

*Sarah Campbell  
designs for*



PATTERN BOOK 2023





Sarah Campbell and Jools Cornell, founder of Pukka Print

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British fabric studio Pukka Print has collaborated with British artist Sarah Campbell to create a special collection as part of the brand's tenth birthday celebrations. Combining Sarah's joyful approach to pattern with Pukka Print's commitment to traditional Indian block printing, the new collection is centred around bold geometric prints and a bright colour palette that brings a strong new aesthetic to Pukka Print's collection.

Sarah met founder of Pukka Print - Jools Cornell - while teaching a creative workshop on repeating pattern in the winter of 2021. "Jools mentioned that she'd enjoyed the exhibition of the work of weaver Anni Albers at Tate Modern, and we spoke about the possibilities of making block printed repeating textile designs that reflected that aesthetic. The moment Jools had spoken of her interest in the Bauhaus weavers, a design had jumped into my mind's eye, and the first thing I did when we'd agreed to make this collection was to paint it directly onto fabric."

Developed in her London studio, Sarah initially started drawing ideas from her own extensive archive for the new collection back in January 2022, developing and refining a series of original artworks - entitled 'Pukka Thoughts' - that gradually evolved into five final geometric patterns - Rashers, Abacus, Kaleidoscope, Piano and Fortune Teller. Hand-cut card stencils were used to echo the wooden blocks used in the final block printing process, with paints being hand-applied directly onto cloth in various different colour and layout iterations. By October, four final colour stories had emerged - Library, Forest, Bright Blue and Light Blue - translated across patterns and designed to sit happily alongside each other, as well as extending the palette of the Pukka Print collection into new areas.



“I was intrigued both by the hand block-printing process and the idea of approaching [this collection] from quite a different perspective from what’s currently around,” says Sarah. “Methods of production are not only fascinating in themselves but also integral to my work, spurring me on to fresh ideas. The block printing is completely new to me – so exciting – and of course influenced how the patterns might work. But the essence – interesting design and colour that repeats and travels easily across the cloth – remains my goal.”

Working with a textiles studio and workshop based just outside of Delhi, Jools then began the translation of these patterns onto fabric. “I flew out to India to oversee the printing as working with a new team brings different ways of working, but it was a fantastic two-way learning process,” says Jools. “I’ve always loved the collaborative essence of block printing – meeting with the carvers, learning the techniques and witnessing the level of expertise that is required to create these fabrics entirely by hand. The printers needed several days to practise the registration of these blocks onto fabric as the patterns were completely new for them but the final results speak for themselves.”

As with all of Pukka Print’s collections, fabrics are created in small batches entirely by hand with no machine involvement. Printing blocks made from sisam wood – called *buntas* – are hand-carved with individual elements drawn from the original pattern design. Each colour used in the pattern has its own block, so the more colour and layers in the pattern the more sophisticated and rich the result. Blocks are then placed precisely and repeatedly onto the cloth by hand, using the trained eye and experience of the artisan to build up layers of colour and pattern. The hand-produced nature of every print means each is individual, with slight variations and this aesthetic cannot be replicated by machine.

“If you can’t have the confidence to try something alternative and creative after ten years in the business, when can you?,” says Jools. “This special collection brings a dynamic new ‘look’ to Pukka Print – something that will surprise our followers but at the same time won’t feel too disparate – but it also demonstrates our deep knowledge and understanding of hand printing and working in India. We’ve always pushed the technical boundaries when it comes to block printing, so for our tenth birthday collection I wanted to push it



Hand block printing takes place in Delhi, India



Colour sampling in Delhi & in Sarah’s London studio







aesthetically, and what better person to do that with than a legend in the business? So joyful and passionate about pattern and colour, Sarah emulates in real life the qualities I wanted this celebratory collection to have. As a member of the audience referred to Sarah during a recent talk at the Museum of Fashion & Textiles, she really is the Mozart of the textiles world.”

“I’m fascinated by pattern – what it does and how it works,” says Sarah. “My approach has always been from a painterly perspective, reflecting the mark and energy of the hand. Whether it appears as a loosely painted floral, an abstract composition or a more controlled geometric, any pattern made in repeat has to adhere to the quite strict geometry of the process of printing on fabric. This project has given us a brilliant opportunity to celebrate the confluence of so much different expertise and creativity, collaboration and cooperation across the world.”

The ‘Sarah Campbell Designs for Pukka Print’ collection will be available from April 2023 with prices starting from £180 per metre / \$213 per metre / €202 per metre.

Alongside this special collection, Pukka Print will continue to celebrate its tenth birthday with the launch of its largest block-printed fabric collection to date, which will be unveiled during Focus/23 at Design Centre Chelsea Harbour in September 2023.

#### Stockists

UK: Tissus d’Hélène, 421 Design Centre East, Chelsea Harbour, London, SW10 0XF

US: Wells Abbott, Dallas Design Centre, 1025 N.Stemmons Fwy, Suite 749, Dallas, TX 75207

US: Wells Abbott, Decorative Center of Houston, 5120 Woodway Dr., Suites 3010, Houston, TX 77056

US: Wells Abbott, The Merchandise Mart, 222 Merchandise Mart Plaza, Suite 6-142, Chicago, IL 60654

France: Jules et Jim, 1 rue Thérèse, 75001 Paris, France

Australia: Elliott Clarke, 441 High Street, Prahran, Victoria 3181

For further information, fabric samples imagery or interview requests with either Juliet Cornell or Sarah Campbell please contact [adamcrudgington@gmail.com](mailto:adamcrudgington@gmail.com) or T: +44 7564 275 285.



