managing Director. "This contemporary Trade Show Garden will be a fantastic back drop for the exquisite Gaze Burvill furniture, and we can't wait to see the public reaction to it in May".

2017 marks the 25th year of operation of the company, and, to celebrate, Gaze Burvill will release a new collection at the Flower Show, which will also be entered into the RHS Chelsea Flower Show Product of the Year Competition.

The 2017 edition of RHS Chelsea takes place 23-27 May. It is the world's most prestigious flower show that inspires millions through showcasing the best in garden design.



Company Information

Gaze Burvill are the designers and manufacturers of Britain's finest outdoor furniture & kitchens. The core values inherent in all pieces and collections are the attention to comfort, sustainability and design. Best known for their iconic range of British outdoor furniture, pieces such as the May Throne and the Broadwalk table reside in many private residences around the world.

Aralia Gardens Ltd

Multi award winning Garden & Landscape Designers, recently Shortlisted for the APL 2017 'Designer Of The Year' by the Association of Professional Landscapers. Aralia are passionate about creating beautiful innovative landscapes that enrich the lives of the people who use their outdoor spaces.

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