

The New Earthly Paradise

Campaign film for Morris & Co. for D&AD New Blood Awards

Siddhant Vernekar

105 Compete

MA Communication Design

Falmouth University



D&AD
New Blood
Awards



THE ORIGINAL
MORRIS & Co
FOUNDED BY WILLIAM MORRIS IN 1861

Brief set by
Morris & Co.

In collaboration with
Sanderson Design Group PLC

Share the history of Morris & Co. with a new audience

Guided by the creative intuition of William Morris, designs are inspired by treasures in the Morris & Co. archive, which houses historical logbooks, samples of each wallpaper, printed and woven textiles and original wooden printing blocks.

When crafting a new collection, the designers make considered adaptations of archival documents, reimagining its heritage for all. The designers bring Morris & Co. into the future while always in dialogue with their past.

Today, working out of a London-based studio at Voysey House in Chiswick, and manufacturing in their own UK factories, Morris & Co. continue to champion sustainability, homegrown talent and innovation, maintaining the highest possible standards of quality and craftsmanship.

Now expanding from predominantly B2B sales to selling directly to customers through their first e-commerce site, wmorrisandco.com, how can Morris & Co. tell the story of this rich history to a whole new audience?

What's the challenge?
Create a social media and out-of-home (OOH) illustrated or animated campaign that tells the story of Morris & Co. and encourages consumers to consider buying direct.

Your work should centre on the four core elements that make Morris & Co. unique:

• Authenticity and originality

• Heritage reimagined –thoughtfully crafting and reimagining designs for today

• Rich heritage of over 160 years

• Craftsmanship – this was something William Morris hugely valued, and it is incredibly important to Morris & Co. Today,

the brand works with two British factories to ensure UK craft continues to thrive.

Who are we talking to?
A global audience with a love for and interest in interior design. Those who value quality, craftsmanship and history, are digitally native and take great care in considering purchases made.

As Morris & Co. has a strong history with selling directly to trade (especially interior designers), you should also take care that your ideas do not alienate this audience nor disparage their skills.

Things to think about

Premium quality
Morris & Co. offers a premium product, which means you'll need to consider the type of audience who are willing to pay for quality when there are potentially alternative options available. They respect the history, authenticity and craftsmanship that goes into their products, so you'll need to reflect this in your response.

Tell the story
You need to make sure you tell the story of what makes Morris & Co. unique. Morris & Co. holds the original hand painted designs and textiles crafted by William Morris and his contemporaries in its treasured archive, as well as original wooden printing blocks. Morris & Co. designers are inspired by and in constant dialogue with this proud heritage.

Morris & Co. are proud to continue William Morris's legacy of lovingly crafted goods made right here in the UK. Owning their two English factories, Anstey Wallpaper Factory and the Grade-II historically listed fabric printer, Standfast & Barracks, ensures they maintain impeccable standards of quality and production.

Look and feel Morris & Co.
Morris & Co. has a distinct identity. You are welcome to use your own illustration/ animation style, but you should make sure you use colours that feel authentic to the brand. You should also explore how you can use other methods to embed the Morris & Co. style into your own designs.

Consider the spaces
You need to create a campaign that can speak across multiple platforms, so you should explore how your story would change/evolve depending on where you are speaking to your audience. Out-of-home refers to advertising that uses public spaces to capture attention. Therefore, an out-of-home advert is more likely centred on brand exposure, whereas audiences on Pinterest are likely closer to directly purchasing.

@newblood_dandad

dandad.org/new-blood-awards

• New Blood Awards 2025 •

#NewBloodAwards

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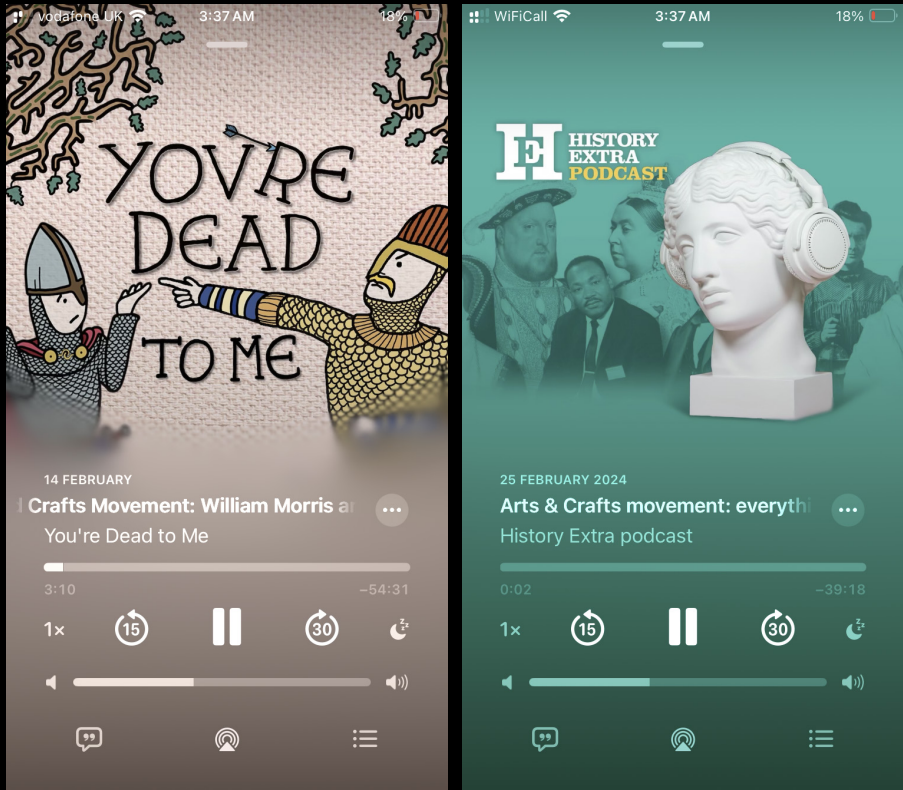
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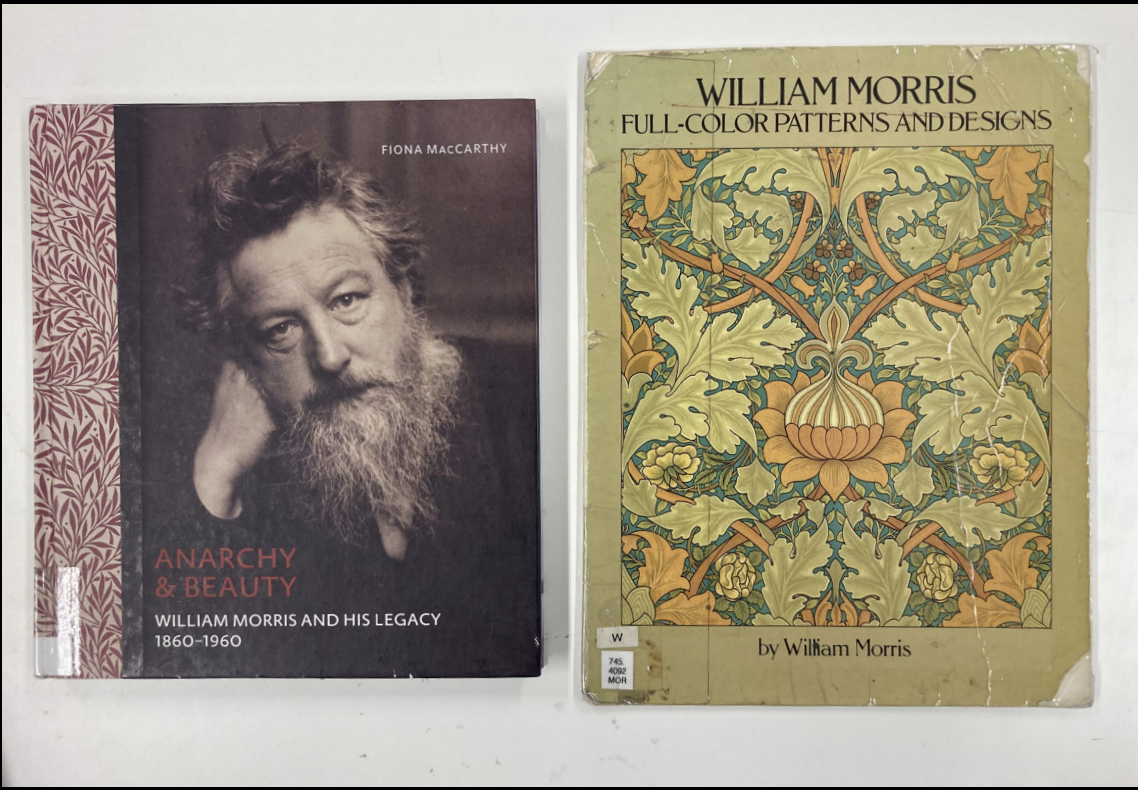
Research

