



i-dott

inspiring designers of tomorrow today

GRAHAM & BROWN

EST. 1946



## BEYOND THE WALL

### DESIGN BRIEF

Trompe-l'œil, French for "deceive the eye" is an art technique that uses realistic imagery to create the optical illusion that the depicted objects exist in three dimensions.

Create a flat artwork that reflects 3D illusions. Design something that pushes the boundaries of 2D printed products & allows the user to create new, exciting dimensions in their interiors. Your design must leave the viewer mesmerised & wondering ... How?

### INSPIRATION

Your starting point & subject matter is completely up to you. Whether it is geometrical, natural, astronomical or beyond. All we ask is that any images used in the design are your own and are clear. You can use any medium to create your visuals. The real key to this brief is an immaculate sense of detail.

### COLOURS

There is no limit to the amount of colours you can use in your design. .

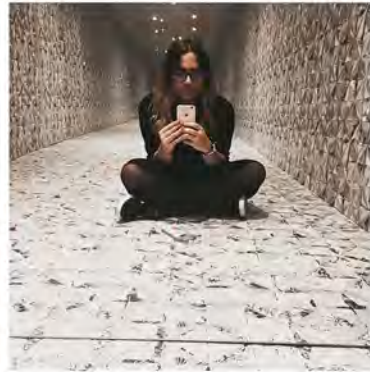
### MATCH, REPEAT & SCALE

All we ask is that you use the dimensions given in the requirements & information section. Consider the space you are using & how this can work to benefit your design.





## EXAMPLES



## STROMA

Derived from the Greek word for reveal, this design allows us to expose mythical beauty that has been hidden away.

Handcrafted in the Graham and Brown studio, it uses origami combined with clever structure to create a 3D illusion.

The design was used in the mirrored "Selfie Cube" at the House of wallpaper exhibition in London. This allowed people to take pictures of themselves surrounded by the design, creating further mystery & illusion. Endless pattern captured in one image.

## STONE ROSE

Designed to look like textured walls this flat wallpaper design gives the illusion of a sculptured floral trail, a perfect take on a modern floral design.

This design was also created in the G&B studio using 3D techniques. Plaster, faux flowers and paint were carefully crafted together to create a beautiful artwork. Then with the help of CAD skills, its charm and clever illusion were transferred into a 2D format. Ready to print and transform an interior.





## REQUIREMENTS & INFORMATION

Modifying an existing design by **re-colouring**, **re-arranging** motifs, **changing** textures, **adding** flourishes to existing motifs, **changing** the lay-out and/or **re-sizing** elements is not acceptable and has serious implications and responsibilities under international copyright law

### AND - THIS IS NOT GOOD PRACTICE

- ✓ do not enter the same design into more than one category
- ✓ ensure that all layers (separations) of your work are of the same dimension, at 300dpi and accessible on your tiff file

**Your design is to fit one of the size dimensions options in the table below**

**Ensure that the width and height matching is detectable**

**The lateral match can be straight or off set**

**Do not submit multiple repeats other than to fit the option chosen or any other expressions of your design**

### PANELS ARE NOT ACCEPTABLE

**You will find examples of what is and is not required and more on our website:**

[www.i-doff.org/useful-information/](http://www.i-doff.org/useful-information/)

Unit Size	Width (cm)	Height (cm)	End Use
1	52	53	Wallpaper
2	53	53	Wallpaper
3	52	64	Wallpaper
4	53	64	Wallpaper
5	63	64	Textiles
6	91.50	91.50	Textiles
7	220	64	Textiles
<b>Only use option 8 if your design unit (tile) dimensions exceed those above</b>			
8	140	300	Digital

### YOUR PHYSICAL SUBMISSION

**PLEASE DO NOT MOUNT THE DESIGN ON ANY SECONDARY MEDIA E.G. CARD OR BOARD**

Label your work discreetly, using pencil, with your name and category entered on the reverse at the bottom left corner

Send your entries to:

i-doff CIO Suite 23 Blackburn Enterprise Centre Furthergate Blackburn BB1 3HQ

You can contact us at: +44 (0) 7538673651 [info@i-doff.org](mailto:info@i-doff.org)

Remember to enclose your completed & signed **Entry Form** and **Assignment of Copyright** document

