



PATTERNED OFFICE ACCENT WALL

STREET LEVEL STUDIO DESIGN AND MARKETING AGENCY

INSPIRATION

Knowing the importance of building a one-of-a-kind business environment that reflects the company's distinct culture and character, Street Level Studio wanted to create an unexpected interior decor element that would capture its unique spirit. Beyond being original, the wallcovering also had to visually stimulate creativity and literally showcase the agency's custom surface design capabilities.

CREATION

Gears have long been used as symbols of creative thinking and brilliant ideas. So, inspired by the gears and industrial artifacts displayed throughout this eclectic workspace, we created a dynamically patterned wallcovering for a dramatic accent wall. Using the principles of color psychology, we selected a warm tone to encourage positivity and collaboration in this shared space.

EXECUTION

After photographing the actual gears, the surface designer digitally converted the images to vector graphics, then sized and arranged them into a repeating pattern of black, white, and grey on an orange background selected from the brand's secondary color palette. Final files were sent for digital printing on a repositionable vinyl substrate using a state-of-the-art Canon Colorado 1650 large format printer.

