

# HELEP



## • CRAFT/PROFESSION

Laure DETRONC creates anthropogenic rock containers for plants, using mineral and organic materials and moulding and sculpting each container by hand. While her raw material is still soft, she works the surface to give each design a unique texture and look. The finished pots and containers must be cured for several months to eliminate excess limestone and ensure her designs are rock-hard. The various minerals she uses endow her plant containers with delicate natural colours. They are perfect as a setting for unusual plants like bonsai trees, succulents or carnivorous plants.



## • BACKGROUND

Laure studied economics and did a salaried job until 2015 then, fascinated by web-based professions, taught herself the skills she needed to work in digital marketing for artists and craftspeople based in Melbourne. It was while working on promoting brands for various artisans that Laure decided to set up her own business and also to pursue her studies at the University of New Caledonia.

Horticulture was a childhood passion, so Laure

was inspired to design solutions for the cultivation of rare plants which can prove difficult to grow. Her love for horticulture finds perfect expression in the Helep rock plant pots and containers she designs.

## • INSPIRATION AND ART/DESIGNS

Laure has both New Caledonian and Asian roots and says that she “quickly found a way of linking the two cultures which make her who she is. You could sum up the connection as adopting a Zen approach”. She adds: “Wabi-sabi is the beauty of imperfect, impermanent and incomplete things; it is the beauty of humble and modest things”. Laure explains: “in a way, this Wabi-sabi spirit is expressed in the asymmetry of my pots, in the unique textures of a simple, raw material mellowed by passing time and exposed to rain, sun and wind. Each piece has a soul of its own and will age like natural rock. In this world of soulless plastics, contemplating Helep, “The garden” in the Drehu language, is a way of reconnecting with nature and simplicity”.