



pattern design

bespoke
British-made

Kate Farley

project portfolio

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Kate Farley

Kate's design practice to date includes projects exploring visual communication, pattern and narrative utilising drawing, book art and printmaking techniques developed from training in Printed Textile Design and Book Art in the mid 1990s.

Spanning large and small scale projects for galleries, public art contexts and commercial design organisations, Kate has developed designs for stationery, interior textiles, roofscapes, site-specific wallpaper and much more, making and outsourcing production. Kate has collaborated with Formica, designed posters for London Underground and has plenty more on the to-do list!

Kate combines the design practice with an academic career, currently head of Fashion & Textile Design at Norwich University of the Arts, developing practiced-based research on the subject of visual narratives and cultural heritage, evolving from brand-specific bespoke pattern design for clients such as Barbican Centre and David Mellor Design.

Kate has work in Tate, British Library, London Transport Museum archives and international collections and has been stocked, published and sold worldwide. She writes a blog: <https://katefarley.wordpress.com>

"This designer has a great eye. I like her use of colour and the patterns which are nostalgic but have a modern geometric accent."

David Nichols, Features Director at House & Garden magazine for Pulse Preview, 2015

bespoke pattern design as brand identity

Kate has worked with a number of clients to develop bespoke patterns and products for retail collections.

The aesthetic of a collection is established in relation to the brand heritage and cultural referencing, communicating the brand ethos. The pattern development carefully considers the product application, context and market level and Kate works with manufacturers to bring these to market.



'Rhythms' for Barbican



illustration

- image and pattern
- sequential design
- structural narrative
- drawing and printmaking

Poster designs for London Transport Museum / TfL

'Parks and Gardens' on the underground network in Autumn 2017.

Limited edition screenprints available at London Transport Museum shop



'Gardening with Mr Bawden'

published by Design For Today

<http://designfortoday.co.uk>

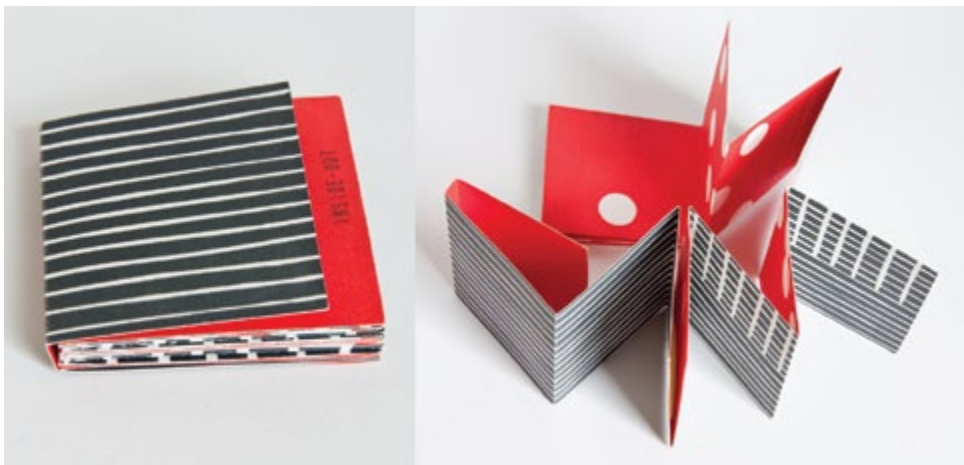
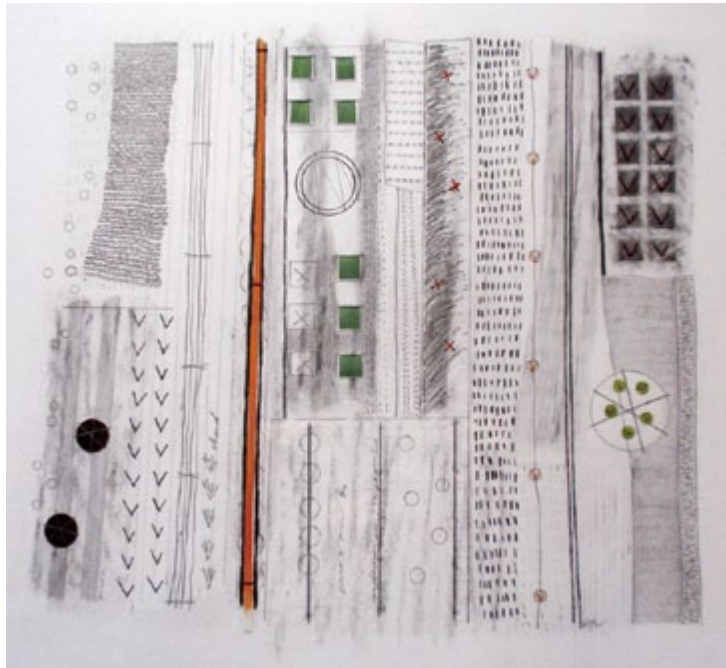
Celebrating Edward Bawden's love of gardening this book was illustrated using lino prints within a sculptural folded artists book. Images make reference to key aspects of Bawden's design career and evokes a sense of mid-century design. The book edition was made using lithographic printing and is hand-folded, including a pop-out greenhouse.



works on paper

Kate's design development process includes drawing and printmaking to create the visual language of new designs and as a result there are original and limited edition works on paper available to purchase.

