

## 2024 Surface Pattern Design Competition

**Category Three** 

## Contemporary Chinoiserie

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## **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.

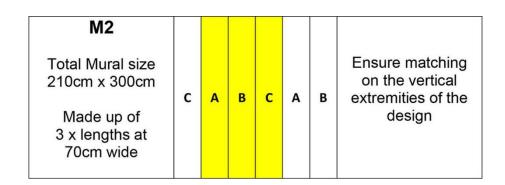
## **Technical Brief:**

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



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