



NEW MOR
WALLCOVERINGS SINCE 1967



i - dott Brief
Heritage with a twist!

Newmor Wallcoverings are a third-generation family-owned wallcovering manufacturer based in picturesque Welshpool mid Wales. Servicing both the contract and residential markets, we have been covering the walls of some of the finest palaces, hotels, homes and leisure venues for over 50 years with our products. Our core business is traditionally printed wallcoverings but as we are seeing a growing demand for digital print we have chosen this route for our brief.

Here at Newmor we are extremely proud of our heritage and that our products are manufactured in the UK.

With that in mind we'd like you to be inspired by the British Isles and create a design that is connected to something that is quintessentially British e.g.: Tartan, fishing, tea, fish and chips, or our beautiful natural environment and wildlife could also form the basis for your inspiration. Your design must have a heritage feel but also needs to work in a contemporary setting, so it would be good to incorporate a modern twist. The twist could be a quirky element within the design or a contemporary colouration, the choice is yours! Colour will also play an important part in the judging process.

Overall, we're looking for a commercial design with the wow factor. Think Instagram, Pinterest or TikTok, what would form the perfect selfie backdrop or stand out from the crowd in the vast choice of social media interior inspiration? Let your imagination run wild!

The design needs to work as either a digital mural or digitally printed wallcovering please see dimensions below:

- Mural – Option M1 - 140cm x 300cm
- Option M2 - 210cm x 300cm
- Wallcovering – Option D2 - 70cm x 70cm

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Here are some examples of designs we've previously done that have a heritage feel but work in contemporary spaces.

