

**Theme: MAXIMALIST VERDURE**

- Championing small space indoor landscapes -

Houseplants and Container Gardening by In the Garden, Holly and Nikki Barsby / Holly 07795296777 / holly@inthegardenuk.com  
Hampton Court Floral Marquee FM168

**A mother and daughter duo who firmly believe indoor gardening IS possible no matter the size of your home!**

A mother and daughter duo that started a plant business on shoestring budget have made it to a whirlwind 10<sup>th</sup> year in business. We are a plant shop in NW London and Container gardening service for indoor and outdoor arrangements. Indoor container gardening is blurring the boundaries between indoors and outdoors. Bringing the outside in can bring much joy and solace on our physical, mental and social wellbeing and we do this by layering our indoor landscapes.

This has been our first full year exhibiting at the shows with RHS Hampton Court 2024 being our 4<sup>th</sup> ever show. We achieved a Gold medal with our Houseplant & Container Gardening exhibit at RHS Hampton Court last year (our first show), Gold for our Houseplant Studio at our first ever Chelsea Flower Show and Best in Show & Platinum award at this year's BBC Gardener's World Live at the Birmingham NEC in the Floral Marquee for our Houseplant exhibit.



We celebrate individual style and the beauty of plants in compact living spaces. Drawing inspiration from the Victorian-era, our Floral Marquee exhibit will present a rich tapestry of foliage, focusing on leaf shape, texture and colour. From the timeless Aspidistra to contemporary tropical treasures. Lush layers of foliage will be accented by flowering exotics; succulents and cacti, all presented in repurposed garden brocante containers. We will have cameos of our indoor container gardeners to punctuate areas in the display. In our day to day, as a small business In the Garden has created a strong identity. Think Victoriana, 1920's mantle vases, Sylvac pottery and Edwardian tins as a backdrop for our continually changing and evolving houseplant collection. For us vintage vessels are aesthetically pleasing but these containers serve a purpose. Combining the right plant, in the right sized container, in the correct conditions, we begin to create and layer an indoor landscape. We connect both the living world with everyday objects, creating a harmony between the recycled and the natural world.

Holly and Nikki founded In the Garden 10 years ago on a couple of hundred pounds with a love of plants and passion for plants and gardening (indoors and out). Together we spotted a gap in the market to cater for small space indoor gardening & container gardening with creativity. We shared the desire to bring houseplants and container gardening to the high street, to make gardening accessible particularly for those in inner city homes and workspaces.

We are a customer facing business and from day one we have retailed our indoor container arrangements in vintage vessels and potted plants on local markets, building towards a permanent high street shop that's located in North West London. In our shop we demonstrate how you can create a layered indoor landscape and we actively encourage visitors to talk and ask plant care questions. **Regardless of the space available to you, plants are possible in your home!**

Plants in the home begin to create their own story just like their presentation containers they are in. They become an expression of our identity. In a nutshell, everything we love rolled into one diverse, living and breathing indoor plant exhibit, just like our plant shop!

Nikki (Mum) and I's age difference compliments each other perfectly particularly because our customer base spans all generations! Some modern day houseplant practices that seem new aren't or are simply myths or plant trends seen decades ago - like the Aspidistra plant - an absolute gem that may be overlooked now by new plant enthusiasts. As a customer facing business we want people to engage with plants and visit the high street to shop plants and talk to plants!

### **NEARLY 1000 HOUSEPLANTS TO FIT IN OUR EXHIBIT!**

We have packed 100 varieties of plants, could be more!  
From teeny tiny succulents to MASSIVE Strelitzia Nicolai  
and Kentia palms. Soft ferns and pilea, to chunky Ficus  
Abidjan!

Philodendrons seem to be taking the lead with 7 varieties so  
far!

Our exhibit will host bold foliage, lots of colour and fronds  
with cameos of our indoor container gardens in vintage  
vessels!

We want to show plants for low light environments to real  
hotspots! An Aladdin's cave of plants!

PLUS some rare gems included too like our MEGA  
Monstera Variegata Albo & Alocasia Gagaena Variegata !

