

# i - d o t t

inspiring designers of tomorrow today

CATEGORY 1

**More than a wallpaper**

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## DESIGN BRIEF

### More than a pattern on a wall?

Mural wallpaper is becoming a strong force within our industry. Large scale, bold scenic designs with a hand painted feel can add a completely different dimension to a room. No longer is it wallpaper, but a design that tells a story whilst on a journey across a wall.

**Brief;** to create a scenic design with a strong narrative that focuses on scale and colour and includes some **hand-painted elements**. Please ensure the mural is not completely digitalised imagery. Draw or paint some elements and scan them in to combine traditional methods with modern day technology.

**Inspiration:**

Anywhere that is 'local' to you. Whether that be an Urban snippet of your local town or city, or in contrast the landscape of a beach and vast sea on your coastal doorstep.

**Repeat & Scale:**

Think big. Digital Murals do not have to work to the usual repeat measurements. Digital printing provides a platform that doesn't follow conventional restraints so take advantage of this with scale and design composition.

**Colours:**

Consider the above inspiration and how that would translate in your chosen setting. Is your product to fit in a conventional home? Is it to be a backdrop to a hotel's bar? All this needs to be considered before you start.







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## Examples



### Harlequin – Little Book of Treasures Life's a Circus:

Following the Panel A & B specifications, Life's a Circus is an inspired **hand-drawn** scene of a circus full of colour, texture and character. Technically composed to depict the different stages of a scene; the sky, the twisting rollercoaster in the background and the jubilant figures of the circus, this mural design fits perfectly in its intended room set – for the little people in our lives.

### Romo – Black Edition – Mizumi:

Mizumi is an exploration of Japanese print making practices to replicate the mark making of hand woodcut prints. Although digitally printed, the **hand-printed** origins are obvious and is integral to the characteristic of the design.

This landscape scene is a continual panorama which can fit to any wall width following an A B C D panelled product specification.



### Mokum – Mizu Garden

This pattern seeks inspiration from Japan's long history of watercolour painting, particularly landscapes and florals. This is apparent within the **brushstrokes** used to paint this design.

The colour palette used is heavy on different shades of green which elicits a calming energy within interior spaces – creating a sense of bringing the outdoors in and encouraging us to slow down and become more mindful.

This product follows the A B C D E panelled product specification.

## Technical Brief

Recolouring of the same design is not acceptable as a subsequent entry.

Do not enter the same design into more than one category.

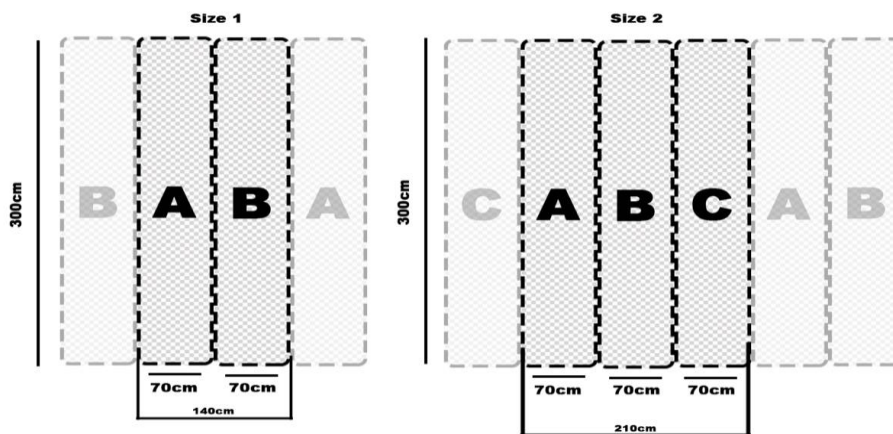
Each design should be original and not a modified version of a previous design.

Ensure that all channels/layers (separations) of your work are of the same dimensions.

All designs must show a match in the width regardless of the unit size, and a match in height if **not** 3m.

Your design is to be worked up to fit in one of these dimension options (table below)

Size	Height (cm)	Width (cm)	End use
M1	300	140cm (70cm + 70cm)	Wallpaper x 2 repeating panel A + B
M2	300	210cm (70cm + 70cm + 70cm)	Wallpaper x 3 repeating panels A + B + C



Your design images should be submitted in **tif** format at **300dpi (dots per inch)**

Save your images with your name and size option used (see tables above) and if you are submitting multiple entries, please add a unique number to each design.

Send images via **wetransfer.com** only

Do not send multiple images of the same design

Please return the completed and signed entry forms and copyright assignment as pdf documents to ensure that all your details are legible

If your design is shortlisted in the first round you will be required to submit your original artwork in time for the final judging which will take place on the **17<sup>th</sup> June 2022**.

Send your entries to:

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