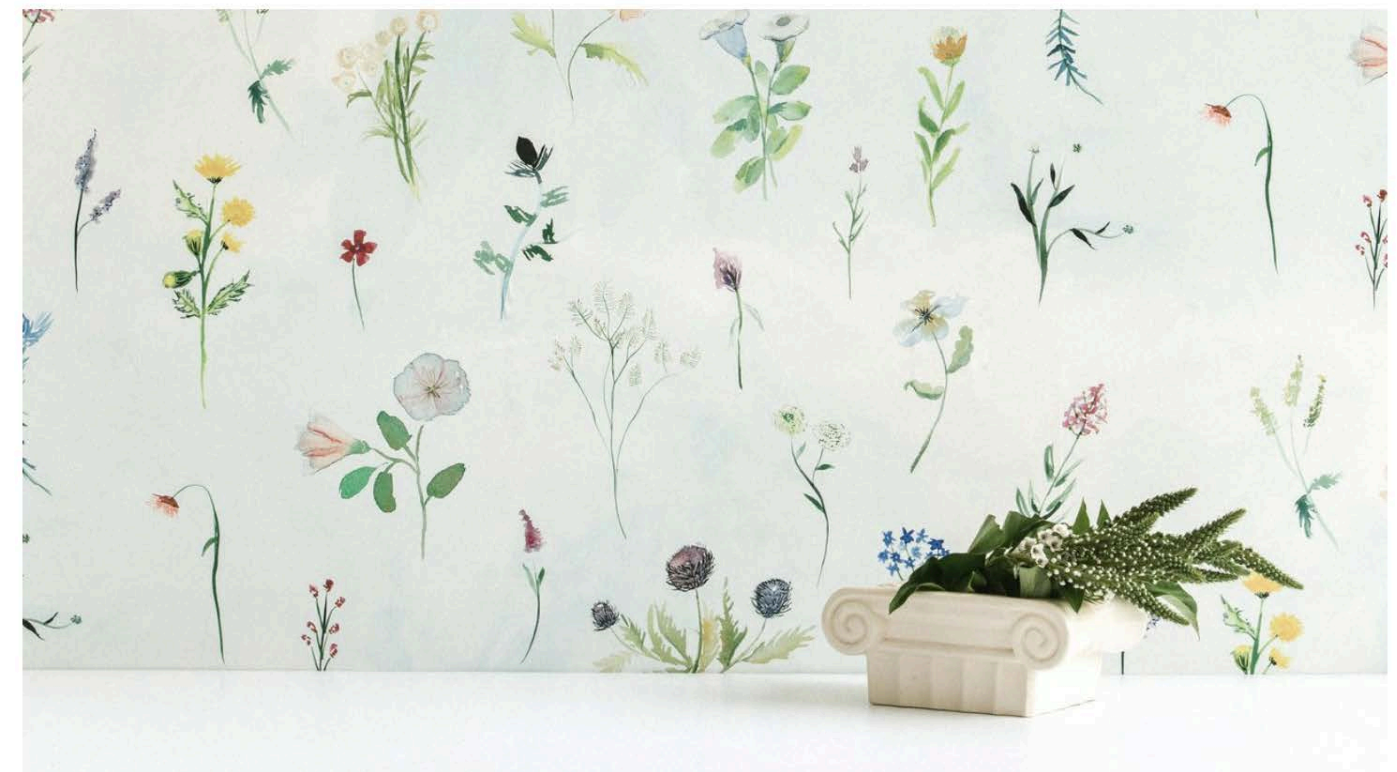

Wildflowers, Weeds, and Feminist History Infused This New Spring Textile and Wallpaper Collection

Flat Vernacular co-founder Payton Cosell Turner shares her latest collection with AD PRO and explains her design inspirations

By Madeleine Luckel

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The Meadow wallpaper in Bluestockings.

Photo: Emiliano Granado / Courtesy of Flat Vernacular

"It occurred to me that I really wanted to make a new floral," Payton Cosell Turner, co-founder of the textile and wallpaper line Flat Vernacular tells AD PRO about her latest collection. "But instead of tropical flowers, which are everywhere right now, I really wanted to paint weeds."

Weeds? Yes, you read that correctly. The common, pull-them-out-of-your-garden plant with a much-maligned reputation. Nevertheless, these uncontrollable and at times invasive varieties hold downright positive connotations for Cosell Turner. "Weeds are extremely resilient and deceptively delicate," she says.

This sort of endurance felt particularly pertinent to Cosell Turner, given the fractious nature of current events, and the challenges being faced by women especially. In light of this, Flat Vernacular's new collection, named Wilds, focuses on weeds while also including direct references feminist history. Meadow, one of the three designs in the collection, comes in a Bluestocking colorway—named for the 18th-century English society dedicated to advancing the intellectual lives of women. (Its other colorway, Heliotrope, is a shade of purple often associated with women's suffrage.)



A close-up look at Flora's new blue colorway, part of the Wilds collection.

Photo: Emiliano Granado /
Courtesy of Flat Vernacular

For Cosell Turner, these references represent some of the guiding roots of her own life. The textile and wallpaper designer is also the co-founder of [Girls at Library](#), an online magazine that interviews women about their relationship to literature. She also regularly volunteers with the [Women's Prison Association](#), an organization that, in Cosell Turner's words, "helps women start life after involvement with the justice system." And, in case you were wondering about that decidedly English Bluestockings reference, Cosell Turner is herself half British.

As for the manufacturing processes, the wallpapers are all printed in the U.S., and the textiles are a Belgian cotton linen blend. Cascade, a design inspired by the paradoxically strong yet delicate nature of windswept grasses, is, unlike the other two designs, available as a fabric only.

Flora, one of the company's bestselling and earliest designs, is being issued for the first time in a new blue colorway. The tones selected are particularly electric, and ones that Cosell Turner feels taps into the current design zeitgeist. "I keep seeing cobalt and ultramarine everywhere," she says. "It's interesting how color has shifted in the past year especially," she says. "I think more people are aware of their interior spaces and the aesthetics around them in general."



The Cascade fabric in Clay.