

2024

# Surface Pattern Design Competition

Category Five

## Lasting Legacy

Sponsored by



Ivo was founded in 1963 by the Zatka-Haas & Tonder family during a decade that revolutionised equal rights and individuality. We saw a huge shift in printed textiles, people like Althea McNish, Zandra Rhodes, Celia Birtwell & Ossie Clark, who all printed at Ivo Textiles, brought colour and life to the industry. We can still see their influence in design today.

Once specialising in printing fashion and promotional design, we have transitioned into high quality interior fabrics, designing for world renowned companies, royal households and even the odd palace. Screen-printing is our specialty and we also have digital printing facilities that can be used to emulate a 'screen-printed' look, honouring our traditional roots.

# i - d o t t

inspiring designers of tomorrow today



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To celebrate our 60th anniversary, we are reminiscing over our heritage. During the 60s, we saw a popular trend of reworking traditional patterns in a contemporary way, enabling designers to convey their beliefs in a modernising world. Ivo still has customers that adopt this trend for their prints today.

For this brief we are asking you to design a print that draws inspiration from patterns in the 20th century and re-conceptualise it in a way that allows your personal style to shine through. Create a print that takes timeless design to the next level, that someone could have in their home for the next sixty years or longer. Your design must create a feeling of sentimentality, wonder and timelessness.

#### **INSPIRATION:**

Similarly, to the popular trend of reimagining historic patterns adopted by the 1960s, we would like you to take inspiration from the 20th century and reimagine it for a modern-day interior. Your sources can take any form, whether it is inspired by the natural world, architecture, political movements, or personal heritage - as long as your final design hints to the era you were inspired by.

#### **COLOUR:**

For this design we are limiting you to a maximum of three colours. They can be solid, tonal or both and can be used to add depth, boldness and detail into your print. This design has to work not only for digital printing, but also screen printing too, so consider how the colours will work together as they are printed. We also ask that you do not include any metallic or pearl based colours for this design.

#### **SCALE & REPEAT:**

This print needs to work on both wallpaper and fabric, consider how the scale and repeat will look across upholstery and wallpaper.

**Please make your repeat fit the dimensions of 68.5cm x 53cm wide.**

#### **EXAMPLE – Page 2**

These are prints and films from our archive, dating back to the 1960s. Some look as if they were drawn only yesterday and encapsulate a timeless feel.