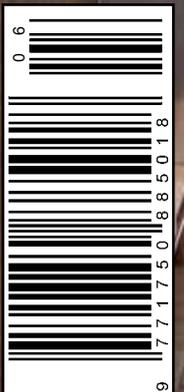


design et al

£4.80

A GLOBAL DESIGN PLATFORM

A CLOSER LOOK AT THE INTERNATIONAL
DESIGN & ARCHITECTURE AWARDS 2017



The background is an abstract, textured composition of brushstrokes. It features a palette of muted greens, yellows, and blues, with some darker, almost black, accents. The strokes are layered and blended, creating a sense of depth and movement. The overall effect is reminiscent of a watercolor or oil painting on a slightly rough surface.

FAST FORWARD FABRICS

An abstract painting featuring horizontal brushstrokes in various shades of green, yellow, and blue. The colors are layered and blended, creating a sense of depth and movement. The overall effect is reminiscent of a landscape or a textured surface.

NEW SEASONS AND NEW DIRECTIONS; FABRICS FORM THE
LIFE BLOOD OF ANY SCHEME. WE TAKE A CLOSER LOOK AT
THE COLLECTIONS THE DESIGNER ARE ENDORSING

RIVER FABRIC - SAFARI COLLECTION BY JAMSPACE UK

The River Sunset fabric has been designed as part of Jamspace UK's Safari Collection, released in April 2016. It is a collection of linen fabrics and wallpapers which celebrates the landscape, flora and fauna of South Africa whilst the manufacturing of the collection is based in Britain.

Soft gradations of colour, from subtle greys to vibrant greens and yellows, juxtaposed against the brightly coloured painterly brush strokes and hand drawn flora and fauna define the new safari collection. Inspired by the stunning landscapes of South Africa, the new collection of natural linens and wallpapers bring together beautifully rendered imagery and textures. The river sunset fabric is bolder in its painterly texture, printed in bright yellows and greens as well as subtle greys. The fabric is characterised by tonal variations and is a celebration of the unique quality of digital printing, which allows for revealing the painterly effect of hand painted fabric designs as well as adaptability where the colour can be customised to fit any colour scheme.

The designer's favourite aspect is the textural variation of the fabric. The rich textural feel of the patterns along with the natural variations of tone and colour makes this collection very versatile in its use. The fact that this fabric is digitally printed, makes it possible to customise the colour tones to suit any interior environment. The process started by a trip to South Africa and a notebook. The inspiration then was consolidated into a collection and then the hand drawing and painting process was initiated in the studio. The designs were scanned, rendered in different repeats and colourways, then sent to the printers.

