

## The Process

# "ON THE WALL" INSTALLATIONS

All projects are unique, but this guide gives you a general outline of what to expect during our collaboration.



The time frame below is specific to substrates considered "on the wall" like gallery-wrapped canvas, framed art, acrylic, dibond metal, and wood.

The timeline will be different for substrates that are "adhered" to the wall, such as wallcovering, wall protection, glass installations . . . any large-scale digitally printed product you want! These require additional production and scheduling time which is determined by the specific large-scale substrate provider you choose. We deliver the art files to these vendors for you.

As always, call or email us with any questions (our contact information is at the bottom of this packet for easy reference). We can't wait to get started!





## 1 ✨ DISCOVERY

**20-24 weeks before installation, when possible, additional time if you request custom photography for your area.**

We'll begin by requesting a PDF of the floor plans of the particular space you'd like to add artwork to so we can get an idea of the scope of your project.

Next, we'll perform an in-person site visit, when possible, or schedule a virtual meeting where we will have measured your walls via Bluebeam software. Here's where we get a feel for the space and understand the intricacies of how it will be used. We'll also discuss any specific needs or concerns.

At this stage, we'll collect finish boards, color palettes, and any other pertinent documents for design intent. We'll also review your budget and timeline and walk you through the installation process.

## 2 ✨ CHOOSE YOUR ART STYLE

**20-24 weeks before installation, when possible, additional time if you request custom photography for your area.**

Discovery is also when you'll choose your art style. We'll walk you through categories including Traditional, Contemporary, Transitional and, our newest collection, Innovation. We've prepared a presentation to help you determine which style will be the best fit for your environment.

This process is meant to happen organically. What speaks to you? What moves you? As you look at the styles, see what you're drawn to. Think about what will resonate with patients, visitors, and the care team. If you find yourself responding to a certain image or group of images, let that be your guide.

This is where our images become YOUR VISION and the vision of the space you want to create. If time allows, we'll schedule local photo trips for Kurt to capture indigenous photographs if requested (indigenous imagery has been shown to improve patient outcomes).



### 3 ✨ ART PLACEMENT/ PRICING

**20 weeks before installation**

This is where we get our toolboxes out and determine what goes where. We'll review the floor plans to create an art placement master plan with the corresponding pricing based on our initial conversations. Then we'll forward you the proposal and schedule a review session to work out the details.

### 4 ✨ REVISIONS

**18 weeks before installation**

We'll present the final art placement plans with pricing for your space and make any revisions necessary (2 revisions included).

### 5 ✨ COMMITMENT

**16 weeks before installation**

At this phase, we'll require a Purchase Order or signed agreement, and a 50% down payment unless otherwise negotiated, so we can move forward with your project. Once we have your commitment, the magic truly begins!

### 6 ✨ SELECTIONS

**14 weeks before installation**

Now we're off to the races! This is when we create custom art portfolios for you to review based on our conversations and the vision of your project.

We'll schedule a follow-up review session to go over your selections and finalize image choices.

### 7 ✨ ARTWORK APPROVALS

**12 weeks before installation**

Almost there! We'll get your written approval on art choices, via email and finalize your art placement plan.

### 8 ✨ PRODUCTION

**10 weeks before installation**

By this step, we've discussed your timeline, which gives us plenty of time to send your final image selections to production. This is when we will size and color-correct the images so they can be proofed and sent to the printer for production. The vision for your space is about to be realized!

### 9 ✨ INSTALLATION

**Project delivery**

This is the part you've been waiting for – your vision comes to life. We'll schedule and handle the installation details to make sure everything is done properly so you can sit back, put on your party hats and enjoy the transformation. Well done!







## LOOKING FOR INSPIRATION?

Visit the “Installations” section of our website and search by facility type or substrate options to view some of the possibilities. And visit our blog to go behind the scenes of some of our recent and most popular installations.

You can also view some of our most popular images on our website and search by features like category, region and color. Our website is just a starting point, so once we explore your vision during Discovery, we can pull lots of options for you to review from our extensive library of nature imagery or discuss sending Kurt to your area to capture unique images for your specific project. The possibilities really are endless!

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