Siddhant Vernekar | 105 Complete

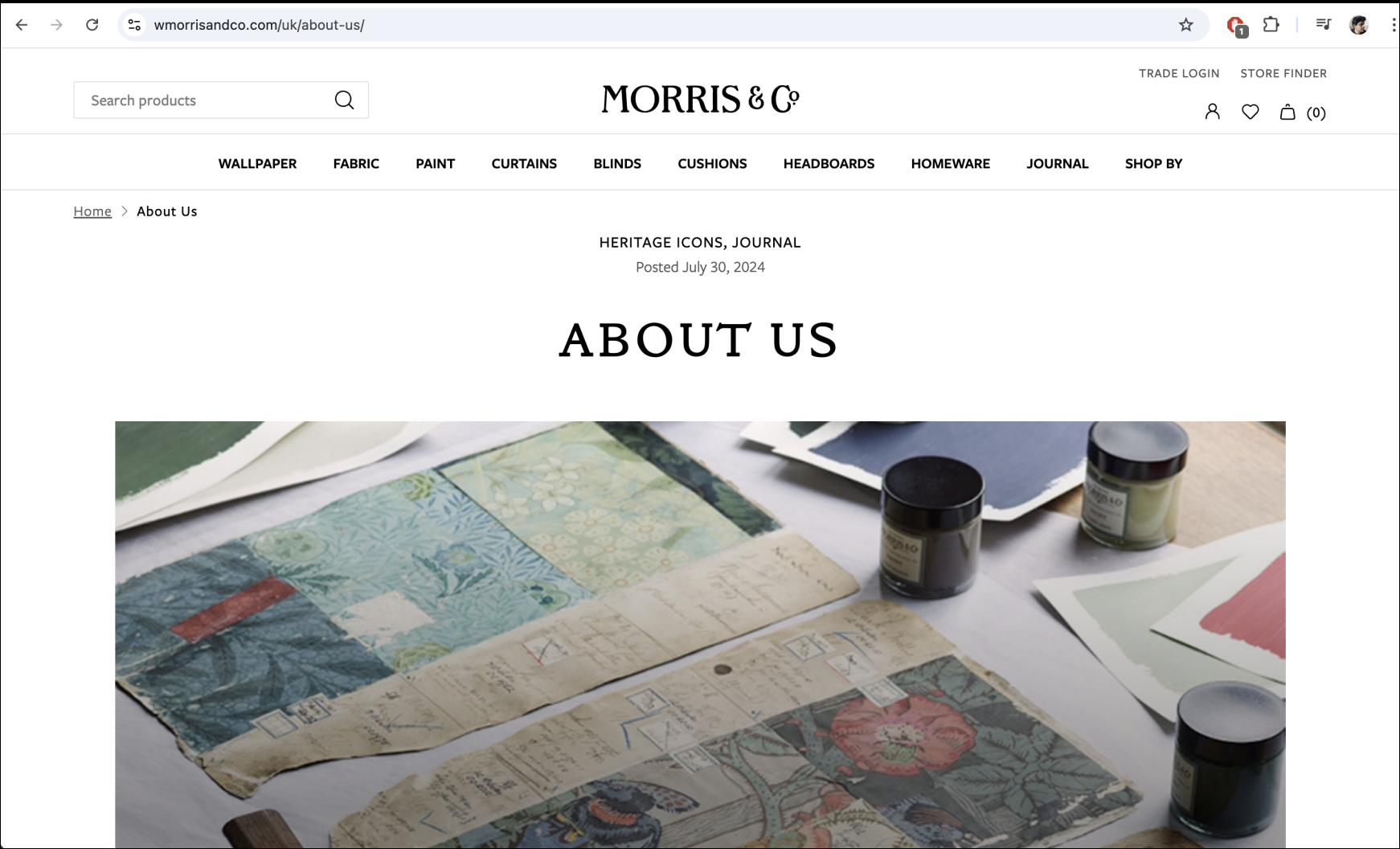
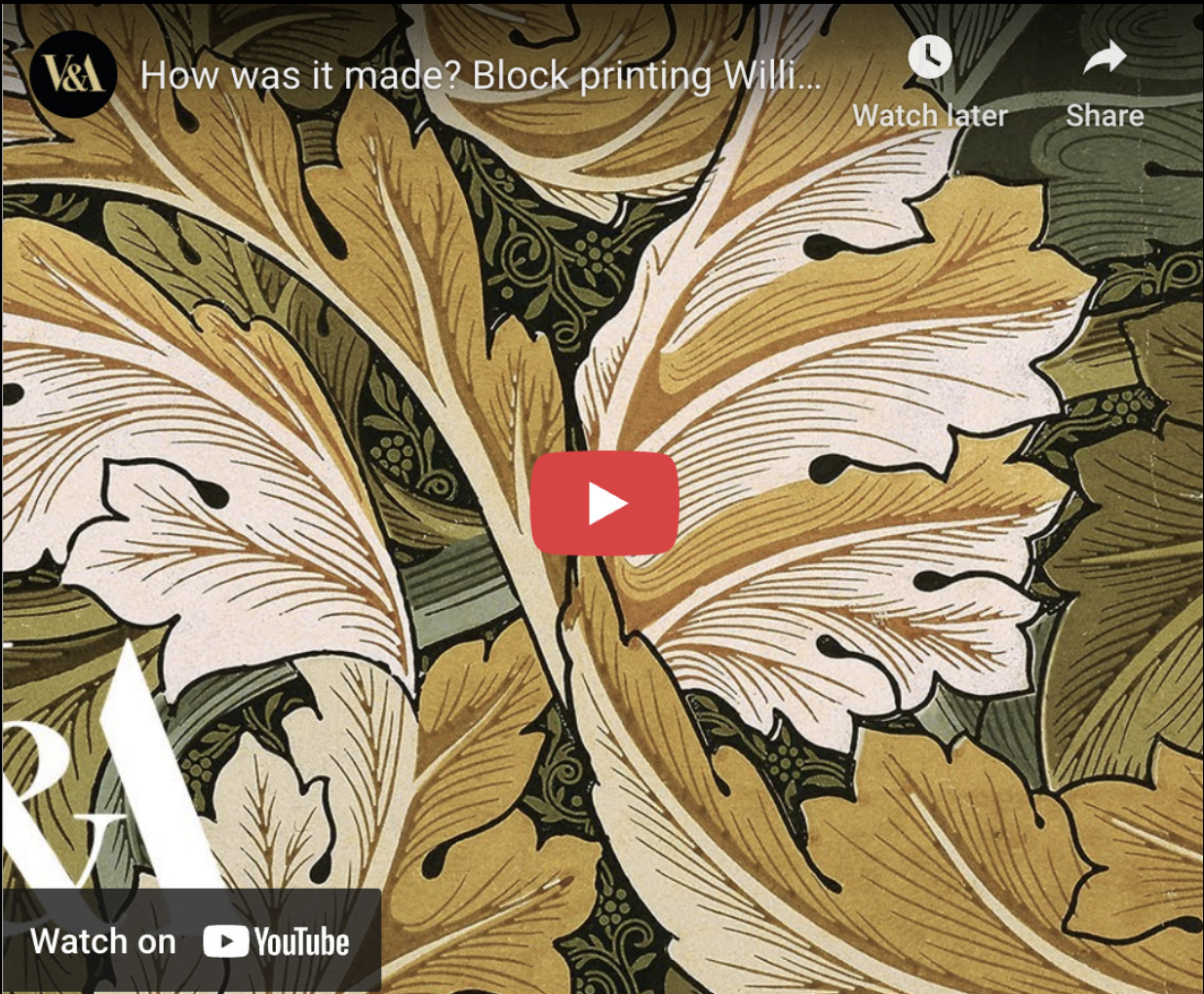
Getting to Know Morris & Co., William Morris and the Arts & Crafts Movement.



