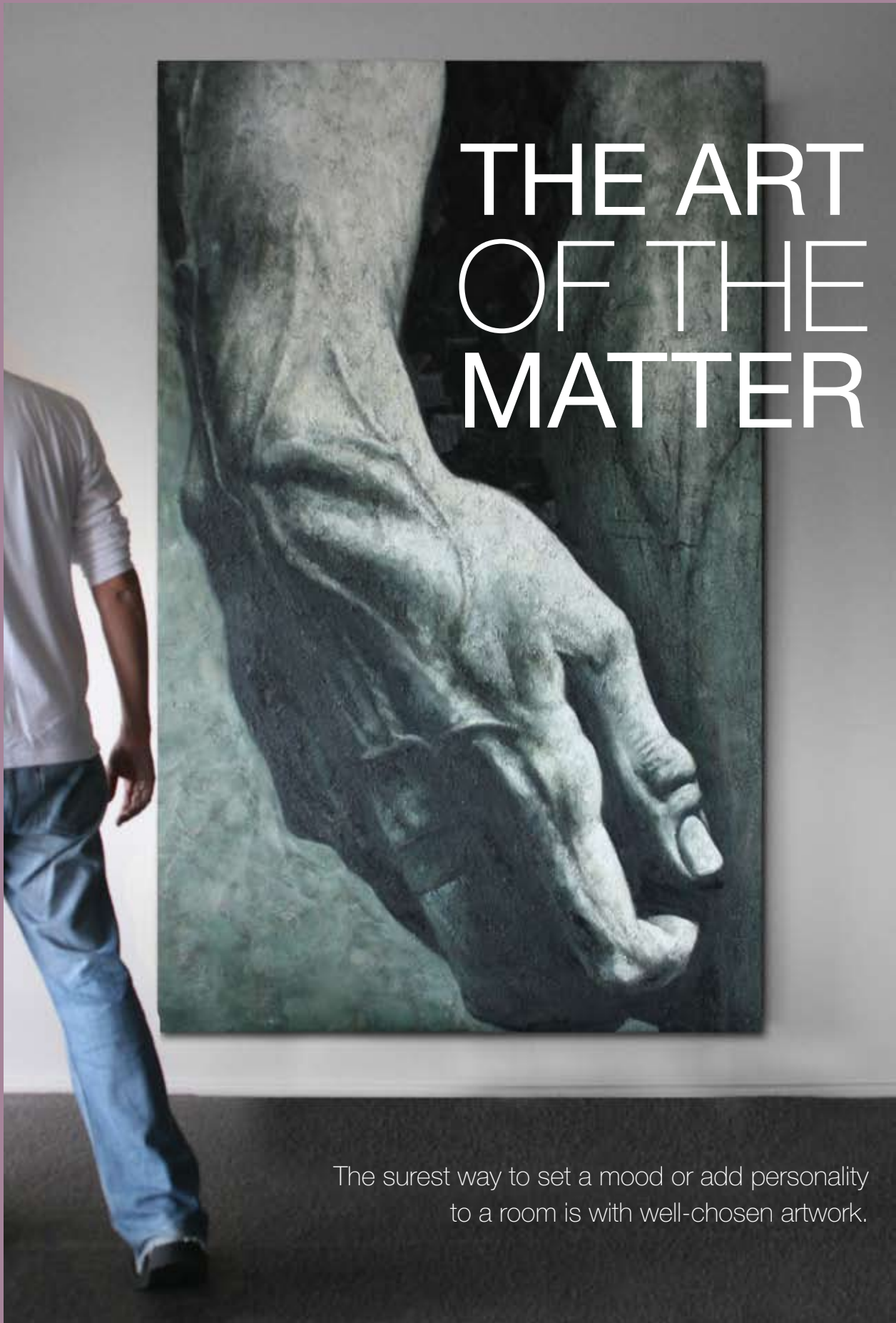


THE ART OF THE MATTER



The surest way to set a mood or add personality to a room is with well-chosen artwork.

Breathtaking super-size artwork 'The Hand' from Design Life.

Sarah Leslie talks trends

Artworks

If you've ever wondered about those fantastic graphic images you've seen in trendy displays and TV sitcoms, Sarah Leslie, Creative Director of Interior Art Image, can put you on the right track.

