

# Elemental Nature

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# Design Brief

## Elemental Nature

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Eco infused patterns in our living spaces will become increasingly popular next year, with organic forms serving as reminder of our connection to the earth and the environment.

It is said that surrounding ourselves with nature-inspired decor creates a peaceful ambiance which helps us to relax and unwind.

Create a unique repeating design that is nature inspired.

Nature's beauty can offer a delightful palette of organic shapes, from the gentle curves of a leaf to the intricate patterns found in coral or shells. Incorporating elements like ornamental grasses and flowers can transform a design, making it feel alive and dynamic.

You could also find inspiration in the gentle curves of crashing waves, rippling reflections, look beyond the obvious and take inspiration from textured bark, wood, moss, or the layering of rock sediments. Use your imagination and guide your creativity, make your designs connect harmoniously with the environment.

Why not merge two elements together, a textured background with a beautiful trailing motif, anything is possible!

By exploring natural forms, you can bring a fluid flow into your work and bringing a sense of warmth and approachability to any space with the colours you use. Colour plays a huge part in the design process so we would like you to be mindful of your choices. Research colour combinations that complement and fit into the design brief.



1838  
Calico Shell



1838  
Stratus



1838  
Flower Meadow



1838  
Laurel Leaf



### PRINTING TECHNIQUE

Your design will be traditionally printed using the Sur-Flex machine  
3 rollers can be used for the Flexo stations (good for finer detail and textures with slight tone and movement) and up to 6 rollers can be used for the Surface rollers (these rollers will need to be solid shapes no tone work)

So Pad + 9 colours (maximum of 10 colours) or less if preferred as sometimes the simplest designs work the best.

### REPEATS & DIMENSIONS

The maximum width will be 52cm or divisions of, ie 26cm x 2 or 13 x 4 set in a square or half step repeat.

The height of your design can be worked into:

53cm  
59cm  
61cm  
64cm

Submissions should be a digital file, but it would be great to see a printed or hand painted piece of artwork.