Podcasts



Books



Website



Videos

https://www.nationaltrust.org.uk/discover/history/people/who-was-william-morris

A childhood love of nature

The son of a wealthy broker, William Morris grew up exploring the large gardens at his family home, Woodford Hall in Essex, and the nearby woods on the edge of Epping Forest. Along with his siblings he was given his own garden plot.

From a young age Morris enjoyed reading. Among his favourite books was a copy of Gerard's Herball, also known as Generall Historie of Plantes, which was first published in 1597. It remained a much-loved reference book throughout his life.

Designing with nature

Morris took a new approach in the way he used natural forms in his designs. He understood plants but never copied them literally. He didn't think it was possible or desirable to imitate nature. He believed that patterns should have 'beauty, imagination and order' and used these principles across all his work.

“

It is impossible to imitate nature literally; the utmost realism of the most realistic painter falls a long way short of it.

William Morris
Some Hints on Pattern-Designing lecture, 1881

Enduring style

Morris helped transform interior decoration in late Victorian Britain and made a lasting impact on garden design well into the 20th century. Despite the fickleness of fashion, Morris's celebration of nature and his skill at rendering it in pattern continue to resonate. Morris & Co. still produce his designs for 21st-century homeowners, almost 160 years after he founded the original company.

https://www.elledecoration.co.uk/decorating/a34952566/william-morris-green/

Decorating > Creatives & Brands

How natural greens inspired the wallpapers of William Morris

A key figure in the Arts & Crafts movement, Morris was instrumental in bringing the natural world indoors

BY KASSIA ST CLAIR PUBLISHED: 11 JANUARY 2021

Born in 1834, he spent his childhood exploring the Essex countryside and reading the novels of Sir Walter Scott. All around him, however, Britain was embracing the industrial age. By the time he was a teenager, his love of nature and nostalgia for an Arthurian English past was matched only by his suspicion of the prevailing enthusiasm for mechanisation. When Morris was just 16, he refused on aesthetic grounds to visit the 1851 Great Exhibition that championed the machine age. He had found his path.

Taken together, William Morris's work is a symphony of verdigris, pine, leaf and chartreuse

His life's work, both prose and pictorial, would go on to be suffused with idealised greenery. Wild-rose boughs, verdant riverbanks, brambles and oak trees dominated his poetry. From the 'Unhedged green meads, which willowy streams passed through' of *The Earthly Paradise* (1868) to the 'Garden by the Sea' in *Poems by the Way* (1891). His novels were usually utopian, set in worlds uncorrupted by steam power or the busy-body telegraph, and suffused with socialist ideals. But it was perhaps in his textiles and wallpapers that his ideas and his rejection of shabby modernity found their most literal and enduring form.

https://www.wallpaperfromthe70s.com/wallpaper/wallpaper-patterns/classic-wallpaper/william-morris-wallpaper/?srsltid=AfmBOorxV2OTYvsYuS27t1rag2rVJt4Yjba6mi1NdtZgTz9ImNrAxRC2&p=1#a0

What are the most famous patterns of William Morris textiles and wallpapers?

William Morris' approach to patterns is best represented by the wallpaper models Pimpernel, Golden Lily, Strawberry Thief, and Willow. They incorporate the "clearness of form and firmness of structure" that made his designs a timeless classic in interior decoration.

Strawberry Thief



Pimpernel



Understanding the wallpaper market in the UK.

https://www.thetimes.com/business-money/companies/article/os-borne-little-blames-cost-living-19m-loss-l5qhlcf2x

Osborne & Little blames cost of living for £1.9m loss

Sales at the family business of George Osborne, the former chancellor, declined by 10 per cent to £29.1 million in the year to last March



https://www.statista.com/outlook/cmo/diy-hard-ware-store/paint-wallpaper-supplies/united-kingdom?utm_source=chatgpt.com

Market Insights > Consumer > DIY & Hardware Store

Paint, Wallpaper & Supplies

United Kingdom

- Highlights Market definition In-Scope/Out-of-scope Market structure Reports Methodology
- In the United Kingdom, the revenue in the Paint, Wallpaper & Supplies market in 2025 amounts to US\$1.42bn.
 - It is projected to experience an annual growth rate of 0.99% (CAGR 2025-2029).
 - When compared globally, United States generates the highest revenue in this market segment, reaching US\$52.96bn in 2025.
 - In terms of per capita figures, the revenue per person in the United Kingdom amounts to US\$20.81 in 2025.
 - The United Kingdom's paint market is experiencing a surge in demand for eco-friendly and sustainable paint products.

https://www.sphericalinsights.com/reports/uk-wallpaper-mar- ket?utm_source=chatgpt.com



Process

First round of ideas

The highlighted points eventually shaped the final idea.

W Morris and Co. 25 FEB 2025

The original environmentalist.

Connection to nature.

[Make William Morris the centre.

[Alternate uses of a WM Wallpaper.

Make a series of Wallpapers reflecting the current climate change.

[Celebrating the hands that make the Wallpapers

show the triumph of nature over machines and industrialization in the wallpaper design.

- Wallpaper themed merchandise - T-shirts, bags, shoes, etc.

- "cover the oldest English buildings with Morris & Co. Wallpapers through projection mapping." - BEAUTY CAN SAVE THE WORLD.
OR

- Find mundane / uninteresting corners, walls of London and cover them with Morris & Co. wallpapers.
- "BRING LIFE TO LONDON" OUR HOME
→ collaborate with local communities and make neighbourhood specific Wallpapers.

Through the campaign, ^{show} tell the audience how the values that Morris & Co stood for all those years ago are relevant today.

