

## Limitless – Category Two - Design Brief - 2017

We are calling on you for this design brief and you are totally uninhibited by commercial constraints.

We would value your fresh ideas and ability to think imaginatively. There are no limits with this design brief so have some fun!

Over the years we have seen almost every style and pattern on wallcoverings. Florals, damasks, geometrics, textures, photorealistic, quirky conversational themes have all come and gone, and come back again!

Each of these looks has always depended on whichever fashion and home furnishing trends are of the moment. For example, we are currently seeing a continuing mass market 'Tropics' theme in fashion and home furnishings, which became evident about 3 years ago on the run up to the Rio 2016 Olympics.

Taking into consideration this year's trends and most relevant influences in fashion and home furnishings, can you produce the artwork for one or two unique coordinating wallcovering designs **YOU FEEL HAVE NEVER BEEN DONE BEFORE** and would be very current for 2017-2019?

**WE WOULD LIKE YOU TO COME UP WITH A CONCEPT WITH MASS APPEAL.** Designs can include texture and effects such as foil and micas.... Think limitless technique!