

Press Release

Florence Houston
Powder Puff

29 April – 7 June 2025



LONDON, April 2025 – Florence Houston’s inaugural exhibition with Lyndsey Ingram, titled *Powder Puff*, will present 18 new oil paintings. The exhibition focuses on the artist’s fascination with food that people tend to look at rather than eat—with a particular emphasis on jellies. The wobbling, visually striking nature of jelly intrigues her, creating a dynamic balance between attraction and repulsion. Houston’s paintings serve as a form of expression, capturing a sense of introverted flamboyancy that she finds difficult to convey in person.

She began painting jellies in 2021, drawing inspiration from Victorian illustrations and the memories of her fantastical childhood. The allure with jellies lies in their ability to be both aesthetically beautiful and grotesque. The exhibition marks the culmination of her growing interest in these two states, as well as the paradox of objects made to be looked at but not consumed.

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For the past fifteen years, Houston has mastered her technique using oil; she applies the paint gesturally, seducing the viewer as they consume the painting itself—indulgent, like Victorian desserts, or something from a retro 1970s cookbook. Reflecting on the medium, she notes, “Oil paint was originally created to paint human flesh, but I think it’s perfect for painting jelly.” A graduate of the Charles H. Cecil Studio in Florence, Italy, where she trained for four years, Houston’s work explores the intersection of nostalgia, memory, and societal perceptions of beauty. Her attention to detail—particularly in her use of colour, light, composition, and texture—is evident in *Powder Puff*.

One might be reminded of Dutch still life paintings, where objects communicate hidden meanings through symbols. Her work is characterised by its intimate exploration of familiar objects and the emotions they evoke. *Powder Puff* invites viewers into a world where the everyday becomes extraordinary, and where beauty, discomfort, and memory intertwine.

Powder Puff will be on view at Lyndsey Ingram from 29 April – 7 June 2025.



About the Artist

Florence Houston (b. 1989) lives and works in London. Houston trained for four years at Charles H. Cecil in Florence, Italy, where she honed her technique in oil painting with a focus on portraiture. Houston paints nostalgic and familiar objects, exploring their conflicting characteristics and society's preconceived views of them. Colour is incredibly important to her, and she takes as much care in choosing a specific palette as she does in planning the composition and subject matter.

Houston started painting jellies in 2021, inspired by illustrations of ornate Victorian jellies and childhood memories of eating them from paper plates. Each painting's subject is designed with the idea of exploring the possibilities of her applying paint to canvas, their compositions paying lavish attention to the surface and textures of plastic, cream, jelly, glass and fruit and silk, to name a few.

Image details – from left to right:

1. *Babylon*, 2025, Oil on canvas. Signed. 45 x 61 cm (17 3/4 x 24 in)
2. *Gauloise*, 2024, Oil on canvas. Signed. 60.5 x 50.5 cm (23 7/8 x 19 7/8 in)
3. *Cosmic Cherry*, 2024. Oil on canvas. Signed. 55.5 x 40.5 cm (21 7/8 x 16 in)
4. *Neon Whip*, 2024. Oil on canvas. Signed. 55.5 x 37.5 cm (21 7/8 x 14 3/4 in)
5. *Odette*, 2025. Oil on canvas. Signed. 40 x 50.5 cm (15 3/4 x 19 7/8 in)
6. *Tequila Sunrise*, 2025. Oil on canvas. Signed. 40 x 55.5 cm (15 3/4 x 21 7/8 in)