INSIGHTS AROUND WALLPAPERS

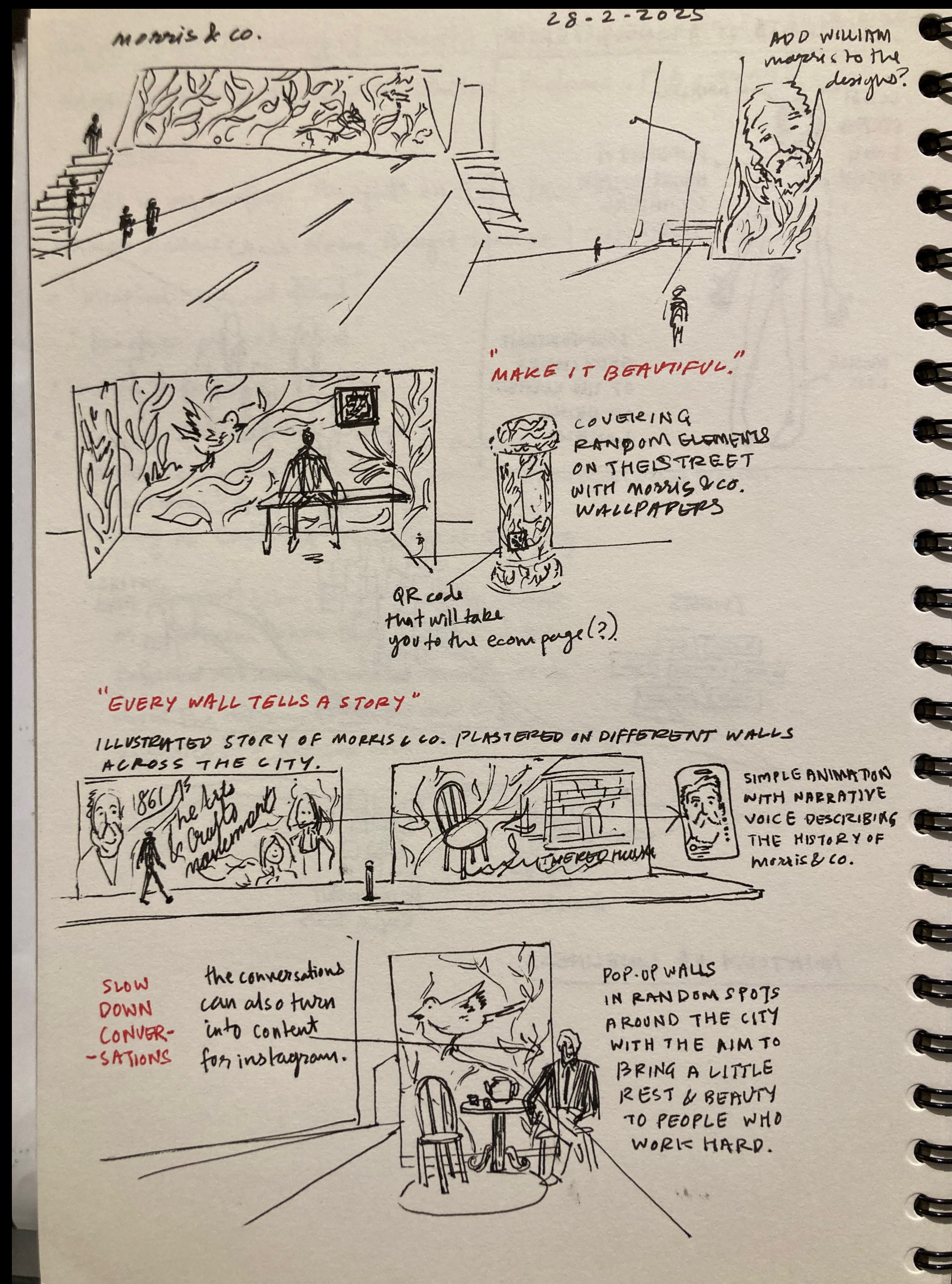
1860s

CONSUMERISM
CAPITALISM
INDUSTRIALISATION

HANDMADE
AUTHENTIC

WHAT'S THE BASIC FUNCTION OF A WALLPAPER?

Second round of ideas



Direction generated in tutorial session with Bryan.

New species that have come to the UK
because of climate change. - New bird., beaver

Still celebrating nature.

Our view is direct.

"We've updated."

invasive species.

Crayfish

weasels / things brought in for farming.

National Farmers Union.

Winters have become flowerly.

Wildlife Trust - tie up.

AVOCADO, POMEGRANATE,

TALK W BRYAN

"ECOLOGICAL REFUGES"

NIGHT HERON
FIG, POMEGRANATE

NATURAL
ENGLAND

THE Wildlife Trusts.

"MORRIS & CO DIRECT" connect to craft and nature
also an activist to show effect of climate
change on flora and fauna.

Now our world is even more important
to point out the change in the natural landscape.

Impact of climate change on the
food, plants, animals and overall identity
of nature.

Our existing patterns have been updated.

Conversation with a UK Native
to get further insights into
consumer behaviour
around wallpapers

+

Change in direction

TALK WITH GEORGE | MORRIS & CO.

- old money | OVER 50
- "Quite rural decoration"
- New age designs are edges and angles.
- "Market is in rural areas"
- Middle class would still prefer Wallpapers.
- Older the property, more preference for Wallpapers.
- Wallpapers bring in movements.
- Target audience — Upper class |
- ~~where~~ location dependant.
- Whistman's Wood — [Area of Outstanding Natural Beauty]
- Can you show aspects of nature that have stood the test of time.
- National Trust protected something
- Gwithian Beach, North Cornwall. [ancient sand deposits]
- Zennor, Cornwall
- Show images of Nature's endurance.
- Nature doesn't give up just like how Morris & Co. haven't given up yet. His designs have endured.
- Dawlish - Spit - Marshland - Protected (Warren)

Conversation with a brand strategist friend + Change in direction

can with Shreya - 14 MARCH 2025 | DRAD DIRECTIONS

- Identify your TA down to the T. Millennials(?)
- Tailor your campaign to your TA.
- Nobody wants to be reminded of adversity in their home every day.
- Everybody wants to support and be a part of the movement.
- Bragging factors.
- It has to be beautiful, related to a cause.

- Tap into UKness(?)
- Make them experience the joy of the past.

① ~~NORTH~~ ^{WESSEX} ~~DOWN~~ ^{DOWN}
(Fungi in Savernake forest)

- Using legacy as a badge for.
- "Travel there while you can."

② COTSWOLDS
(BLUEBELL WOOD at Westland Spring)
Checkendon Common

- Roger Scruton "Why Beauty Matters".

③ CHILTERN
Monkey orchid, Adonis blue butterfly.

- Importance of celebrating Nature's beauty.

- Bring home a movement.

National Landscapes Movement.

