



Design Brief

Digital Dimensions: Beyond the Repeat

About HP

HP is a global technology leader and creator of innovative print solutions that empower designers, brands and manufacturers to transform surfaces. HP Latex digital printing technology delivers vivid colour, fine detail and the unique ability to print white ink on metallic, coloured and transparent substrates—opening creative possibilities that traditional repeat printing cannot match. With water-based, odourless inks and ultra-thin ink layers that preserve substrate texture, HP enables sustainable, expressive and commercially viable wall and surface décor for modern interiors.

The Brief

We invite you to create a digital-first surface design that breaks free from the limitations of the traditional repeat. Using HP Latex digital printing as your medium, design a mural-scale, non-repeating composition for interior wallcoverings that exploits the full creative range of digital production—unlimited colour, fine detail, complex layering, and the expressive use of white ink on metallic, coloured or transparent substrates.

Your design should transform the wall into an immersive, narrative surface that feels alive in its environment, balancing artistic ambition with real-world commercial application.

Creative Direction

- **Beyond the repeat:** Mural-style, non-repeating compositions at scale. Move beyond tile-and-step into fluid, dynamic forms that read as a single artwork across a wall.
- **Material interaction:** Engage actively with the substrate—metallic finishes, transparent media, coloured grounds. Let the surface participate in the design.
- **Creative use of white ink:** Use white not as a background but as a design element to reveal, conceal or highlight features of the substrate.
- **Depth through thin layers:** Exploit the ultra-thin print layer of HP Latex to preserve tactile texture and create subtle tonal transitions and translucency.
- **Inspiration sources:** Architecture and spatial design, natural materials and textures, light and transparency, digital art and cultural narratives.
- **Commercial relevance:** Balance creative experimentation with practical use—your design should be desirable in real interior environments.

Technical Specifications & Submission Requirements

- **Print technology:** HP Latex digital printing (water-based latex inks). Designs must be produced for digital production—not adapted from conventional repeat-print artwork.
- **White ink:** Must be used meaningfully as a design element. Indicate clearly where white ink is to be printed on metallic, coloured or transparent substrates.
- **Substrate:** Wallcovering media for interior application. Indicate intended substrate type (e.g. metallic, transparent, coloured, textured).
- **Composition:** Non-repeating, mural-scale. Working dimensions: a panel up to 3.2 m wide x 2.6 m tall, or a sequence of panels combining to a mural.
- **File format:** Layered PSD or TIFF at 150 dpi at full-size, plus a high-resolution JPG preview. White-ink layer must be supplied separately and clearly labelled.
- **Colour:** No colour-count restriction. Provide Pantone or CMYK reference values for any critical brand colours.
- **Concept statement:** A short written statement (max 200 words) describing the design intent, inspiration, intended substrate, and the role of white ink.
- **Optional:** Visualisation of the design applied to an interior context (lobby, hospitality, residential).

Evaluation Criteria

- Originality and creativity—fresh ideas that move beyond the conventional repeat.
- Effective and intentional use of digital printing capabilities, particularly white ink and substrate interaction.
- Visual impact, depth and material sensitivity.
- Commercial relevance and suitability for interior surface application.
- Quality and clarity of the concept statement and submitted files.

Image courtesy of Surface Print Ltd / 1838 Wallcoverings Ltd