

2024

Surface Pattern Design Competition

Category Three

Contemporary Chinoiserie

Sponsored by



At the forefront of digital printing, John Mark Ltd reigns as the global leader in industrial-scale wallcoverings. Our exclusive focus on digital print has driven us to redefine technology's limits, crafting exquisite and groundbreaking designs and print quality.

Founded by industry veteran John Mark Watson and supported by a management team with over 60 combined years of expertise, our roots in Leyland, Lancashire, grant us access to a wealth of knowledge. Count on John Mark Ltd to deliver top-tier, hassle-free, and market-ready products honed by years of dedicated experience.

Modern Interpretation of Chinoiserie Mural

Chinoiserie is an art style that originated in the 17th and 18th centuries, inspired by Chinese artistic traditions.

The goal of this project is to infuse chinoiserie with a contemporary twist, breathing new life into this timeless aesthetic and pushing the boundaries of its expression.



Artwork Credit: Photowall



Photo Credit Watts 1874



The objective of this project is to reimagine chinoiserie in a modern context, blending traditional elements with contemporary design principles. The resulting artwork should capture the essence of chinoiserie while incorporating fresh perspectives, innovative techniques, and relevant themes.

Contemporary interpretation: Infuse the chinoiserie style with contemporary elements, such as minimalist design, bold colours, abstract motifs, or experimentation with mixed media. Strike a balance between preserving the essence of chinoiserie and introducing fresh, modern perspectives.

Cultural fusion: Explore the convergence of different cultures and traditions within the chinoiserie framework. Incorporate elements from diverse backgrounds, highlighting the interconnectedness of global artistic expressions.

Theme and narrative: Consider incorporating a meaningful theme or narrative into your artwork. This could involve social commentary, environmental awareness, or personal stories, adding depth and relevance to the design.

Technical Brief:

When submitting your digital image, it should be submitted as a whole, e.g., M1 dimensions would be 140cm x 300cm.

There is no need to mark or indicate individual panels.

Please design for **SIZE M2** & submit Artwork File as TIF

Size Code Option	Width (cm)	Height (cm)	End Use
Please refer to the illustrations below for clarification			
M2	3 x 70	300	Mural

<p>M2</p> <p>Total Mural size 210cm x 300cm</p> <p>Made up of 3 x lengths at 70cm wide</p>	C	A	B	C	A	B	<p>Ensure matching on the vertical extremities of the design</p>
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