FABRIC SPECIFICATION

‘Japanese Floral’

Red

Fabric by Florence Broadhurst





In situ (illustrative)



Fabric swatch

Specifications

Composition	100% Belgian Linen
Weight	360 gsm
Printed width	137 cm
Pattern repeat	56.5 cm wide × 48.6 cm high, basic repeat
Durability	15,000 Martindale cycles
Estimated shrinkage	9–11% length, 3–5% width
Supply	Printed to order, arrives within 7–10 days
Sample	20 cm × 20 cm
Suited to	Upholstery, curtains and cushions

About this design

Cascading stylised blooms on long slender stems, in white with deep red line and ground.

Printed to order on 100% Belgian Linen.

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Fabric Information



About Florence Broadhurst

Florence Broadhurst (1899–1977) is the original maximalist. Her designs celebrate scale, colour and rhythm with complete confidence, bringing an unmistakable theatricality to every interior they touch. She is confident, courageous, elegant, flamboyant and entirely original.

Born in Queensland, Florence first performs as a singer across Asia. She draws on all of that life experience to be her best in everything that follows. In 1959 she founds her wallpaper business at St Leonards, Sydney, where her hand-printed papers become known for large, bold patterns and vivid colour. Her work is exported to North America, England and Paris. By the 1970s, her designs number around 800.

Found in museums and galleries, her designs are loved by everyone from Australian Prime Ministers to Hollywood movie stars, yet they are just as at home in your living room. A Florence Broadhurst design can be as simple as a few cushions, a favourite armchair or a headboard, right through to curtains for a whole room.

The Australian Museum of Design makes her work easy to bring home. Her designs are printed to order on 100% Belgian Linen and sold by the metre, so you can buy just what your project needs. You can order a small sample first to see the colour and the cloth in your own light.

Before you order

- Order a sample to check colour and print on the cloth.
- Buy your full quantity in one order, as colour can vary slightly between print runs.
- Multiple metres are printed as one continuous length.
- Allow for shrinkage with your curtain maker or upholsterer.

Ordering

- Prices and availability: australianmuseumdesign.com.au/designer-fabric
- Free shipping within Australia.
- Samples are A$35, including GST.
- Custom colourways on request.

About the Australian Museum of Design

The Australian Museum of Design preserves Australia's design legacy and shares it with the world. Its growing archive holds more than 10,500 hand-drawn surface designs by Australian artists of the 20th century, many of them never seen publicly until now. Each work is carefully digitised and restored so the artist's original intent remains intact.