

Design Brief

Whimsical

"Whimsical".....Playful, Mischievous, quaint, fantastic, unusual, curious and fanciful.



The category of "whimsical design" is a new addition to the i-dott competition, but it is a theme that is continually included season on season in fashion and furnishings, and adds a very innovative and exciting dimension to any collection.

Occasionally also referred to as "Conversation prints" the subject matter encompasses a wide range of themes including plants and animals, postcards, illustrations, memorabilia and collections of historic interest, and even

architecture. The choice of theme is limitless. Popular around the turn of the 20th century, they continue to be popular designs and are actively sought after today with some very sophisticated treatments.



These designs are most successful when the subject is developed through design technique and repeat, to produce a unique but creative finished product. Many companies have created memorable signature wallpapers that have been successful internationally. We are looking for imagination and a unique personal approach to this category.

