

Endangered Wildlife Trust to benefit from Graffiti-Vega design competition

Graffiti Retail Solutions has launched a new competition for the first year students at the Vega School of Brand Leadership to design a wallpaper that is an interpretation of the 'African Pride - Conservation in Action' theme. The winning design will be produced and printed by Graffiti and installed at the Endangered Wildlife Trust's head office.



According to Graffiti national retail solutions manager, Richard Wood, the winning design will be incorporated into the group's wallpaper catalogue. In the future, should any other customer choose the wallpaper design, a percentage of the sale will be donated to the Endangered Wildlife Trust.

The competition offers young talent the opportunity of gaining a foothold in the organisation and the industry by offering an internship to the winner. Cash prizes will also be awarded to the top three designs.

"Through this process, competition hopefuls from Vega have the chance to develop their skills while at the same time donating their time and creative expertise to a non-profit organisation," says Wood.

Students were encouraged to let their imaginations run wild, but they were cautioned to consider the principle of form meets function. The winning design must live at the top of a staircase in an office environment so the final submissions will be judged on their practicality as much as their artistic form.

"With our new state-of-the-art printer, we are able to print on an extensive spectrum of materials, ensuring interesting wall finishes. The students can therefore come up with wallpaper designs that work with grass cloth, vinyl, embossed, fabric or paper and patterned, textured or smooth wallpapers. In addition, the technology allows us to print up to eight different colours and white as a spot colour – so if you can think of a tone – we can print it."

A panel of judges will assess the entries and the winner will be announced at a function at Graffiti next month. A pilot

competition, Graffiti hopes to make this an annual collaboration on its marketing calendar.

“Learning to design for real scenarios at this stage in their studies gives the students invaluable exposure, as well as an opportunity to showcase their potential. They can begin networking with industry players who could become their future employers.

“Wallpaper is the most eloquent embodiment of changing fashions, vivid evidence of an individual’s taste or company’s personality and the fundamental framework of any new scheme of decoration and branding. From daring and breath taking punchy patterns, to cool and controlled yet captivating palettes, the wallpaper spectrum is as wide as it is inspiring and we are excited to see what the students develop,” concludes Wood.

For more information, go to www.Graffiti.co.za.

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