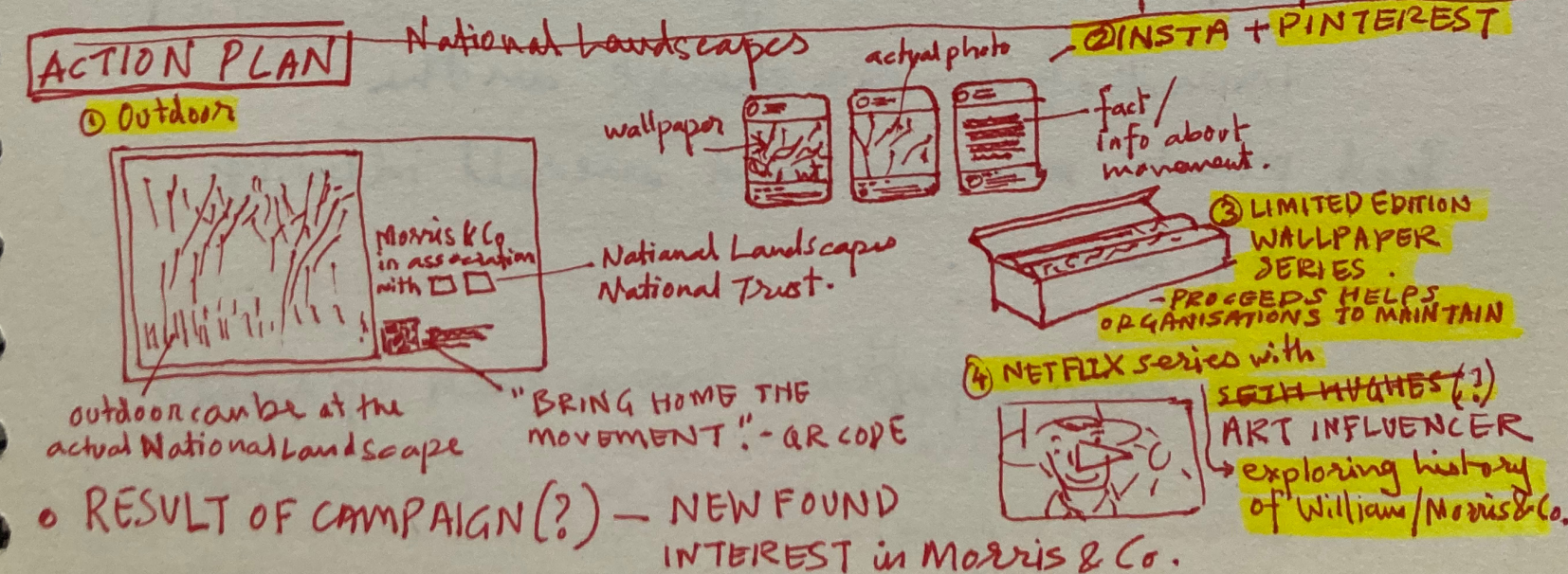
- Buy land, become a Lord.

TALK about all the threats faced by National Landscapes
- NO FUNDING/BUDGET
- DEVELOPMENT CUTS
- CLIMATE CHANGE

- Buy wall Whistman Wallpaper - same the place shown in the Wallpaper.

- Thrush bird thanking you for saving its habitat.

- Tie Up with the National Trust/- Will help with promotions



Idea 1

Morris & Co. becomes a part of popular discourse by talking about climate change by highlighting the new emerging flora and fauna in the UK as a result of climate change through a new series of wallpapers.

Idea 2

Morris & Co. becomes a part of popular discourse by talking about climate change by highlighting the new emerging flora and fauna in the National Landscapes of the UK through a new series of wallpapers.

Researching effects of climate change on flora and fauna depicted on classic Morris & Co. wallpapers.

<https://www.aaas.org/taxonomy/term/9/hummingbirds-lilies-thrown-climate-change#:~:text=Or%20at%20least%20it%20used%20to.%20A,who%20depend%20on%20the%20lilies%20for%20nectar.>



AAAS
AMERICAN ASSOCIATION FOR
THE ADVANCEMENT OF SCIENCE

GIVE

RESOURCE CENTER

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WHAT WE DO

GET INVOLVED

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Hummingbirds, lilies thrown off by climate change

ecosystems, wreaking havoc on the delicate interactions that have evolved between species over millions of years.

In western North America, the relationship between the glacier lily and the broad-tailed hummingbird is in danger. The plant flowers in early spring, when the first hummingbirds arrive. Or at least it used to. A new study by AAAS member David Inouye and Amy McKinney of the University of Maryland and colleagues shows the lily's first blooms are appearing two to three weeks earlier than they did forty years ago. The timing of these first blooms is no longer synchronized with the arrival of the hummingbirds, who depend on the lilies for nectar.

AAASMC recently talked to Inouye about what this means for broad-tailed hummingbirds, glacier lilies, and other species threatened by our changing climate.

AAASMC: Can you explain the relationship between glacier lilies and broad-tailed hummingbird? Why is timing (of blooming and migration) especially important?
Professor David Inouye, University of Maryland: Glacier lilies are the second species to bloom after the snow melts at our study sites, and the Broad-tailed Hummingbirds visit them for nectar when they arrive from their winter grounds in Central America. Changes in the phenology (seasonal timing) of migration and of flowering are one of the best ways to measure the ecological consequences of the changing climate. Given the scarcity of other floral resources early in the season, the glacier lily (and then larkspur) is an important component of the hummingbirds' diet.



<https://www.rspb.org.uk/birds-and-wildlife/identifying-birds/all-about-thrushes>

Another conspicuous bird of parks, gardens and the general countryside is the Song Thrush. This delightful bird, warm brown above and heavily spotted below, has undergone quite a dramatic decline in recent decades, especially in intensively managed farmland. Thankfully there are encouraging signs of a slow recovery, though it is nowhere near as numerous as it once was.

The similar, but larger and somewhat 'greyer' looking Mistle Thrush is unfortunately in serious decline and has been placed on the UK Birds of Conservation Concern Red List. Despite being our largest songbird, Mistle Thrushes are surprisingly easily overlooked. They can be distinguished from the smaller Song Thrush by their size, the lack of warm brown tones in their plumage and the very heavy dark spots on the breast. Their song is almost like a cross between that of Blackbird and Song Thrush but they have a loud and unmistakable rattling call that is instantly recognisable!

https://www.telegraph.co.uk/environment/2023/07/04/britains-new-species-night-heron/?utm_source=chatgpt.com&I/CID=continue_without_subscribing_reg_first



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UK news Politics World Health news Defence Science Education Environment Investigations Global Health Security Royals

Exotic creatures are moving to the UK, and one is in my garden

Night herons, bee-eaters and egrets – unusual wildlife is appearing in the UK, but it's not necessarily a good thing

Adam Hart

Related Topics
Birds, Wildlife, Climate change, Herons, Animals

04 July 2023 9:00am BST

27

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Record numbers of night herons have been spotted in Britain – experts believe this to be a sign that global warming is changing Britain's wildlife. Credit: Tony Thorne

<https://www.telegraph.co.uk/news/2022/07/23/winners-losers-tropical-britain/>



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The five British species most likely to suffer from climate change

Climate change is changing the flora and fauna of the UK. We look at which species will be harmed and which might gain

Joe Shute
Senior Feature Writer

Related Topics
Headlines, Wildlife, Nature, Animals

25 July 2022 2:15pm BST

54

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https://www.nhm.ac.uk/discover/news/2023/-march/over-half-britains-plant-species-now-non-native.html?utm_source=chatgpt.com



Natural History Museum

News

Over half of Britain's plant species are now non-native

By James Ashworth
First published 10 March 2023

Introduced plants are increasingly dominating Britain's wild areas.

Of the almost 3,500 British plant species, non-native plants now outnumber native species by 51% to 49% as a result of centuries of introductions.

More than half of the Britain's native **plants** are in decline, while introduced species are thriving.

The decline of Britain's native plants

The UK is one of the **most nature-depleted nations** in Europe. With just over half of its native wildlife intact, its biodiversity intactness ranks within **the bottom 10%** of countries worldwide.

Much of this biodiversity was lost during the Agricultural and Industrial revolutions between the seventeenth and nineteenth centuries, but it didn't end then. Unsustainable agriculture continues to be one of the leading causes of biodiversity loss around the world, causing habitat destruction, pollution and **soil damage**.

Certain habitats have borne the brunt of agriculture, such as **wildflower** meadows, wetlands and **peatland**. As a result, species like the green-winged orchid, housewort and **sundews** are declining as their habitat becomes scarcer.

<https://news.sky.com/story/new-species-arriving-in-uk-due-to-climate-change-are-welcomed-by-wildlife-watchers-study-suggests-12600041#:~:text=While%20in%20the%20UK%2C%20birds,rather%20than%20threatening%20climate%20opportunists.>



17 Mar 9° 4°

Home UK Politics World US Money Science, Climate & Tech Ents & Arts Programmes

New species arriving in UK due to climate change are welcomed by wildlife watchers, study suggests

Many creatures from around the world are fleeing countries that are becoming too warm and moving to areas that were too cold before global warming.



