

**Brief set by**  
Blinds Direct

# Blinds Direct's Student Design Challenge 2022

**Visions of the Future**

**Discipline**  
Pattern Design

**Deadline**  
30<sup>th</sup> June 2022 | 11:59pm

**Page 1 of 2**

## The Brief

What changes might lay in wait for us in the future? In a world where technology seems to revolutionise the ways we live every few months, what might life be like in 10, 100, or even 1,000 years? This is the challenge we're asking students to meet.

Do you find inspiration by imagining the future? Looking forward into the mists of time has led to great works of music, literature and academia and this year, we're asking students to create a unique and striking pattern design, based on the concept of how our descendants might live, and what the world (or worlds) may look like.

Be as creative and innovative as possible with your techniques and the subject can be anything you like - nature, technology, love or a more holistic look at life. Be brave and playful with the brief, have fun and bring your own personal style to your entry

## How to Enter

To enter the competition, simply upload your final design, student ID and biography to a File Transfer Protocol (FTP) service and send the link to [designchallenge@blindsdirect.co.uk](mailto:designchallenge@blindsdirect.co.uk). You can also email us with any questions you may have.

## The Prize

We are offering one lucky winner the opportunity to have their design printed and available for purchase on the Blinds Direct website. The design will be created as:

- Roman blinds
- Lampshades
- Roller blinds
- Curtains
- Cushions

Each product listing will feature a brief biography of the designer and their process. The winner will also be presented with a cast prize of £500.

Furthermore, the winner will be featured in an article for Good Homes, and will be invited to provide a quote.

The top three entrants will also be awarded a lampshade and cushion created from their very own design.

## Your Submission

Your design should be entirely created by yourself, and feature original and unique artwork.

**Colours** - The design will be digitally printed, so there is no limit to the colours you use in your design, we just ask that it is a cohesive and considered palette.

**Repeat and Scale** - Your design must be a seamless repeating tile. The maximum tile size is 65cm x 65cm.

**Format** - Please submit a JPEG file of your design submission using the template provided. If you wish to include supporting mood boards / research drawings, feel free to do so. Please note - if your design is selected, we will require the repeat tile in 600dpi TIFF format.

**Accompanying Statement** - Please provide a 200 word statement to briefly explain your concept, inspiration and process.

**ID** - Please also include a copy of your student or NUS card with valid start and expiration dates, along with the course you are enrolled on..

## About Blinds Direct

Launched in 2017, Blinds Direct offers every home furnishing product from the Interior Goods Direct group.

We have over 10 years' experience in manufacturing high quality interior products and have earned a track record in excellent customer service. Our hard-earned reputation has helped us to grow and we now manufacture over 3,000 products each week. Our aim is to deliver products to our customers that exceed expectations, both in terms of high quality manufacturing and speedy, reliable customer service.

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#### **The Judging Panel**

We have an excited panel of judges drafted from our own talented design team. Our judges are primed to use their extensive experience and knowledge in design and textiles to pick a winner from what we expect to be a competitive field.

All submissions will be judged fairly and ethically around two factors:

**Original Concept** - We want to see your unique style & inspiration through your design.

**Considered Market** - Does your design work in the homes of our core consumer? Our customer base is broad, from affluent city-dwelling homeowners with high-status jobs and similar demographics in rural areas, to those living in smaller agricultural communities, suburbia, and younger homeowners looking to add character to their homes. Blinds Direct's customers tend to be 35-45 years old with a majority of purchases made by women.

**The winner will be contacted via email on July 29, 2022.**

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**Page 2 of 2**