You can also commission bespoke limited edition prints.



'Plot to Plate' by Kate Farley

The *Plot to Plate* collection is inspired by Kate's love of gardening and celebrates allotments and home-grown food.

A language of shorthand motifs for crops and plot compositions realised through soft graphic motifs gives a polite nod to mid-century pattern design.

Formal pattern structures inspired by parterres feature rows of cabbages, the strawberry patch, broad beans and more!

The title design is a large-scale dog-tooth check pattern containing gardening tools, cooking utensils and cutlery as a visual narrative in brassica green and purple colourways, on teatowels.

The collection includes fabric by the metre, wallpaper, cushions, hand-sewn notebooks, teatowels, bags and greetings cards.

All products are made in England





- three repeating patterns: FLOW, GRID & TWIST
- one placement design: CHECK
- bespoke fabric and colours available subject to minimum orders

'Construct' by Kate Farley

The Construct collection was developed to provide a customisable collection of patterns, to be available on a range of surfaces, in collaboration with leading manufacturers of surface materials, embracing digital print capabilities.

The collection is inspired by the construction of cloth and aims to suggest but not imitate textile construction of lace and weave as printed pattern across a range of surface materials. Lengths of yarn as warp and weft threads are hand drawn using bespoke drawing tools to create evocative lines and punctuation as pattern language for print.

There is a subversive element to this as Kate provides a contemporary response to the extensive 'faux' wood and stone effect surfaces available in the interiors market, suggesting textiles may be a more suitable inspiration for the home and office.

Products include laminates, window film, cloth and cushions
All products are printed and made in England.





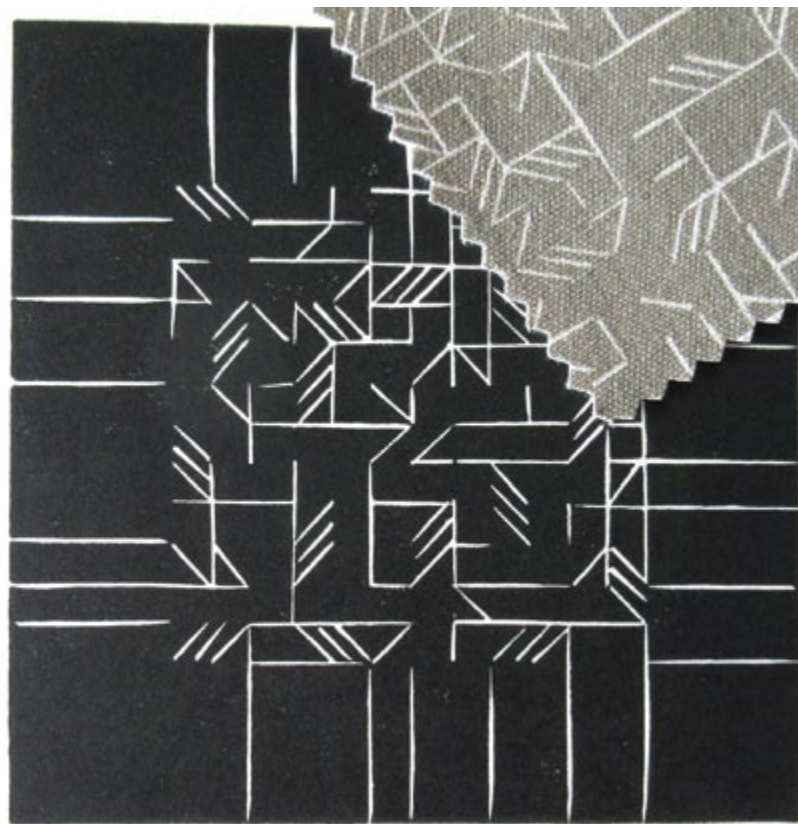
'Threads' by Kate Farley

This pattern collection explores traditional woven cloths (and their overlapping threads), initially interpreted using linocuts and paper manipulations and then developed into versatile surface designs.

The results are four repeat patterns: plaid, twill, float & weave.

The understated graphic patterns offer a contemporary aesthetic with modernist appeal. The designs have been interpreted across a range of surface materials and provides clients with versatile applications for both domestic and contract markets.

Laminates and window films are currently available to order.

