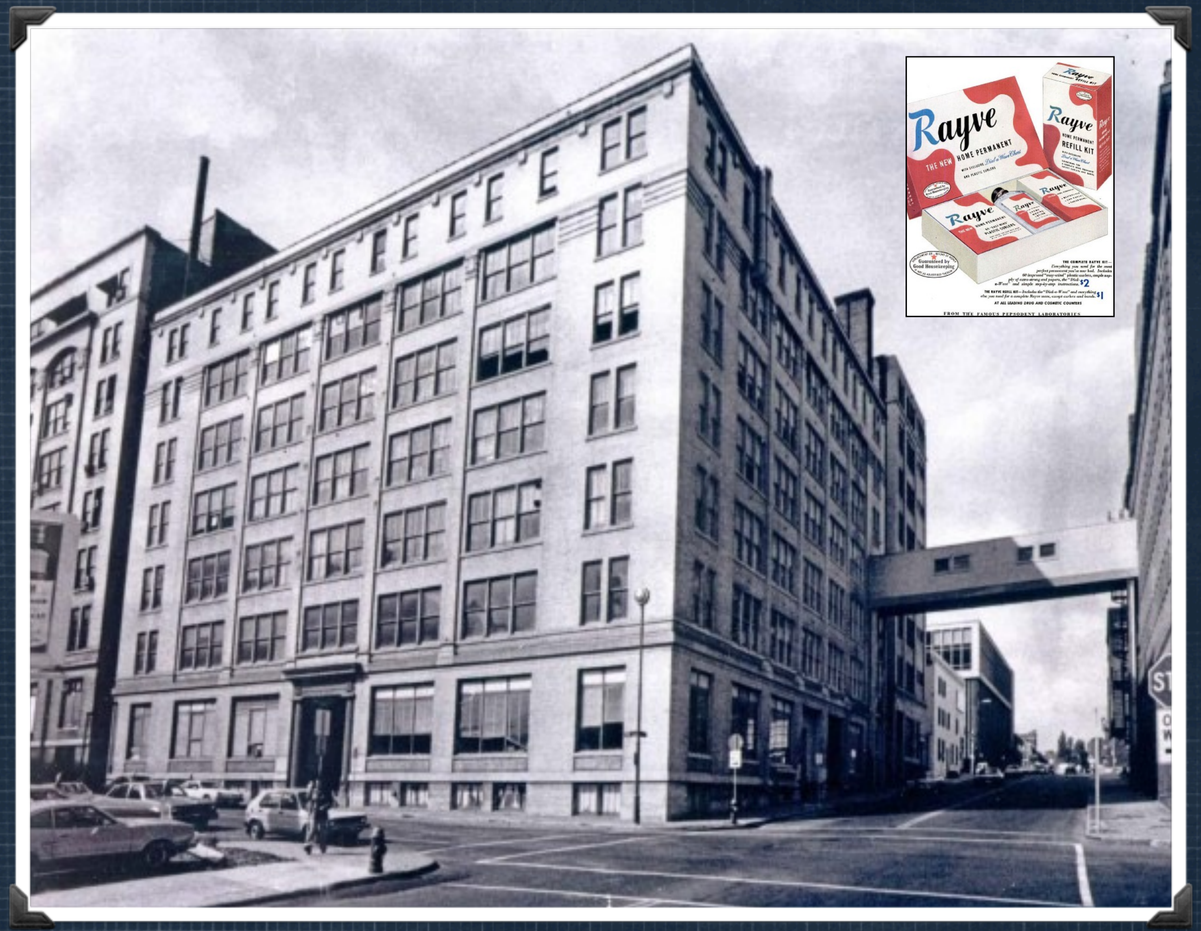
mural design process case study:

