



Novelty

In commerce the simplest way to increase sales is to offer your products in more colours. This marketing strategy is true for both horticulture and the decorative arts. Exemplified by two industries that flourished in 17th century Holland through bulb cultivation and Delftware ceramics.

To highlight the commodification of nature a plate of *Fritillaria imperialis* was adapted from *Don Nederlandschen Herbarius* by Steph Blankaart (1698). A further set of 17<sup>th</sup> century Delft style tiles surround the main image each showing a different cultivar to represent forms bred over the past 400 years. The main plant portrait has also engineered although not through a breeding programme. Instead, four different photographs were used to generate a plant with the right flowers, leaves, bulb and roots to match the aesthetic of Blankaart’s original. The image is called Novelty to reflect the breeding of new cultivars but equally the original plant is now just an ornament divorced from its wild origin.

