

# BRIEF - MODERN FLOWERS

## DESCRIPTION:

Illustrating modern designs for fine bone china dinnerware, based on the given inspirations and ideas.

Send artwork options either created using vector art (graphic style) or hand paintings (or a mixture of both).  
The artwork must be sent digitally at high resolution (300 dpi), no matter which of these options is used to create it.

Artwork is to be applied on dinnerware, but the placement on the dinnerware pieces is not required. We are only looking for a concept that will then be placed into plates, teacups, bowls and mugs.

Please follow the brief carefully and take into consideration all the instructions and inspirations given.

## CONSUMER:

European / American homewares market.  
Casual dining, not too formal, not bridal.

## PRODUCT:

Excellent quality fine bone china, white body.

## THE DESIGN: MODERN FLOWERS

Our customer is looking for a design with colour and simple flowers. It must be casual, clean and colourful.

## USE OF COLOUR:

There is no limit on colours in this design.

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INSPIRATION 1, WHAT WE LIKE ABOUT THIS:

Single flowers with stems. A variety of different flowers, watercolour, shapes are not too defined but simple.

INSPIRATION 2, WHAT WE LIKE ABOUT THIS:

Strong use of colour. Flowers not well defined, good colour combination. Maybe too abstract.

INSPIRATION 3, WHAT WE LIKE ABOUT THIS:

Like the tree shape.



INSPIRATION 1



INSPIRATION 2



INSPIRATION 3