

Category 1
Design Brief - My Home

To celebrate the 65th year of the IGI we take our inspiration from the decade beginning 1950.

Mid Century Modern

This was a time of optimism and expectation. Full of bright fresh colour.

The world had changed and we were all looking for a new brighter future full of mod cons and gadgets.

It was the decade of jive and rock n' roll.....

Young women shrugged off the fashion of their mothers and wore fuller and shorter skirts topped with tight sweaters - dresses in bright colours and vibrant patterns with killer stiletto heels.

Young men abandoned being young versions of their Dads and donned brothel creepers, string ties and shockingly coloured frock coats.

In the home, what we were seeing in the American movies arrived in the UK & Europe. It was colourful and glamorous: we were introduced to the fitted kitchen, labour-saving machines such as vacuum cleaners and washing machines. We were mesmerised by TVs and record players and our living rooms were filled with sleek, stylish furnishings, windows draped with bold and exciting fabrics and the walls were covered with equally stylish and inspirational wallcoverings.

Feel the atmosphere of this exciting and hope-filled decade.

Interpret and capture its essence in a wallcovering or textile design.



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