



AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



DESIGN THAT INSPIRES THE INTERIOR DESIGNERS

### CHALLENGE

When the Illinois chapter of the American Society of Interior Designers (ASID-IL) decided to redo its corporate office, they wanted a look that reflected not only current aesthetics but also the creative impact and importance of stimulating spaces.

The project coordinator, John Cialone, partner and vice president at Tom Stringer Design Partners and director-at-large with the national ASID Board, had a unique vision for the functional, but unexciting, conference room—a custom wall mural loosely inspired by an abstract rendition of a sunrise and sunset

by artist Jane Davies. To turn this vision into an original, oversized design statement aligned with the specific color tones chosen for the ASID-IL space, Cialone turned to the surface designers at Street Level Studio—winner of the 2021 and 2022 Design Excellence Awards for Custom Textile from ASID-IL.



**SOLUTION**

## Use manual and digital techniques to draw, refine, connect, and scale vibrant color blocks for a custom wall mural that visually stimulates creativity.

Presented with specific Benjamin Moore color values to work from, our lead surface designer hand-sketched a series of irregular blocks and manipulated the juxtapositions of the various color tones for visual effect. Then the designer converted the sketch into a digital landscape, meticulously generating the individual blocks, adjusting for the correct





depth and saturation levels of each color, and refining the edges for a seamless transition. To add texture and interest, the designer selected a special effects paper, DreamScape® Sandblast, and had the mural panels printed using the latest Canon large format digital printing technology. As part of the project, Street Level Studio also created an oversized ASID logo for the office reception area.

**RESULTS**

## After installation, the new conference room custom wall treatment has transformed the space from a blank canvas to an inspiring artwork of its own.

Staff members and interior designers from the ASID-IL membership responded enthusiastically to the office makeover when it was unveiled in June 2023, during NeoCon. The custom wallcovering we created for the conference room garnered special attention and positive comments from ASID-IL board members who look forward to collaborating in the creative and inspiring new space.

**OUR PROCESS**

-   
MEET WITH YOU TO DISCUSS YOUR VISION
-   
CREATE CUSTOM DESIGN FOR YOUR REVIEW
-   
SEND APPROVED DESIGN FOR PRODUCTION
-   
DELIVER YOUR PANELS FOR INSTALLATION