

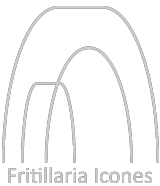
# Order

FRITILLARIA  
IMPERIALIS



# Order

Order is a play between two Swedish flat-pack specialists, Carl Linnaeus founder of the scientific naming system of all living things, and Ikea the furniture retailer. Both deconstruct, taxonomists physically and theoretically deconstruct plants to identify how they related to each other and why they are distinct. Ikea sell products in a deconstructed state leaving assembly to the buyer. The image title reflects the human aspiration to create order from the perceived chaos of the natural world. Also, the idea of ordering a product and the aesthetic order of the arrangement in contrast to the physical disorder of the plant parts.



A single plant was dissected, pressed, dried and photographed. The resulting 241 parts are combined with the binomial *Fritillaria imperialis* in the Ikea product style. The product code references Linnaeus' *Species Plantarum*, LINN 1753.1.303. Likewise, the Ikea logo is adapted to Icon (or botanical image), Defined in Sweden. The image is printed as a silk scarf diverging from the standard stylization of flowers and plants in fashion, generally represented by blocks of colours and patterns. These plant parts are indexical; the scarf is a voucher specimen mixing science, art and fashion in a single object.