

2026 Surface Pattern Design Competition

Category 1

The Road to a Greener Future

Sponsored by



The British Coatings Federation is the Trade Association representing the interests of the decorative paints, industrial and powder coatings, printing inks, and wallcovering manufacturers in the UK. We have over 140 Full manufacturer members and another over 100 Associate/supplier companies in membership.

The BCF sets out to:

- Increase knowledge, and publicise the contribution, of the coatings sector to UK manufacturing and the wider UK economy.
- Represent the needs and concerns of the coatings sector to Government to create a better business environment for members to operate in.
- Offer leadership on issues of importance to the sector, from sustainability to skills.
- Provide technical and regulatory advice and training and produce industry-wide statistics.
- Act as an interface between the industry and the Government, other industry and non-industry organisations, the media and the general public.
- Promote the industry, and conduct outreach, to attract the next generation of young, skilled talent from a more diverse section of society.

DESIGN BRIEF

Mural wallpaper is becoming a strong force within our industry. Large scale, bold scenic designs 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 with visible brush stroke effects. Please ensure the mural is not completely digitalised imagery. Paint some elements and scan them in to combine traditional methods with modern day technology.

Inspiration:

Our Road to Net Zero focuses on reducing carbon emissions however we understand this is just one aspect of sustainable development. It is important not to exclude other critical sustainability factors, such as the pressure on nature, **biodiversity**, natural resources, **water, forests, land** and **air**.

So, these are your inspiration: ***the natural world which we have a duty to protect.***

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 workplace? All this needs to be considered before you start.

INSPIRATIONAL/THOUGHT BOARD IMAGERY



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