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Press Release

### Nairobi Artist Elaine Marie Kehew enters the design market at Surtex 2016 with the “Dirty Dozen”.

The Kenyan-based painter showcases 12 new pattern collections at the Javits Center in May 2016.

**1 April, 2016 Artist trades in on nostalgia and whimsy to create a debut collection.** “I am excited about these pattern sets, and how they work in the home,” says artist Elaine Marie Kehew, about her new work.

The pattern range, with titles like “Autumn in Brooklyn Heights” and “Froggy Went a’ Courtin’,” is steeped in narrative and storytelling. Each collection consists of seven patterns of separate, hand-drawn, hand-painted or carved-and-stamped designs. The artist then translates the designs into Illustrator and Photoshop, and creates a technical repeating pattern.

Elaine Marie was inspired to launch into surface pattern design after collectors of her paintings made remarks about home decor. The artist had recent solo exhibitions featuring “pattern paintings”- canvases of repeating images in a grid or a scatter pattern. The feedback propelled her into the world of surface pattern design.

“When I prepare for my fine art exhibitions, I try to pull together a cohesive body of work with a very clear theme. When I got to my studio and got down to it, all of these memories from my childhood came flooding back to me. I grew up in a flower shop, so flowers predominate the patterns, but they also reflect time sewing and cooking with my grandmother, and my childhood passion for frogs.” The designer grew up in the Adirondacks but has been living in Kenya for seven years. Bold, bright florals reflect the African influence on the artist. “I am wild about East African textiles, and you can see that influence in the Soko-Soko collection and in the Jitterbug Perfume collection.”