



RESTAURANT DINING ROOM

INIGA PIZZERIA NAPOLENTANA

INSPIRATION

While undergoing a renovation, the owner of a popular Italian café located in a Chicago area office building was searching for a clever way to add authentic ambiance to the customer experience by creating a large feature wall in the restaurant's dining room. We offered several wallcovering concepts centered around using a dramatic floor-to-ceiling photographic image to capture the feeling of being in Italy.

CREATION

The client selected a black-and-white image that conjured up an Italian street scene straight out of a classic movie. To get the proportions just right—and create a completely authentic effect—our surface designer meticulously scaled up the photograph in increments using a complex Photoshop process. The result was a final image that perfectly fit the wall dimensions while also positioning the photo's elements realistically within the space.

EXECUTION

Once the image was exact, we set up and numbered each individual wallpaper panel and built the files for digital printing using a Canon Colorado I650 large format printer. We also created a detailed schematic for the installers to follow on site. The impact of the installed image on the restaurant's ambiance was immediate—convincingly making it look as if that Vespa was parked right next to the table, ready to hop on and ride away!

