



TYPOGRAPHICAL DELIGHTS FOR BEAUTIFUL HOMES

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IF YOU love interior design why should you compromise on style when little people come along?

That's what inspired graphic designer and new Mama, Emma Jameson to launch 'The Jam Tart', to showcase her new range of typographical delights.

Emma's home in County Durham reflects her love of contemporary design. Designed and built by Emma herself, its chalk white walls and open-plan spaces provide a perfect backdrop for her visually engaging creations.

Personalised prints, wall stickers, colouring books and banner kits are capturing the attention of stockists and buyers across the UK and overseas. It's easy to see why - Emma's love of geometric pattern and typography gives the brand its own distinctive style.

Emma says: "We want to create colourful, engaging spaces for children to play, grow and thrive in.

"I wanted to create something that would engage my daughter, Orla and help to provide a sensory link throughout our family spaces. We like to think that our designs would feel equally at home in a nursery, living room or family snug."

Emma and best friend Tom Moore share their design agency, Dotty About Design and have created The Jam Tart to showcase their love of typography, colour and product design.

Emma is no stranger to product design having illustrated cards, clothing and giftware ranges for high-street retailers. Her illustrations and designs have appeared on Channel 4's Grand Designs and adorn The National Centre for Children's Books, in Newcastle. Co-founder Tom is responsible for creative media. He has developed award-winning educational software and continues to work with galleries and schools reflecting his passion for good design, education and the digital world.

What's next for The Jam Tart? A black and white A to Z is definitely "on the cards" for the monochrome and Scandi obsessives out there.

"The Jam Tart is our guilty pleasure. We share our love of good design with design conscious parents and their little ones. We aim to make little (and big) people smile!", adds Emma.



Price list

Personalised initial prints £35 unframed

Personalised name prints £35 unframed

Animal prints £15

Alphabet prints £15-£25

Flash cards £13

Banner kits £22

Wall stickers £35

Colouring books £9

For more information visit www.thejamtart.co.uk

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Dotty About Design www.dottyaboutdesign.co.uk

Emma's self build blog www.plot2.co.uk

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