

Bedding Design

Elsie Guidera

The brief for practical two was to design a homewares line for Adairs influenced by the environment of the Eyre Peninsula. To begin my folio, I researched other homewares brands to gather inspiration of current trends which I could experiment with later. Through exploration of contemporary and historical artists such as, Margaret Preston, Karina Jambrak and, indigenous artists Miimi and Jiinda, I was able to analyse techniques and styles to help provide inspiration for my idea generation.

As the focus of this brief was the Eyre Peninsula, it was reflected in every aspect of my folio. I took inspiration from locations, native plants, events, and attractions. I was able to generate different designs which could be turned into patterns that were inspired by different elements of the region. Within my idea generation I took inspiration from the local environment to stylise and simplify into small artworks that could be refined into repeated patterns for fabric.

Through the process of refinement, I was able to decide on elements I wanted to work with and a colour palette which was inspired by colours in the environment. The design was influenced by Adairs range of floral pastel colours. Much of the pattern of my final design is filled with floral shapes, however, also incorporates other symbols which hold significance to my topic such as wheat, fire, oysters, and fireworks.

The focal point of the design is a Silver Daisy flower which is native to Port Lincoln with gum tree leaves behind, which are commonly found on the Eyre Peninsula. Black and dusty rose oyster symbols were incorporated throughout the pattern to acknowledge the rich aquaculture industry which contributes to the reputation of being the 'seafood capital of Australia.' Additionally, repetitive small circle symbols were used to represent the Tunarama festival fireworks, which is a popular event held on Australia Day. A black outline with a cream tone is used to create a simplified symbol of wheat which is the most common grain farmed on the Eyre Peninsula. Inspired by the bush fires on the Eyre Peninsula, a pink and orange shape and black outline forms a fire symbol.

Throughout the design, thin black lines have been used to contrast against the pastel tones to create depth and interest. The elements range in size which creates a higher emphasis to some areas of the pattern and adds various focal points. Whilst refining my artwork into a design for my fabric I drew inspiration from contemporary designer and illustrator Holley Jolley through the use of repetition and limited negative space. I have displayed my pattern on a single bed donna cover paired with a matching pillow. I also designed and created a decorative pillow with embroidered pearls to connect to oysters and a bigger more simplified Silver Daisy flower which contrasts to the darker tones of the donna cover.

Overall, I am very happy with my final product. The colours of my pattern printed exactly how I had designed them throughout the experimenting and refining process on photoshop. The composition of the illustrations on the pattern work effectively together to create a pattern which I believe best represents the Eyre Peninsula.