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TUESDAY TIDBITS - March 12, 2019

DESIGNING FOR SUSTAINABILITY

I think we all know that trends and popular culture impact our design choices. Think movies. When Zootopia was popular, we got sloths, back when it was The Bee Movie, we saw a resurgence of bees in our design world. Will elephants be next with Dumbo making a comeback? So, how do other pop culture events happening right now impact a consumer's purchases?

"Sustainability" the current buzz word with importance especially for the millennial, but also for other generations concerned about the environment and the health of our planet. A recent article by Sophie Warren-Smith in House Beautiful addressed the use of sustainability as a design theme. How do we gain sales traction with this cue?

So far as it matches your brand message, focus on natural products with classic designs that appeal to all the senses. Your products need to last and not become stale with time. Follow the "less is more" strategy allowing the customer to avoid clutter. Complement neutral tones with rich and more trendy accent colors.

Try using recyclable products such as paper, fiber, and bamboo in your creations. Use them to add interest and warmth to great images. One example that Ms. Warren-Smith highlighted was French Collection's release of woven cotton bedding using ethical cottons that were enzyme washed, creating a soft and relaxed feel. Combining this natural cotton softness with other textural accent pillows and throws allows the design to pair the tactile with the natural textures for a warm and cozy environment.

One element of sustainability is the minimalist approach. The use of patterns can enhance and soften the minimalist look, they do not need to be mutually exclusive. Use not just one pattern, but a combination of styles and images. Wallpaper and wall art are perfect methods

for adding this decorating aspect to a room.

Collectables can still be used for show and as gifts, as in the latest "put a word on it" explosion. Today's consumer wants their decorative items to mean or say something not just gather dust. And not just any word, think about what is important to your customers as you decide on a message (maybe we have seen "Believe" and "Love" slapped on enough products - you think?).

In a kitchen, walls can be left open without cabinetry using shelves to highlight your cooking items or perhaps the seasonal calendar. We need to make sure that the design of these items will deserve this space. With some creativity you can assist your customers in creating show pieces and use cross-merchandising to make a statement.

The emphasis in sustainability is simplicity, earthy tones accented with color and patterns. Create products from natural substances eschewing chemical processes. Create classic design that last a lifetime. Using this strategy, we appeal to the better aspects of the customer.

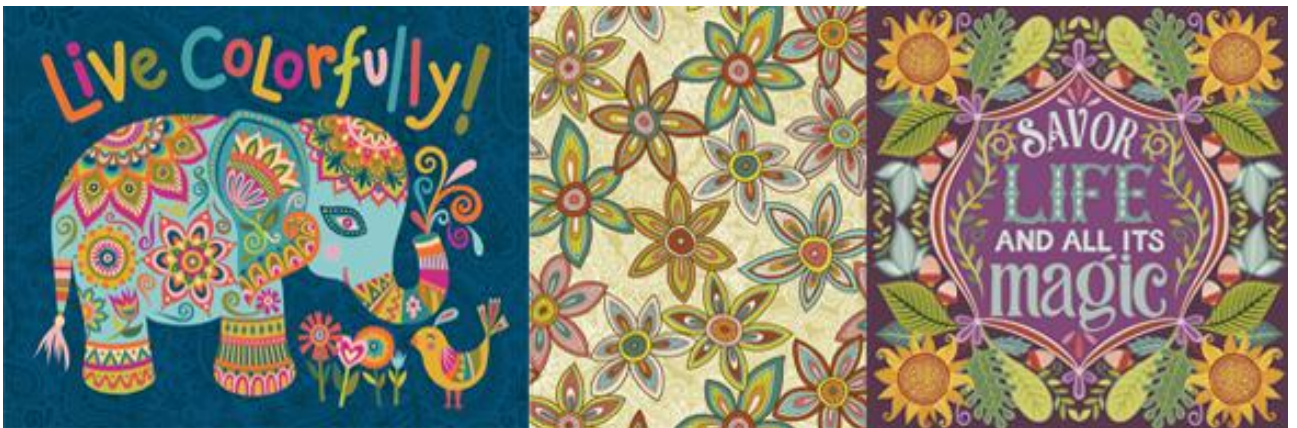
Happy Creating,

Julie Aeger

ARTWORK SUPPORTING A SUSTAINABILITY THEME

Emma Leach







**WE LOOK FORWARD TO SEEING YOU THIS YEAR
AT ONE OF THESE UPCOMING TRADE SHOWS!**

Blueprint

New York, NY
May 27 - 28, 2019

Americasmart Gift and Home Market

Atlanta, GA
July 9 - 15, 2019

International Quilt Market

October 26 - 29, 2019
Houston, TX

Client Visits

We will be making trips to visit some of our customers in 2019

Please let us know if you would like to
schedule a meeting while we are in your area.

Email us at Julie@Artsdg.com

If you would like to check out our collections, or have a specific need we can help you with -- please visit our website at www.artsdg.com (with new works being posted all the time) or drop us an email at info@artsdg.com.

We look forward to hearing back from you!



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