

**Category 2**

**Design Brief - Innovation**

Using the latest technology of digital printing to its full advantage – possibility of larger repeats – number of colours - step back 100 years to the decade spanning 1910 to 1920 to create your ‘take’ of a wallcovering design of the day

**A Decade of Constant Change**

Despite the horrors of WW1 this was a decade of change and new ideas

The ‘Bright Young Things’ of the **Bloomsbury Group** were moving forward with new radical thinking in art, literature, poetry, music architecture and design.

**A melting pot of styles –**

**Art Nouveau/Modernism/Cubism/Art Deco**

- sinuous organic lines
- Egyptian inspired geometric images
- deconstructed chaos

This was the decade that saw the Titanic sink and the introduction of the factory assembly line. Electricity was the miracle of the age and although used in a very few homes it saw the start of a never-ending quest for labour saving devices with the introduction of the fridge, dishwasher and pop-up toaster.



1910 1911 1912 1913 1914 1915 1916 1917 1918 1919  
 woman took her seat in the British Parliament.

As the length of women’s hemlines rose so did their expectation -1915 saw 25,000 women march up 5<sup>th</sup> Avenue in New York demanding the right to vote – 4 years on and the first

