



NEWS RELEASE

**PHOTO CALL RHS CHELSEA PRESS PREVIEW
9:55AM 20.09.21 THE GREEN ROOM, THE PLATEAU, RANELAGH GARDENS**

Queen to DJ at Chelsea Flower Show

Drag Queen DJ Crystal gets the houseplant party started in “The Green Room” – the ultimate houseplant hangout created by Malvern Garden Buildings in collaboration with plant stylist to the stars and multiple Chelsea medal-winner, Ian Drummond.

RuPaul’s Drag Race UK Season 1 Competitor, Crystal will perform in a houseplant studio 'suspended' in a monster macrame plant hanger.

Inside there’s a disco vibe with bursts of bright neon to showcase deep green hues of on trend indoor foliage. Disco Ball Head dancers will add dressing and entertain the ‘planterati’ with unapologetic post lockdown exuberance.

Expect a mini mix of disco tracks to get the Sansevieria sashaying and the Tillandsia twerking.

Malvern Garden Buildings are coming back to the show with a bang after a two year pause in the in-person event due to the pandemic, as Malvern Garden Building’s Managing Director, Andrew Peck explains:

“We cannot wait to put on a display to spark joy and celebrate life with glorious British eccentricity.

We've provided the studios for the plateau in Ranelagh Gardens exhibits for over 10 years, but this will be the first time they will host indoor plantscapes. We're really excited to be helping to bring this new class of exhibit to this world-famous show.”

Designer, Ian Drummond hopes his fun, conceptual design will encourage people to be more playful with plants and use them to express their personal style:

“Owning and caring for houseplants is therapeutic and fun for all ages. Finding space for indoor gardening triggers creativity, fuels productivity and nurtures hope.”

“The Green Room” is one of six Houseplant Studios at RHS Chelsea 2021 designed to show visitors the benefits of bringing the outdoors indoors by creating stunning indoor gardens.

- ENDS -

Notes to editors

Crystal – Drag Queen DJ & RuPaul’s Drag Race UK Competitor Series One

Crystal is a gender-bending drag artist and presenter, *RuPaul's Drag Race UK* Season 1 contestant, and the host of her celebratory queer podcast *The Things That Made Me Queer*.

With one heeled foot in East London's colourful queer community and the other in politics, Crystal is a driving force in the new-gen UK drag scene, brandishing a unique drag aesthetic - fantastical, overtly sexualised and beautifully bizarre. Her supervillain persona mixes high fashion, gender play and punk sensibility, which led her to star in the fashion pages of revered fashion titles **Hunger** and **KALTBLUT**.

A Canada native, but having lived in London for 12 years, she's embedded herself within the local LBGTQIA+ community and is a known advocate for queer issues, racial equality and climate change. Using her platform time and time again to bring awareness of inequality, she admits she's "a very proud snowflake".

Crystal believes drag is a vehicle to dismantle the patriarchy and liberate us from gender norms. Drag uses radical self-expression to show us that there are no rules, other than what we impose on ourselves.

Ian Drummond – Creative Director of Indoor Garden Design

Ian Drummond is a renowned interior landscaper, plant stylist and author who has been in the industry for over 35 years. Ian is a multi RHS Chelsea Flower Show medal winner and has created interior gardens and ‘living’ installations for **London Fashion Week**, the **BAFTAs**, **Harrods** and the **Elton John AIDS Foundation**.

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Malvern Garden Buildings

After an exceptional two years rising to the challenge of meeting the increased demand for garden buildings fuelled by the confinement of repeated lockdowns, Malvern Garden Buildings are helping to promote indoor gardens for the first time in the show's history with the Houseplant Studio area. These British made garden studios have featured in the plateau at the RHS Chelsea Flower Show for over a decade. In previous years hosting botanically inspired craftspeople such as Rob Ryan, Nikki Tibbles, Cath Kidston, Orla Kiely & Lou Gardiner to create the Artisan Area.

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