

FESPA 2015

An interview with... *Wayne Hemingway MBE, English fashion and interior designer*

Ahead of FESPA 2015, English fashion and interior designer Wayne Hemingway MBE talks to FESPA about the relationship between print and design, and the opportunities that digital technology in the interior environment presents

What's special about print and its role in bringing design to life?

I've always loved print, its vibrancy and eye-catching power. It is a visual art, which is almost impossible to resist as we are visual creatures. Print has made significant advances over the last decade, and the variety of interior applications it is possible to create with digital technology today is just amazing. Digital print allows designers to easily transfer their creativity directly onto surfaces such as furniture, floors, walls, etc. Its on-demand capability enables these designers to effectively deliver bespoke or regularly renovated interiors.

What can printers do to help designers unleash their creativity and embrace the power of print?

Technical expertise and creativity should go hand in hand, as they are both integral to a design project. Printers, engineers, architects and designers need to take advantage of their respective competences and focus on bringing them together. Structural engineers help architects and designers to understand if their creative ideas can be turned into reality; equally, printers should highlight the technical aspects of a job and the print requirements for it to successfully reflect the designer's idea. Printers can widen designers' horizons by educating them on new and innovative applications that can be created with print. This plays a key role in the creative and project development process.

Sustainability is a topical point in both interior decoration and print. How can the print and design industries join forces to create more sustainable projects?

Print buyers are increasingly asking for 'green' applications to comply with specific regulations. Modern and forward-looking designers are therefore fully aware of the importance to develop sustainable projects, and they also know that printers can guide them in the selection of the most appropriate inks and substrates to create environmentally friendly applications, which will ultimately help them win new business.

Wayne Andrew Hemingway will be speaking at the Printers Conference, taking place at [FESPA 2015](#), on Thursday 21 May about the inspiring effects of print and its capability to support creativity.

For more information on FESPA 2015, the full conference programme and to pre-register to attend, visit: www.fespa2015.com



Wayne Hemingway MBE, English fashion and interior designer

About FESPA

Founded in 1962, FESPA is a global federation of 37 member associations for the screen printing, digital printing and textile printing community. FESPA's dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

FESPA Profit for Purpose

Our shareholders are the industry. FESPA has invested millions of Euros into the global printing community over the last seven years, supporting the growth of the market. For more information visit www.fespa.com

FESPA Census

The FESPA Print Census is a global research project to understand the wide format, screen and digital print community. It is the largest data gathering project of its kind. The survey is published in several languages and can be completed online: www.fespa.com/census.

Forthcoming FESPA events include:

- FESPA 2015, 18-22 May 2015, Koelnmesse, Cologne, Germany
- European Sign Expo 2015, 18-22 May 2015, Koelnmesse, Cologne, Germany
- Printers 2015, 18-22 May 2015, Koelnmesse, Cologne, Germany
- FESPA Africa, 22-24 July 2015, Gallagher Convention Centre, Johannesburg, South Africa
- African Print Conference, 22-23 July 2015, Gallagher Convention Centre, Johannesburg, South Africa
- FESPA Mexico 2015, 20-22 August 2015, Centro Banamex, Mexico City, Mexico
- Brasil Signage Expo, 27-28 August 2015, Expo Center Norte, São Paulo, Brazil
- FESPA China 2015, 21-23 October 2015, Shanghai New Int'l Expo Centre, Shanghai, China
- FESPA Eurasia 2015, 26-29 November 2015, CNR Expo, Istanbul, Turkey
- FESPA Digital 2016, 08-11 March 2016, RAI Amsterdam, The Netherlands

Issued on behalf of FESPA by AD Communications

For further information, please contact:

Ellie Bunce, Cerys Traylor
AD Communications
Tel: + 44 (0) 1372 464470
Email: ebunce@adcomms.co.uk
Email: ctraylor@adcomms.co.uk
Website: www.adcomms.co.uk

Lynda Sutton
FESPA
Tel: +44 (0) 1737 228350
Email: lynda.sutton@fespa.com
Website: www.fespa.com