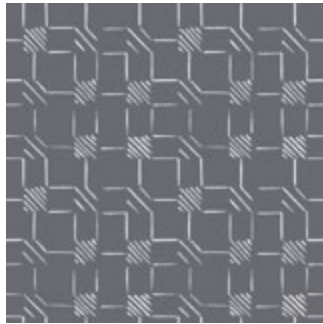


in collaboration with ...

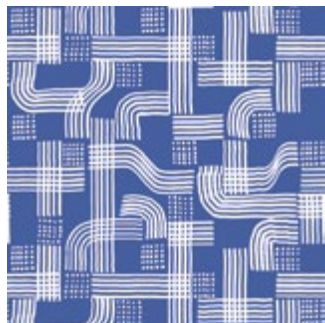
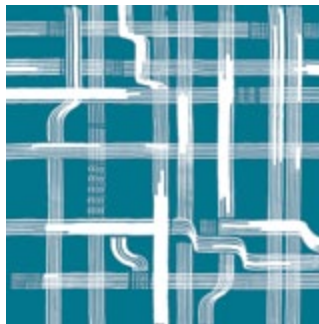


Kate is delighted to offer designs on laminate and window film:

- manufactured by Formica Group / The Window Film Company
- suitable for a range of applications
- bespoke colour, finish and scale of pattern



*threads &
construct*
on laminate &
window film



Can I help?

Kate has developed a highly creative career spanning art and design, as a maker herself, but also working in collaboration with manufacturers specialising in print for interior and exterior surface products. Over the last twenty years projects big and small include site-specific artworks on laminate, large-scale roofscape designs on a city hospital fabricated in gravel, surface pattern at Birmingham Airport on glass and designs for retail collections.

Each project concept is developed with the client in order to understand planning requirements, artwork preparation, production details and installation, as well as press and marketing. Kate particularly enjoys the challenge of creating artwork to communicate brand identity for organisations, where the artwork communicates the activities and heritage, telling a story in pattern through drawing, printmaking, photography and digital design processes.

Previous clients include:

Barbican Centre, TfL, Birmingham Airport, Associated Architects, Elias Topping, NHS Trust, David Mellor Design, Colchester Borough Council and Tinsmiths

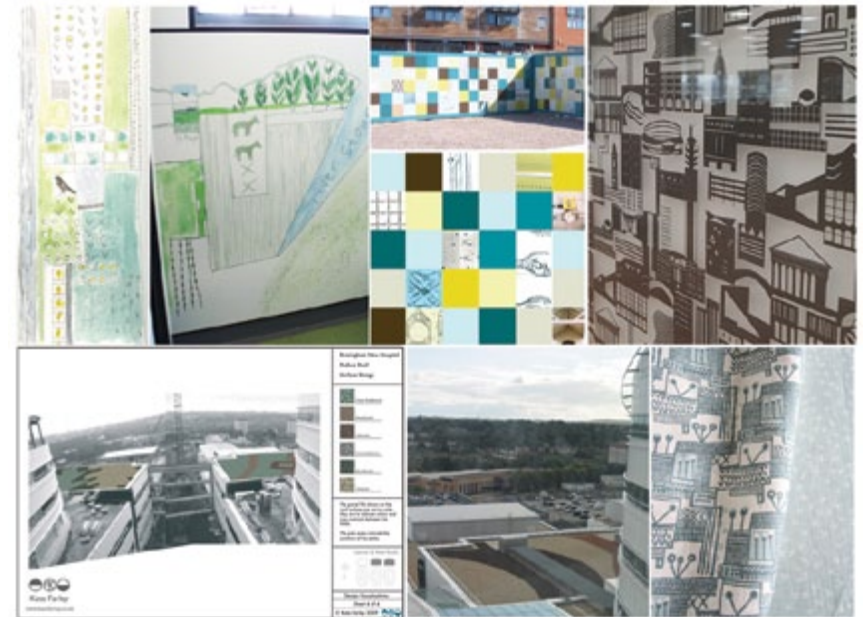
Previous manufacturers include:

Formica Group, Image Group, Surface View, Abet Laminati, Standfast & Barracks, Countryside Art Ltd., Specialist Decorative Services, The Art of Wallpaper

Kate is always happy to discuss and consider the next design challenge.

bespoke design solutions

- creating individual outcomes
- meeting client needs and aspirations
- consultation service available
- made to order
- artwork handling taken care of
- referencing any colour and surface requirement



'Rhythms' for Barbican



"Kate Farley has a unique talent for not only capturing the forms and essence of a subject but also in using it to create visually exciting patterns. We were pleased the opportunity arose to work with her again and create a second pattern for our company. After the success of Kate's 'Chelsea' pattern, which was based on my first solo cutlery design, it seemed only fitting Kate should use 'Pride', my father's first cutlery design and also his most admired. We are thrilled with the result – a celebration of a British design classic." Corin Mellor, Creative Director, David Mellor Design