

FUTURE HERITAGE

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Grandeco Wallfashion Group was founded as the “Imperial Decoration Company” in Belgium in 1978 focusing on wall decoration. The choice of Tielt as an operating base was no coincidence, in the 13th and 16th centuries it was one of the most vibrant centres for Flemish Textile Industry.

Today Grandeco is one of the largest producers of wall-decoration products in the world. We make our own collections as well as products for private labels, offering an exclusive range of wallpaper designs, innovative products and trends in wall decoration. This represents more than 11 million rolls a year.

We can rely on a dynamic team of more than 330 co-workers and we are represented in more than eighty countries.

The central production and operating unit is still in Belgium. We have design studios and offices in the UK, France, Germany and Poland which service local customers and distributors.

Production Techniques

Many types of wall decoration roll off our production line ranging from vinyl wallpaper, non woven to expanded vinyl as well as paper and Eco deco. We also have a Digital production line.



DESIGN BRIEF

FUTURE HERITAGE

The brief is to create an inspirational wallpaper design which will represent what you think will be our future heritage.

Re-imagine the UK's historical or contemporary culture and apply your design innovation to create a wallpaper which evokes a sense of our current time, which then could be recognised as a classic by future generations.

Your inspiration can be take from, architecture, nature, travel, fine art, or your cultural surroundings.

Heritage is not just a study of the past but also how we can shape our future

EXAMPLES

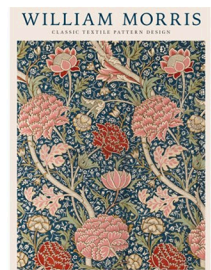
Designers who define their generation are those who move beyond trends to establish a distinct visual language that shapes the cultural and aesthetic identity of their time. Through originality, clarity of vision, and consistency, they create work that not only reflects the present but also anticipates the future.

These designers build what can be called a “future heritage”—a body of work that remains relevant, influential, and timeless. Their designs are not confined to a moment; instead, they continue to inspire, inform, and evolve across generations.

Whether in fashion, architecture, product, or graphic design, such individuals challenge conventions, redefine standards, and leave behind a legacy that becomes a reference point for those who follow. Their impact lies not only in what they create, but in how they change the way we see, think, and design.

William Morris -

Famous for revolutionising Victorian Design, championing traditional craftsmanship and nature inspired motifs. His designs have stood the test of time are still relevant to todays interiors.



Dorothy Draper -

Most famous as a star interior designer, Dorothy Draper also made unique contributions to fabric and wallpaper design. Her Bold and colourful textiles are both glamorous and theatrical and she set the tone for the Hollywood aesthetic of opulence and grandeur.

“Brazilliance” is one of Drapers key motifs, a dramatic large scale Palm. Today Draper’s look has taken on a “classic” look of its own which still remains fresh.



DESIGN BRIEF

LUCIENNE DAY -

A British designer renowned for her mid-century modern interior textiles . Day was inspired by the likes of artist Kandinsky. Her abstract botanical Calyx print design, launched in 1951, revolutionised post-war furnishing fabrics and remains one of the most recognisable patterns in design history.



CATH KIDSTON -

A British designer famous all round the world for her nostalgic prints. Having started in interior design she had a eureka moment and set out to design fabrics with an English Heritage look. Her pretty pastel floral designs were an instant success.



TERENCE CONRAN-

Was a British designer, retailer, and restaurateur. He revolutionized post-war British life through design by founding Habitat, popularizing flat-pack furniture and duvets, He also helped transform Britain's culinary scene. His legacy and design style still influences the interiors of today.



Elements to Consider

Working within commercial boundaries but be inventive

The Substrate your design is going to be printed on.

Grandeco has a wealth of techniques and substrates to print on and use. The factory is most famous for producing vinyl wallcovering which allows the use of embosses which add to texture and dimension.

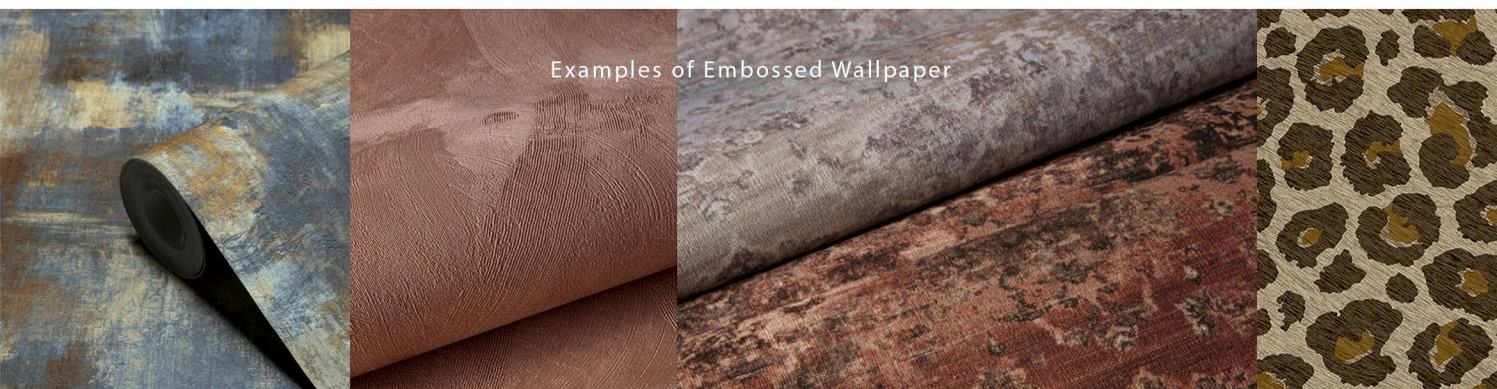
In considering the substrate carefully you can create a design which will benefit from your selected substrate and technique.

Please show within the presentation of your design that you have an understanding of substrate and how you have considered it in your design process.

Finish of Inks

The contrast of Matt and shine, the possibility of using metallics. Consider the build up and how you can incorporate effects in your design.

We have many different wallpaper finishes, such as embossing, in register or special effects, such as tipping, Mica/pearl, glitter and glass beads. Our rolls have a width of 53 or 106 cm and a weight between 80 and 300 grams.



Examples of Embossed Wallpaper

DESIGN BRIEF

Technical Specifications

- Repeat: Design must be in repeat, 53cm width x 53cm height or 53cm width x 64cm height. Side match or half drop.
- Digital File format: PSD/TIFF in layers, 300 dpi, full-size.
- Colour: No restrictions, but designs should consider production feasibility. The design will be separated for production into 7 colour layers.
Max cylinder stations 7
- Production method: Analogue Gravure printing.
- A short concept statement: Describe your design inspiration, colour reasoning and intended substrate the design is to be produced on.
- Optional room set mock-ups: Showing the design in context.

Evaluation Criteria

- Originality and creativity
- Quality of repeat and scalability
- Commercial viability and aesthetic longevity
- Colour sophistication and balance
- Consideration of substrate and finishes

Grandeco UK Ltd
Unit C1, 2nd Floor, Pear Mill,
Stockport Road West,
Stockport SK6 2BP

