

Ada Van Hoorebeke

Rose Family Factory (2020 – 2023)

Rose Family Factory (2020-2023) by Ada Van Hoorebeke turns leaves into dye and berries into jam. The installation resembles a batik studio fused with a jam factory. Textiles are dyed with leaves from plants belonging to the rose family (Rosaceae). The berries of those plants - blackberry, strawberry and raspberry - are used to make jam.

The installation displays all the materials and tools needed to start the production: dried leaves of berry bushes, dye baths made from wheelbarrows, food vessels, jam, cooking pots and batik tools. An arrangement of large dyed cloths and small paint-samples shows one repeated pattern: an enlarged flower-shaped symbol derived from a small metal folded wax stamp. The flower-shape is inspired by both Bruges and Indonesian textile patterns processed indoors. Van Hoorebeke therefore draws inspiration from various traditions and customs within cottage industries.

Rose Family Factory is a cross-pollination of knowledge from various 'glocal' traditions whose numerous pollinators we have long forgotten. Heritage arises where knowledge from different contexts merges into something new. The source is never unambiguous and the application is even less so. *Rose Family Factory* is a fictional company brought into the museum as an installation. Based on circular systems and techniques from various contexts, the artist's thinking and making process is actively shared with the visitor. The focus is on bringing together ideas and keeping knowledge and traditions in motion. In *Rose Family Factory*, the changing process itself is put on a pedestal.

Rose Family Factory was acquired by the Flemish Community in 2021 and ever since part of the Mu.ZEE collection. The installation is on view until 1 October 2023, as part of the collection presentation.

During this exhibition period, we invite visitors to collect fresh blackberry leaves and bring home-made jam to the museum. Those who bring in jam should label this jar with the name of the maker and the fruit processed. The locally picked blackberry leaves will be used to make dye for a performative activation on 10 June, 15-16h.

During a batik workshop on 3 and 4 August 2023, all jam jars will receive a RFF label as well as a batiked lid. From 2 October, the owner of the jam jar can come and collect it again. More information: www.muzee.be.