

HOMWORKS

INSPIRATION IMPROVEMENT STYLE



THE
SMALL SPACES
ISSUE

HOMeworks®

> ISSUE 81 NOV 2016



044

**COVER STORY
LARGER THAN LIFE**
An expansive work-eat-sleep-play zone that belies its size



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MEET THE CREATIVES >



CRAIG MACDONALD, A GRAPHIC DESIGNER AND ILLUSTRATOR WORKING IN ADVERTISING, AND **ANDREW FARRUGIA**, WORKING IN DIGITAL MARKETING, LAUNCHED TE FIT-TAZZA LAST AUGUST, CREATING STRIKING ILLUSTRATIONS INSPIRED BY WHAT'S AROUND THEM...



Why did you start Te fit-Tazza?

As we both work in a corporate environment we always dreamed of being able to create a brand that represents us as individuals. Te fit-Tazza was the right opportunity to not only use our skillsets to market the product but also to create it at the level of detail we wanted.

How did you develop your style?

When we initially started working on this project, we came across examples of beautiful flat illustrations, all with their unique technique. This gave us the inspiration to develop our own set of prints that portray the abundance of local identity whilst also developing our own style which has been influenced by doing a lot of flat illustration for corporate clients.

How did you choose the name?

We wanted something unique to Malta but also fun enough to represent two passionate friends with a complementing sense of humour. We embarked on a mission to visit local landmarks for inspiration and it was when we were at the Vilhena


Band Club in Floriana and got served two teas in a glass that we felt we struck gold. What's more local than a glass of tea paired with one or two cheesecakes (pastizzi). The name felt right immediately; it's fun, it's unique, it's Maltese and we simply loved it!

How do you work?

The most important step in our design process is choosing the subject matter. We discuss at length what is relevant. This is mostly down to charm - we try to choose subjects that stand for something, be it past or present; it could also be a subject that invokes a joyous memory or a certain amount of sentiment. The bus tickets are an example of this - they are reminders of the simpler times of our youth. Next, this initial idea is developed digitally using on site photography as a guide to achieving the correct composition. We then decide what level of detail is needed to keep the subject recognizable whilst also reflecting our style - it is the decision to omit certain details that we feel really defines the work we are producing. Once we are happy with what we

have on screen we send off to our printer for samples. One of our biggest challenges in this project was finding the right printer. Through hard work, determination and a ridiculous amount of research we were lucky to find a printer that can deliver the brightness and quality we demand.

Who buys your prints?

When we first launched we got a very good response locally. Our clients come from all walks of life. Some are buying our prints to add that extra touch to their new home whilst others are attracted to our Elements of Malta collection as they conjure up fond memories of the past. We are thrilled that we have already started shipping internationally and our next challenge is to showcase our prints to people that appreciate our design for the design and not also because of their connection to Malta. That said, it would be a great accomplishment for us to further expose the iconic attributes of our island to the world through our work. 

www.tefittazza.com