COLOUR STORY ONE:

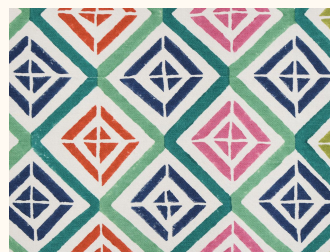
# FOREST



Abacus



Rashers



Fortune Teller



Kaleidoscope



KALEIDOSCOPE

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RASHERS

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FORTUNE TELLER

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ABACUS

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COLOUR STORY TWO:

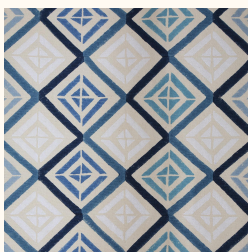
# LIGHT BLUE



*Sarah Campbell  
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Abacus



Fortune Teller



Rashers



Piano



Kaleidoscope



ABACUS

*Sarah Campbell  
designs for*





RASHERS

*Sarah Campbell  
designs for*





FORTUNE TELLER

*Sarah Campbell  
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PIANO

*Sarah Campbell  
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KALEIDOSCOPE

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COLOUR STORY THREE:

# LIBRARY



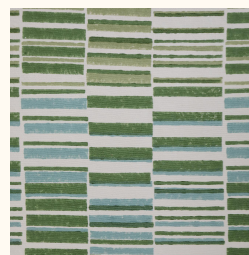
Abacus



Fortune Teller



Rashers



Piano



Kaleidoscope



ABACUS

*Sarah Campbell  
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FORTUNE TELLER

*Sarah Campbell  
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RASHERS

*Sarah Campbell  
designs for*





KALEIDOSCOPE

*Sarah Campbell  
designs for*





PIANO

*Sarah Campbell  
designs for*





COLOUR STORY FOUR:

# BRIGHT BLUE



*Sarah Carruthell  
designs for*



Kaleidoscope



Piano



KALEIDOSCOPE

*Sarah Campbell  
designs for*





PIANO

*Sarah Campbell  
designs for*





## Notes to Editors



### About Pukka Print & Jools Cornell | @pukkaprint

Pukka Print was founded by Jools Cornell in 2011 following a lifelong love affair with interiors, textiles and prints. Moving her young family to Mumbai and living there from 2011–2013, Juliet immersed herself in Indian textiles and the block printing traditions. Having fallen in love with the old Chintz patterns and colouring produced in India over three hundred years ago, Juliet designed her debut ‘Hema’ collection, working closely alongside the block carvers and printers in Jaipur. This launched in London in March 2013 at the renowned Tissus d’Hélène showroom in Chelsea Harbour, and Pukka has gone on to release twelve collections.

Juliet earned a degree in Fashion and Textiles at Bristol Polytechnic in the late eighties, before launching her career in PR. Initially for the infamous Lynne Franks, she worked with a wide variety of clients ranging from the singer Michael Jackson to Laurent Perrier Champagne, before moving out of London with her husband in order to focus on bringing up four children. India then beckoned and from there Juliet was able to indulge herself in a textile tradition going back centuries. Now Juliet is back in England, Pukka Print is the culmination of years of dreams, ambition and hard work.

### About Sarah Campbell | @sarahcampbelldesigns

An internationally acclaimed textile designer, Sarah Campbell was the co-founder of the renowned design partnership Collier Campbell with her sister Susan Collier; they worked together for more than fifty years.

Since Susan's early death in 2011, Sarah has worked independently, and has successfully established a new chapter in her creative story. Verve, love of pattern and colour, and inventive freshness are the hallmarks of all Sarah Campbell's work. Whatever the project she uniquely combines her expertise and experience with originality and joy, both serious and playful. With a lifetime in pattern she is constantly developing her skills and design language, marrying the hand-painted, for which she's justly known, with new digital technology where needed. Alongside her continuing commercial collaborative design practice with 'high street' customers, Sarah undertakes private commissions – curtains and blinds have been especially painted, along with clothing, clock faces and customised walking sticks.

Sarah is a speaker and tutor in design, runs workshops and is involved in education at several levels, from mentoring textile graduates to volunteering in her local comprehensive. She writes a diverting blog reflecting on the world as she sees it; and is the author of ‘The Art of Pattern’ – a little full colour book recording work made for Liberty of London Prints in the 1960s and ‘70s by Susan, Sarah and their studio, and the subject of ‘Dailies’, a visual journal of 2019 recorded with a different piece of work for each day. Both these books are available here on the website from the Publications page. Sarah is also the co-author of ‘The Collier Campbell Archive: 50 Years of Passion in Pattern’ (published 2012) and the many designs, paintings and treasures in the archive collection, which dates from the early 1960s, remain within the family. The company produces its own shopful of special products – scarves, accessories, cards and gifts. They include many unique pieces hand-painted and hand-made by Sarah. In March 2023 Sarah published her book ‘Hand-painted Textiles – A Practical Guide to the Art of Painting on Fabric’.



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