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Science & Environment

Climate change: Avocados and exotic plants grow in hot UK summer

28 August 2022

Climate

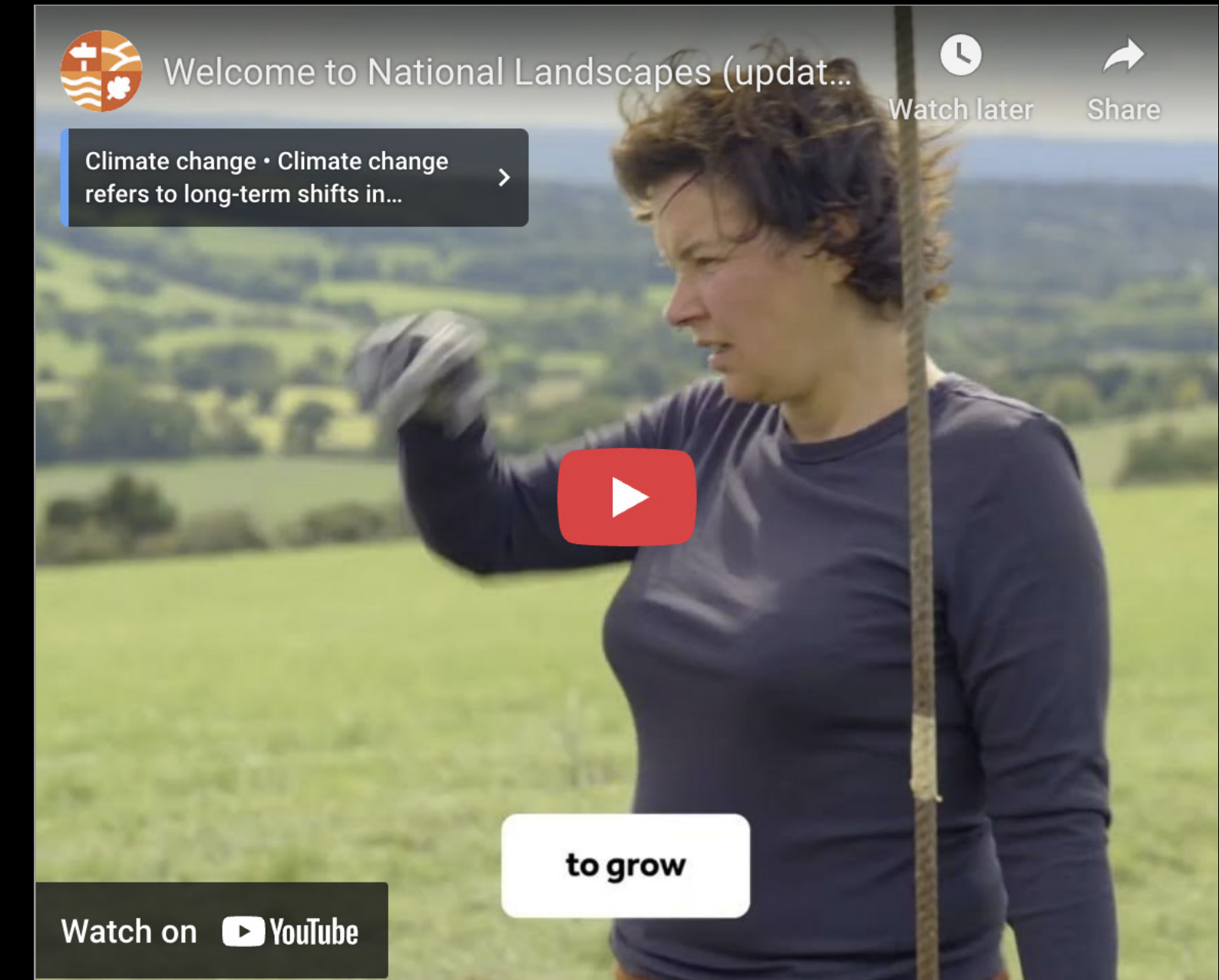


OLIVER DIXON/RNS

<https://www.bbc.co.uk/news/-science-environment-62665053#:~:text=Climate%20change%3A%20Avocados%20and%20exotic%20plants%20grow%20in%20hot%20UK%20summer,-Published&text=Record%2Dbreaking%20hot%20and%20dry,in%20recent%20years%2C%20they%20say.>

Researching about the National Landscapes of UK.

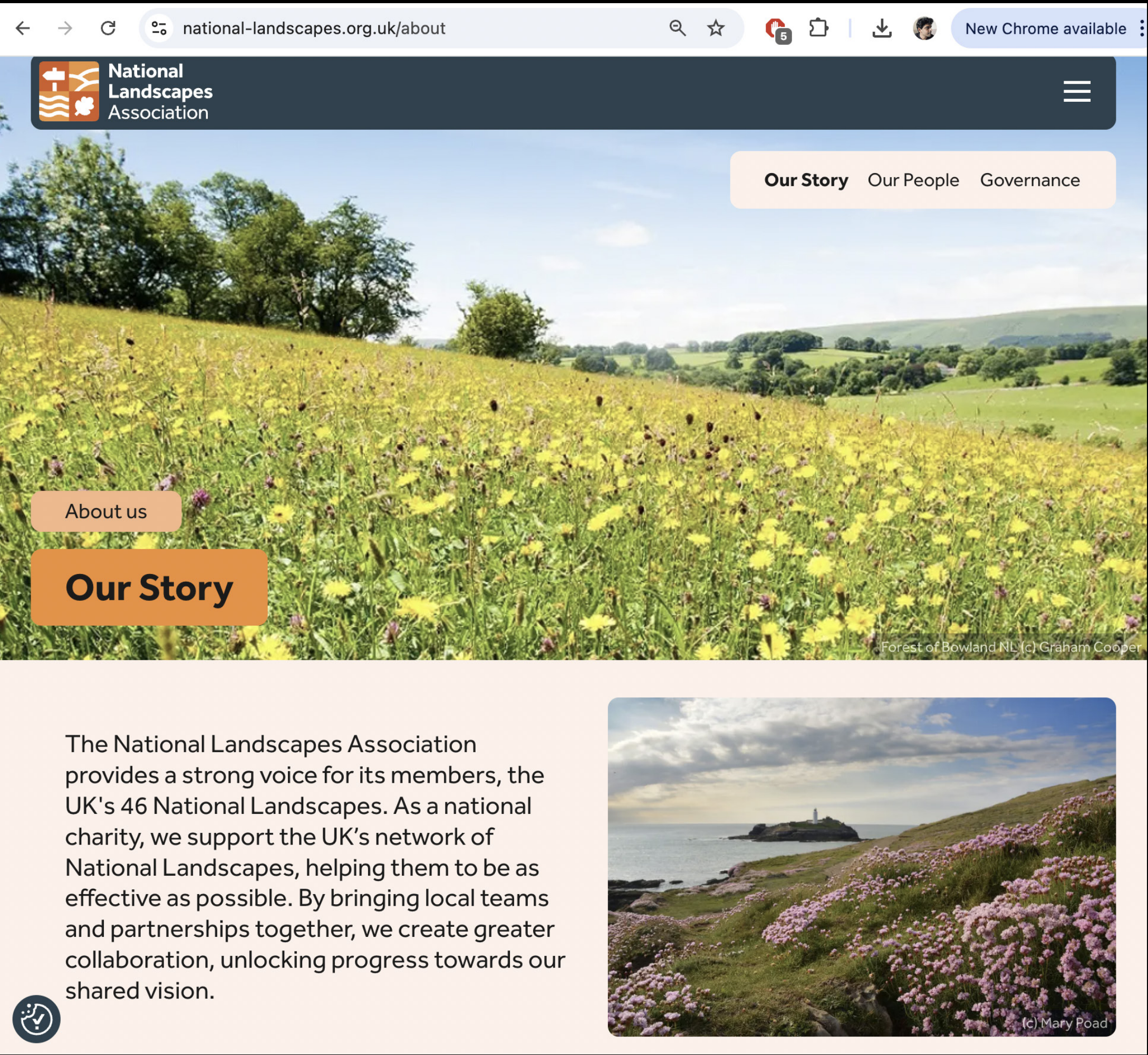
https://www.youtube.com/watch?v=a32xqfJv8yQ&ab_channel=ShannanWeeks



