

2024

## Surface Pattern Design Competition

Category Four

### The sky's the limit

Sponsored by



**HOHENBERGER®**

MANUFAKTUR FÜR TAPETEN

We are delighted to welcome category sponsorship from a collaboration of 3 European manufacturers of luxury and mass market brands of wallcoverings. Collectively, these companies have many decades of experience and history in the international wallcoverings market.



This year we are including a design brief for the 2024 design competition to encourage new designers to consider the international appeal for wall coverings and their importance in interior design for domestic and contract interiors.

Design innovation is everything to the success of the market.

Remember a good design is often produced as a fabric and co-ordinating wall covering so consider the end result flowing as a curtain or equally flat on a wall or screen.

We are looking this year for innovation in design and looking for something “new”. It could be a wonderful textured design inspired by nature, a watercolour painting, an detailed illustration translated into repeat, a lino print, screen print or oil painting, an embossed motif or a laser cut design repeated..... the sky’s the limit. We would like to emphasise that AI generated design is not acceptable, we are looking for “your” creativity and personal style.

The final artwork must be transportable and as all short listed designs have to be received for final judging please ensure that any artwork must be stable. All work must be original and your own creation, it must be in repeat to the scales suggested here.

Dimensions;

The maximum width should be 70cm or a division of, ie 35cm x 2, or 10cm x 7 etc. The maximum height for this brief needs to be 1metre high or a repeat division of 1 metre

This is an opportunity to express your individual style and could be part of your current study project or a completely new idea that you would like to express. We are looking for a good creative flow that when repeated it will have an appealing structure and balance.

We would like you to be brave and think about scale and the final effect on a wall or on a fabric. Colour is very important too so think about balance and with this brief there are no restrictions on number of colours you can use in the design.

Please follow the i-dott instructions of entry and we look forward to all of your exciting designs !