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Paperblanks and New York Botanical Garden Launch First Collection

Paperblanks and New York Botanical Garden (NYBG) are pleased to announce a new licensing collaboration inspired by NYBG's extraordinary botanical art, rare book collection, and cultural heritage. Their first collection, **Golden Fritillaria,** is available globally and marks the beginning of an ongoing creative partnership celebrating the beauty and stories found in the natural world.

Brokered by NYBG's European licensing agency, Metrostar, the partnership is a natural fit for Paperblanks, whose collections are rooted in the celebration of art, history, and storytelling. NYBG's rich botanical collections and commitment to preserving and sharing the stories of the natural world provide a wealth of creative inspiration, offering Paperblanks the opportunity to bring the Garden's remarkable heritage to a global audience through beautifully designed stationery. This collection supports NYBG's work in plant research and conservation, horticulture, and education.

Golden Fritillaria draws inspiration from an 1827 French botanical book, *Choix des plus belles fleurs* (*Selection of the Most Beautiful Flowers*), featuring watercolour plates by renowned botanical illustrator Pierre-Joseph Redouté. At the heart of the design is the elegant *Fritillaria imperialis,* or Crown Imperial, complemented by exotic butterflies and a delicate sketch of a historic glass conservatory.

The conservatory imagery adds a layer of New York history to the design, drawing on the legacy of Lord & Burnham, America's premier glasshouse firm, whose work includes the iconic Enid A. Haupt Conservatory at The New York Botanical Garden.

"What captivated us about this design is the artistic harmony between the lavish Crown Imperial flowers, the exotic butterflies, and the delicate sketch of the glass palace conservatory that still stands as part of NYBG today. It's a small piece of New York history brought to life with artistry and visual charm. We loved enhancing the flowers and butterflies with special effects to make them as mesmerizing as possible, creating a refreshing, airy feeling that comes through each time you look at the design."
– Adina Costiuc, Art Director, Paperblanks

"Paperblanks has a beautiful way of turning art and cultural history into objects people use, carry, and return to every day. That sensibility feels especially aligned with NYBG, where our rare book collections, living collections, and 250 acres in the Bronx all invite people to find inspiration in the plant world both historically and in the everyday. We're thrilled to partner on a collection that brings the Garden's botanical beauty to the page, creating pieces that feel both deeply personal and richly connected to NYBG's mission."
– Christa Boeke, Vice President Retail + Brand Licensing, The New York Botanical Garden

"One of the wonderful attributes of the NYBG brand is the depth of its incredible rare book collection. With **Golden Fritillaria** the Paperblanks team have truly embraced its potential. It has been exciting to see this collection develop from mood board to finished product using not only botanical images but textual and architectural elements to create a truly unique and beautiful collection."
– Claire Potter, Founder, Metrostar

Golden Fritillaria is available globally and is the first release in the Paperblanks and NYBG collaboration, with future collections set to explore more of the Garden's remarkable botanical art, history, and heritage.

Notes

Paperblanks is a global stationery brand known for transforming art, cultural heritage, and design into beautifully crafted journals, notebooks, planners, and stationery. Through its collections, the brand brings historic and contemporary art to everyday treasures, combining distinctive design with quality craftsmanship and a passion for storytelling.

Founded in 1891, New York Botanical Garden is a National Historic Landmark and one of the world's leading botanical institutions. Its 250-acre site in the Bronx is home to renowned living and herbaria collections, exhibitions, research, historic landscapes, and an extensive archive of botanical art and literature. For more than 135 years, NYBG has inspired artists, designers, scientists, horticulturists, and creatives around the world.