



# raising talents

emerging **designers** competition

مجلس دبي  
للتصميم والأزياء  
Dubai Design &  
Fashion Council

  
homecentre

## The Brief:

Design a print collection inspired by the UAE/Arabian gulf region for a limited edition, coordinating homeware collection of textiles and tableware.

We would like you to design a collection of prints and patterns which will be digitally printed onto textile and ceramic homeware products.

**The print collection should have a localised flavour and reflect UAE culture, connecting with the people and heritage of the region.**

The prints need to have mass market retail appeal and be suitable for all the varied consumers tastes in the UAE.

The prints should compliment and fit the selected product types identified in the product specifications e.g dinner set, cushion, comforter etc.

Consider the subject matter and key motifs in your print designs carefully, many familiar motifs like camels, horses, palm trees, mashrabiya and skylines are widely seen, be innovative and create something which looks fresh and new. The designs can be placement and/or repeated patterns but needs to be visually exciting and commercial.

Some example motifs and designs which are typically associated with the UAE are: Falcons, Arabian horses, the Onyx, Islamic architecture, Arabic calligraphy, Palm trees

## Product Groups & Specifications:

You will need to apply your print designs to all three product categories listed below.

### 1. Table Top

Round Dinner plate  
Round Side plate  
Bowl  
Mugs (set of two)  
Tea set  
Espresso cups

### 2. Table Linen / Kitchen Linen

Table runner  
Placemat  
Napkin  
Kitchen towel  
Apron

### 3. Soft Furnishings

Cushion square (45cm L x 45cm W)  
Comforter (240cm L x 260cm W)  
Floor cushion/pouffe (56cm L x 56cm W x 30cm H)

For more information and product specifications visit [www.homecentre.com](http://www.homecentre.com)

## Deliverables/ Format:

Print designs should be submitted to

[anri.hamilton@landmarkgroup.com](mailto:anri.hamilton@landmarkgroup.com)

**before 30th August 2018** in the following format:

- Raw files - Illustrator or photoshop files in high resolution (300dpi) of each print design
- Visualisation of prints and patterns on selected product shape e.g. dinner plate, cushion, mug etc.
- PDF Presentation with images & photographs of inspiration mood boards, research, initial sketches, drawings, concepts, development work, final outcomes etc.
- Presentation of designs for the three product categories (table top, table line, soft furnishing) to the Home Centre team in Landmark head office (if short-listed).

## Prize:

A 3 month long head office internship where they will take part in product development meetings/ workshops/factory visits.

In store promotion and display of their products in the flagship Mall of the Emirates Home centre store.

A one-year free subscription to become a DDFC member

## Terms & Conditions:

**By participating in this competition you agree to the copyright of final short-listed designs to be owned by Home Centre.**

Home Centre will be committed to produce the designs of the winner of this competition.

The Competition is only open to UAE university students and UAE young designers who have less than 2 years of professional activity.

No more than two entries can be submitted per person.





**Product Groups & Specifications:**  
 You will need to apply your print designs to all three product categories listed here.

### 1. Table Top



Round Dinner plate  
(Width 27cm)

Round Side plate  
(Width 21cm)

Cereal Bowl  
(Height 7cm x width 16cm)

Rice Bowl  
(Height 7.5cm x width 12.7cm)

Mug Set of Two  
(Height 12cm x width 8.5)

Tea pot  
(Height 38cm, Length 42cm Width 38cm)

Creamer Jug  
(Height 8.4cm, Length 12cm Width 10.3cm)

Sugar Pot  
(Height 8.3cm, Length 9.7cm Width 7.5cm)

Tea Cup  
(Height 7cm, Length 6cm) (Saucer Width 14cm)

Espresso Cup  
(Height 6cm, Length 5cm) (Saucer Width 11cm)

### 2. Table Linen / Kitchen Linen



Napkin  
(Length 45cm x Width 45cm)

Placemat  
(Length 48cm x Width 33cm)

Table Runner  
(Length 33cm x Width 120cm)

Kitchen Towel  
(Length 50cm x Width 60cm)

Apron  
(Length 90cm x Width 60cm)

### 3. Soft Furnishings



Comforter  
(Length 240cm x Width 260cm)

Cushion  
(Length 45cm x width 45cm)

Floor Cushion  
(Length 56cm x Width 56cm x Height 30cm)

# Applicant Details

Full Name

Date of Birth

Diploma and date of delivery

Address

DDFC Member

Yes

No

Phone Number

Email Address

I hereby confirm that those information are true and I acknowledge the terms and conditions of the competition

Signature

Date