An expert in art and interiors as well as trend forecasting, Sarah says that design-savvy decorators are looking for artworks that reflect the latest directions in furnishings. When she says an effective way to update any room is to refresh the walls, she's not just referring to a fresh coat of paint – along with their colour, the artwork you hang on them also has a big impact. Her Signarture™ brand of limited-edition, contemporary art specialises in pieces to complement modern rooms.

Sarah happily offered us her overview of the new season's trends.

Heading into 2008, alongside the growing need to feel connected to nature, opulence and modernism will be strong themes for interiors, with overarching trends for over-scale design, monochrome, and a touch of the whimsical.

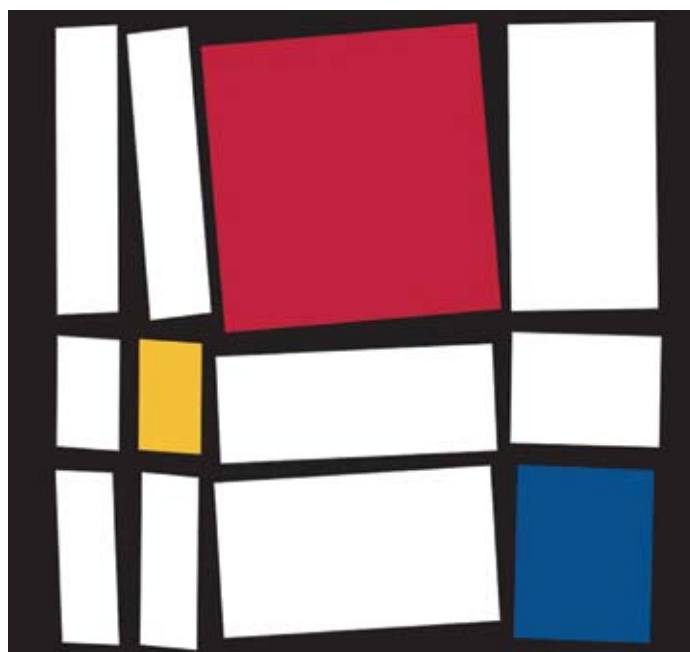
tip Extra-large canvases can make for an easily relocatable alternative to wallpapering a feature wall.

For more information on artwork trends visit www.interiorartimage.com

Fashion's influence on interiors is ever increasing. Just as fashion embraced all things vintage, so too has interior design: furniture, lighting and wallpaper manufacturers are re-releasing modern classics, while more and more leading international fashion houses are producing not only homewares but furniture as well. The art and design worlds are showing similar convergence: investors in contemporary art are now buying up the latest in design, and artists are creating works styled to complement the fashion-led trends in interiors ... great news for the majority of



'Kensington' uses retro-modernist typography in this popular example from the Modernist range by Signarture™.



'Amsterdam' is a combination of bold, saturated colours from Signarture™.

us who understand fashion and design but until now have felt intimidated by the thought of choosing artwork.

So what are the trends we should be looking for in artwork for 2008?

With our growing concern for the environment, artworks that reflect the natural world are in vogue, and their interpretation runs from the realistic to the whimsical. Nature's own colour palette, dominated by green tones, is the basis for the more realistic end of this trend. Trees and leaves continue to be popular motifs, while tropically inspired designs are coming to the fore in an ultra-bright palette that looks modern contrasted with black. On the whimsical front, birds, deer, horses and a menagerie of other animal forms will be popping up everywhere, not just in the kids' rooms!

To achieve the more opulent look, go for works that incorporate swirling, baroque patterns and watch out for the resurgence of art nouveau. Colours are classical and sumptuous – metallics, purples, greens – and size is important here, so look for over-scale design in an individual artwork, or a repeat pattern over a larger area for the wallpaper look. If pattern and colour together are too overpowering, this is a look that is also very hot in monochrome. Always stylish, positive and negative pieces in combination add drama without overdoing it, and black and white interior accents are oh-so on trend!

Modernism is another buzzword for interiors for 2008. Pioneered by architects and interior designers of the mid 20th century, this is a clean-lined, more minimalist look, which allows plenty of scope for you to inject your own personality with eclectic furnishings. Look for artworks that feature the strong, graphic design of the era such as bold, geometric patterns and for the truly fashionable home/office, the key statement pieces feature typography. The palette is black and white and bold primaries ... Yves Klein blue, bold red, bright yellow.

IN BRIEF

Just as over-scale is a strong trend for 2008, larger scale artworks are increasingly in demand to anchor vast open-plan spaces. Look for pieces that are a minimum of 1m in height.