

FARROW & BALL®

HANDCRAFTED PAINT AND WALLPAPER

FUTURE HERITAGE

As technology becomes more deeply embedded in our everyday lives, our homes are increasingly becoming places where we seek authenticity, comfort and emotional connection. In response to the rise of AI-generated imagery and digital perfection, we are seeing a renewed appreciation for nostalgia, craftsmanship and the familiar. Designs that reference the past feel grounding—they tell stories, evoke memories and celebrate the imperfect beauty of the handmade.

Your challenge is to create a unique repeating wallpaper design that balances these two worlds: the future and the familiar. Explore how traditional motifs, vintage references, artisanal textures and decorative pattern can coexist with a contemporary aesthetic. Consider how colour, layering and surface texture can soften modern interiors while creating designs that feel timeless rather than nostalgic for nostalgia's sake. The design will be available globally but primary focus should be on the UK and US with specific attention paid to US interior designers as they are our most engaged audience. The design will be used in high end residential projects as well as premium hospitality spaces such as boutique hotels.



Look beyond obvious retro influences. Inspiration could come from heirloom textiles, faded wallpapers, embroidered details, patchwork, woven fabrics, hand-block printing, antique ceramics or timeworn surfaces. Pair these with bold contemporary layouts, unexpected colour combinations or graphic simplification to create something fresh and relevant. The most successful designs will feel emotionally resonant while remaining distinctly modern.

This brief celebrates the beauty of history while embracing modern design thinking, encouraging patterns that reconnect us with craftsmanship, memory and the enduring appeal of the human touch.



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PRINTING TECHNIQUE

Your design will be traditionally printed using the Surface printing process. A maximum of 6 print colours may be used. Consider how each colour contributes to the overall impact of the design, remembering that thoughtful restraint often creates the strongest result. Explore how colour, texture and pattern work together to build depth and character within these limitations.

REPEATS & DIMENSIONS

Designs should adhere to the Surface print repeat guidelines.

The maximum width is **52cm**, or divisions of this measurement (26cm × 2 or 13cm × 4), arranged as either a **straight** or **half-drop repeat**.

The height of the design can be developed to fit one of the following repeat lengths:

53cm
59cm
61cm
64cm

Final artwork should be supplied as a digital file. Printed samples, painted artwork or hand-crafted elements are encouraged where they help communicate the creative process and tactile qualities of the design.