



FOR IMMEDIATE RELEASE

'Material Matters Fair' exhibits Simon Frend's evocative eco cremation urns, made from tea & biscuits and sand & seaweed, during the London Design Festival.

The Milan based design platform **Isola Design**, showcases an inspiring new collection of biodegradable and dissolvable cremation urns at this year's Material Matters Fair, during London Design Festival. The unusual collection by artist Simon Frend, created for the innovative funeral-art gallery dyingarts.co.uk, is made from disparate eco materials as unlikely as they are evocative, such as coffee & a newspaper and the charred remains of a beach fire. Isola Design showcases the collection in their exhibition **'Nothing Happens if Nothing Happens'**, on show at the Material Matters Fair, at the iconic Bargehouse - Oxo Tower Wharf, on London's Southbank, 20-23rd September.

Material Matters Fair, investigates issues around the circular economy and explores why material intelligence is so important to all our lives. Frend's collection of environmental cremation urns, titled 'Closing the Circle', is made from unusual and highly evocative eco-materials, which perfectly aligns his work with the mission to celebrate the potential of materials to shape our lives in a more sustainable manner.

'Americano and Newspaper' as the name suggests, is made from used coffee grounds and a discarded newspaper and evokes memories of one of life's fondest rituals. 'Forest Floor' on the other hand, is made from oak leaves and lichen from the New Forest and encourages contemplation and a close connection with the environment. These beautifully tactile vessels are made with green waste materials and designed for interment in a natural setting, where they will gently decompose and release nutrients back to the soil.

The collection also features dissolvable urns, made from natural materials collected by the artist along the coast. Some of these pieces are site-specific and perfectly capture the essence of their coastal origin through their materiality. 'Hengist's Beard' for example, is made from sand & Hydrozoa, collected from Hengistbury Head in Dorset. It is intended to be returned to the sea in the very same location, where it will dissolve in the time between tides, releasing the material of the urn and the precious ashes it contains, back to the environment with zero impact.

Frend's collection merges art, design and craft disciplines, seamlessly fusing environmental & social practice with functionality and the materiality of the handmade. His work celebrates our relationship with the environment and explores the significance of cremation ceremonies in honouring life's natural cycles. Thus, his collection's title 'Closing the Circle' refers both to circular design and to completing the cycle of life, through the ritual of returning our ephemeral bodies to the environment after death.

Simon Frend

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