

I feel there will also be an emphasis on British romantic beauty as current exhibitions at the V&A and the Tate Britain show long-haired sensual beauties imbued in nature within Pre-Raphaelite art and William Morris textiles."

Paul Klee: "The 20th century artist is out of copyright next year. Designers were keen to take advantage of Mucha coming out of copyright last year and Klee is going to be the most high profile artist this year. Bridgeman has over 250 images for licensing.

"A drawing is simply a line going for a walk." (Paul Klee) - One of the most inventive artists of the 20th century, Paul Klee's individual style was influenced by movements in art that included Expressionism, Cubism, and Surrealism. Klee's works reflect his dry humour, a childlike perspective, as well as his musicality."

Sophie Gooders, managing director for Ardea:

Three Key Trends

Patterns In Nature: "As a contrast to the vividly coloured man-made objects that we have all seen over the last year or two on Everyday greeting cards, we foresee a move towards the softer hues and intricate designs of nature, used



traditionally by designers as inspiration for textile and other designs and now presented through the camera's lens to appeal to the sophisticated buyer. A desire for change will bring about this more natural look; perfect for illustrating the many and varied sentiments to be

expressed with a blank photographic greeting card."

Funny Bones: "We predict that the humorous element in so many seasonal and Everyday cards will continue to grow and that the use of skillfully manipulated animal images, designed to reflect the variety of situations that inspire the purchase of a greeting card, will provide everyone with the light-hearted slant on life that

is so welcome in times of celebration or commiseration! We don't see any sign of this trend slowing down, indeed demand for such images has never been greater so we are always one step ahead, producing new material to satisfy art buyers."

Natural Beauty: "In comparison with the humorous, captionable images appealing to the younger market, the simple beauty of wild and domestic animals, perfectly shot in their natural setting, will be a welcome and timely variance. Wild ponies galloping freely across the landscape, a majestic whale rising from the sea, African wildlife roaming peacefully as the sun sets - all of these have much to offer the nature lover and serve as reminder of the beauty around us which is so easily forgotten and which contrasts so starkly with the unwelcome images from around the world that we are faced with in our daily lives."

*Above: Chestnut horse running free. © Rolf Kopfle / ardea.com.
Below: Retriever out for a drive. © John Daniels / ardea.com.*



Ed Burns, managing director for Advocate Art:

Inspirations & Influences: "Some trends can lead back to films or big media releases like a video game, but we find art trends tend to be a collective movement inspiring fashion, homewares, fabrics and art. We monitor these trends in our resources database and themes become apparent when you see them in a collective form.

This year again we have agents visiting New York, Paris and London over the Christmas season looking for trend indicators. We also repeat this through out the year and collect images from all sources, which we pool into an online database that currently contains 7000 images.

This is accessible by our artists and used continuously to help homogenise trends."



Three Key Trends

Celebrating Britishness: "In 2011 I think we'll see a resurgence in all things British, from flags and bunting to stags and Mini Coopers. This could be related to the success of programmes and films that celebrate British culture, such as Coast, The Young Victoria and Brideshead Revisited. In the fashion world we've also seen the enormous success of Vivienne Westwood's Anglomania range."

Folk Art: "The huge revival of traditional crafts such as knitting, sewing and embroidery may have informed this trend. In the new 'age of austerity' people are looking back to homemade comforts that are also fun, bright and quirky."

Peacocks & Opulence: "We can see this trend emerging in fashion, homewares and greeting card design. This could be because people are looking

back to the rich, exotic elegance of the 1920's Jazz era, but could also be a development of the bird trend we've seen in 2010."



*Above: Peacock feathers on an image by Nicola Evans at Advocate Art.
Left: A homemade look with a touch of the folkloric from Jo Clements at Advocate Art.*