About us

We're a national charity which works to make sure the UK's most outstanding landscapes are beautiful, thriving places that everyone can feel part of. We support the UK's network of National Landscapes to help them to be as effective as possible.


https://national-landscapes.org.uk/



Articles and studies about the 3 species of plants, insects and animals finalised for the new wallpaper series.

Blackcap *Sylvia atricapilla*

https://www.bto.org/sites/default/files/shared_documents/publications/research-reports/2004/rr369.pdf



BTO Research Report 369

The effect of climate change on bird species in the UK

Leech, D.I., Crick H.Q.P. & Rehfisch, M.M.


August 2004


Abstract

Human behavior profoundly affects the natural world. Migratory birds are particularly susceptible to adverse effects of human activities because the global networks of ecosystems on which birds rely are undergoing rapid change. In spite of these challenges, the blackcap (*Sylvia atricapilla*) is a thriving migratory species. Its recent establishment of high-latitude wintering areas in Britain and Ireland has been linked to climate change and backyard bird feeding, exemplifying the interaction between human activity and migrant ecology. To understand how anthropogenic influences shape avian movements and ecology, we marked 623 wintering blackcaps at 59 sites across Britain and Ireland and compiled a dataset of 9929 encounters. We investigated visitation behavior at garden feeding sites, inter-annual site fidelity, and movements within and across seasons. We analyzed migration tracks from 25 geolocators fitted to a subset of individuals to understand how garden behavior may impact subsequent migration and breeding. We found that blackcaps wintering in Britain and Ireland showed high site fidelity and low transience among wintering sites, in contrast to the itinerant movements characteristic of blackcaps wintering in their traditional winter range. First-winter birds

Jersey Tiger *Euplagia quadripunctaria*

<https://www.parkland-walk.org.uk/jersey-tiger-moth/#:~:text=When%20in%20flight%20the%20orange,as%20consequence%20of%20climate%20change.>






Jersey Tiger Moth,
Euplagia quadripunctaria

The jersey tiger moth has black and cream strips on its forewing and red or orange underwings with black spots. When in flight the orange underwings are really noticeable but often these are covered by the black and cream forewings when it settles. Active by day, it's generally spotted in the south of England. Sightings are very much on the increase possibly as a consequence of climate change.


Photo Simon Olley

Orchis *Simia*

<https://www.joh.cam.ac.uk/rare-naked-hanging-man-orchid-reveals-itself-st-johns-college>



ABOUT STUDY HERE LEARNING AND RESEARCH JOHNIANS



4TH COURT

Rare 'Naked Hanging Man Orchid' reveals itself at St John's College

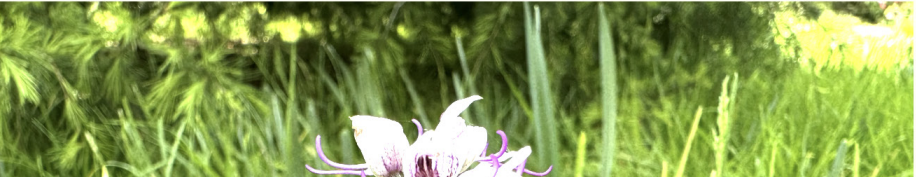
“It is the find of a lifetime”

A protected orchid that looks like a naked man has caught gardeners by surprise in the grounds of St John's College, Cambridge.

The *Orchis Simia* is known as the 'Naked Hanging Man Orchid', and more commonly as the 'Monkey Orchid', because of its resemblance to a naked male or a monkey.

The orchid is one of the rarest native orchids in the UK and delighted gardeners at St John's College when a single flowering specimen was spotted in an area of grass that has been left unmown to encourage biodiversity and wildlife.

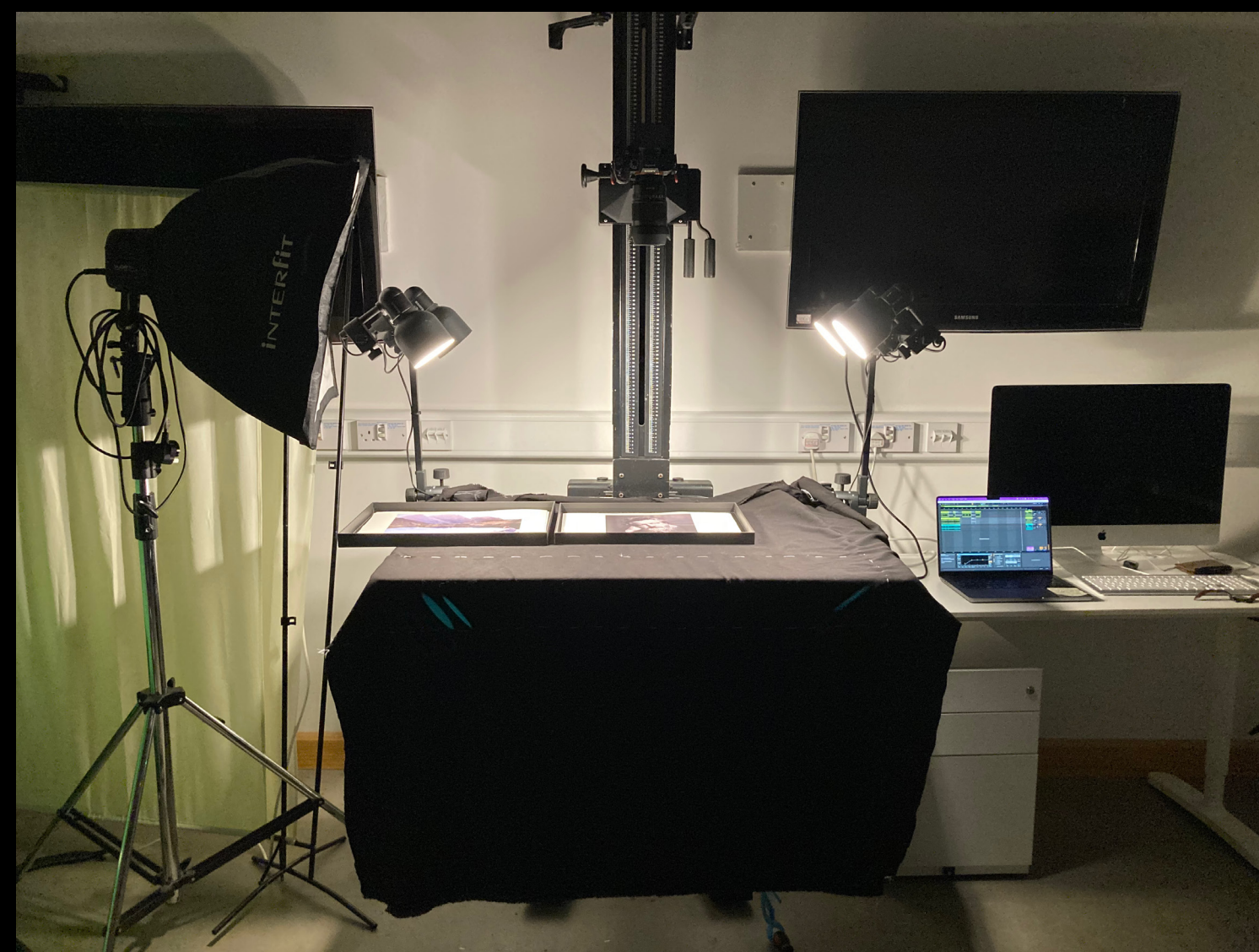
David Brown, Deputy Head Gardener, who found the orchid, said: "I am ecstatic, it is the find of a lifetime. I knew it was unusual when I first spotted it in the long grass, so I called over the Head Gardener and we had it verified."



New series of illustrated wallpapers.



Shooting the campaign film.



https://youtu.be/T2_b5oYbIUl

Voiceover script

William Morris and we, Morris & Co., have always been champions of nature; inspired by our direct connection to the paradise that Morris drew from all those years ago.

It is the beauty observed in elements of nature that has defined the distinctive aesthetic of our wallpapers. Our direct inspiration has now led to us taking direct action in a new range...

The natural landscape of the UK that inspired Morris's original designs since 1861, has since gone through a lot of change.

Climate change over the years has not only resulted in the decline of the indigenous flora and fauna but has also resulted in the emergence of new ones.

We wanted our wallpapers to reflect this change, as Morris would have done if living now.

We decided to spread awareness about climate change by documenting these emergent new species of plants and animals in a new series of wallpapers called "The New Earthly Paradise Series" an homage to the epic poem 'The Earthly Paradise' written by William Morris in 1868.

We unveil these wallpapers on billboards and digital banners across cities along with a QR code that would lead audiences to the Morris & Co. website where they can buy the wallpapers, know about the campaign and know about the brand. Direct access and a direct message for all to be part of.

A percentage of the proceeds from the wallpaper sales go to sustaining efforts of organisations like Natural England and The Wildlife Trusts.

We continue the conversation on Instagram and Pinterest through posts and reels and ask users to share pictures of their newly bought wallpapers.

We hope this direct approach will lead to greater debate, building on the classic range that is still available.

Through this campaign we're giving our audience not just a chance to bring home a wallpaper but a chance to bring home a movement and contribute towards the betterment of our natural environment and the responsibility we all share.

**Supporting Idea boards
sent along with the film.**

THE NEW EARTHLY PARADISE SERIES

PROBLEM:

Morris & Co. wanted to tell the story of its rich history to a whole new audience and encourage them to buy directly from the their website.

INSIGHT:

Despite the ever-increasing threat of climate change, Morris & Co. are just as passionate and committed to Nature in 2025 as they were during the Arts & Crafts Movement in 1861.

IDEA:

In a world that largely concentrates on the grim images of climate change, Morris & Co. look at the beauty of it by making a new series of wallpapers celebrating the new species of flora and fauna seen emerging on UK's natural landscape as a result of climate change.

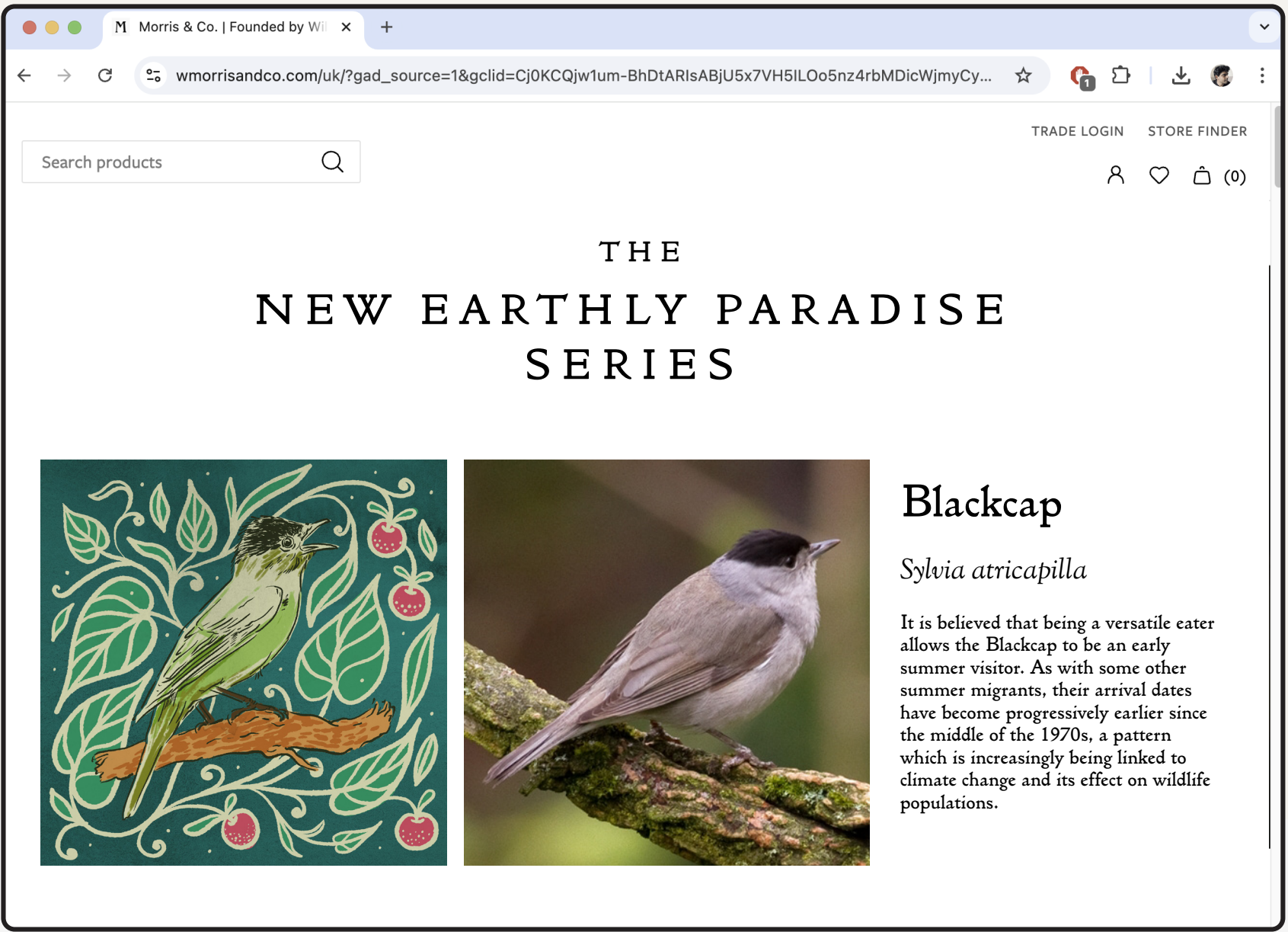
The brand draws attention to itself and its own history by talking about climate change. The brand's alignment to a righteous cause will resonate with newer audiences who now know that Morris & Co. are more than what they appear to be.

THE ORIGINAL
MORRIS & Co

FOUNDED BY WILLIAM MORRIS IN 1861

in association with





Outdoor



“Jersey Tiger”



“Blackcap and Cherries”



“Orchis Simia”

NEW SPECIES → NEW WALLPAPER DESIGNS



Jersey Tiger *Euplagia quadripunctaria*



Blackcap *Sylvia atricapilla*



Orchis *Simia*



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