Rayette Lofts common area wall graphic

USV
US VINYL® WALLCOVERINGS

Rayette Lofts

261 5th Street E. St. Paul, MN



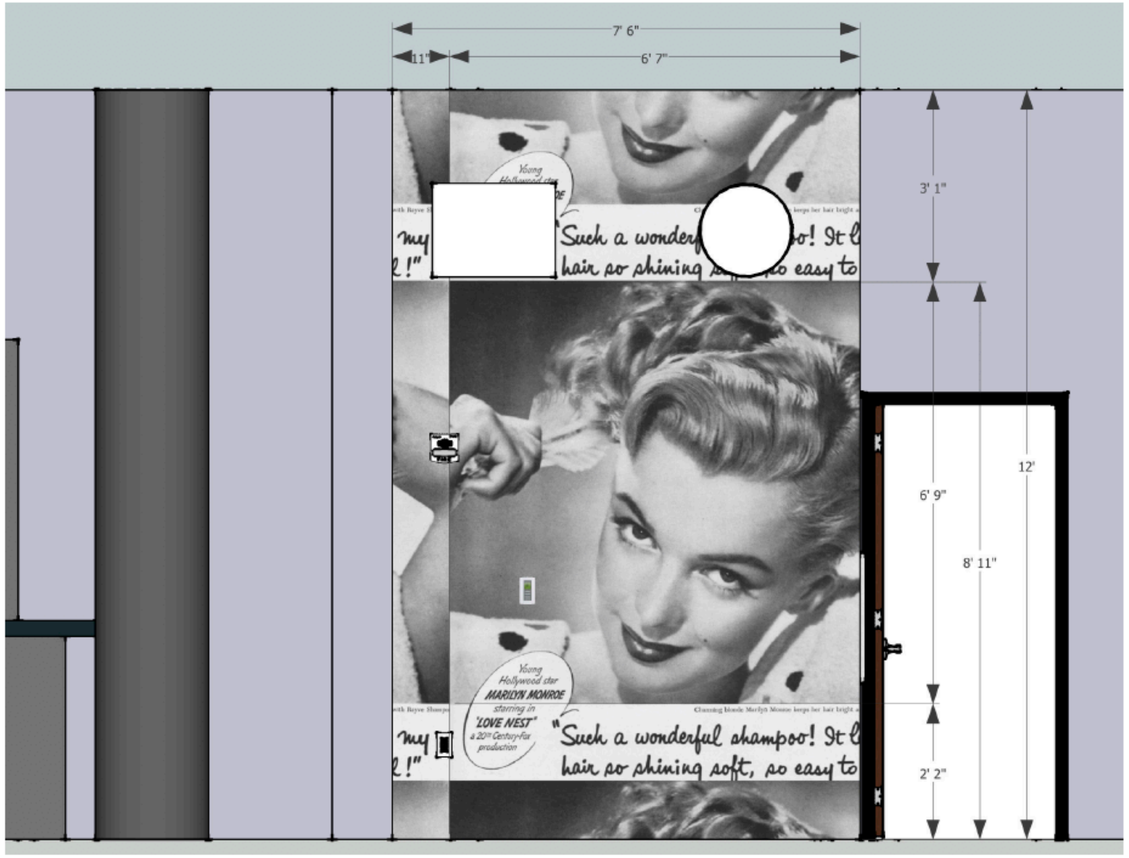


history:

From a hat and clothing company, to the place where hair styles were born, to producing one of the top selling hairspray brands in history, The Rayette Building hasn't missed one second of style in an entire century. The unique historical architecture and style of this building has served as an inspiration for much of the design work that went into the rehabilitation of Rayette Lofts.

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Initial design idea, scale, placement & instructions for the Marilyn Monroe wall mural.



1/2 WEST ELEVATION



2/2 NORTH ELEVATION

WALLCOVERING IMAGE - RAYVE SHAMPOO AD WITH MARILYN MONROE

- A single face shall be positioned as shown. The text portion of the ad shall not be included.
- Height of original image to be positioned above finished floor as shown.
- Postion image on East Wall to wrap the outside corner on the right, with a portion of the hair and arm on North Wall.
- US Vinyl to advise whether a portion of the image should be duplicated at the corner to create a 3D effect of the head and shoulder.
- Original ad image shall be enhanced in Photoshop to accentuate hair, hair brush, and other areas as needed.
- Image shall be artfully extended at the wrist on left, elbow on right, neckline on bottom and background on top.
- The overall image shall be modified with a lined effect that extends the mural in all directions to fill area to be covered.
- The color shall be black and white in tones that coordinate with Sherwin Williams Peppercorn SW7674.
- Provide registration marks to indicate corner location and height as needed for wallcovering installer.

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The mural was to be based on these Rayve shampoo ads.





Hollywood star
MARILYN MONROE

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Inspirational images shared to show designer's intentions for the Marilyn mural.





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Preliminary idea sketches of the Rayve ad images.





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Marilyn image is “fleshed out” to allow the mural to wrap around the corner.

Ad text was removed and portions added below the neck.



First full scale rendering was completed and sent for review.

Hi Larry,

I have received comments on the most recent art to share.

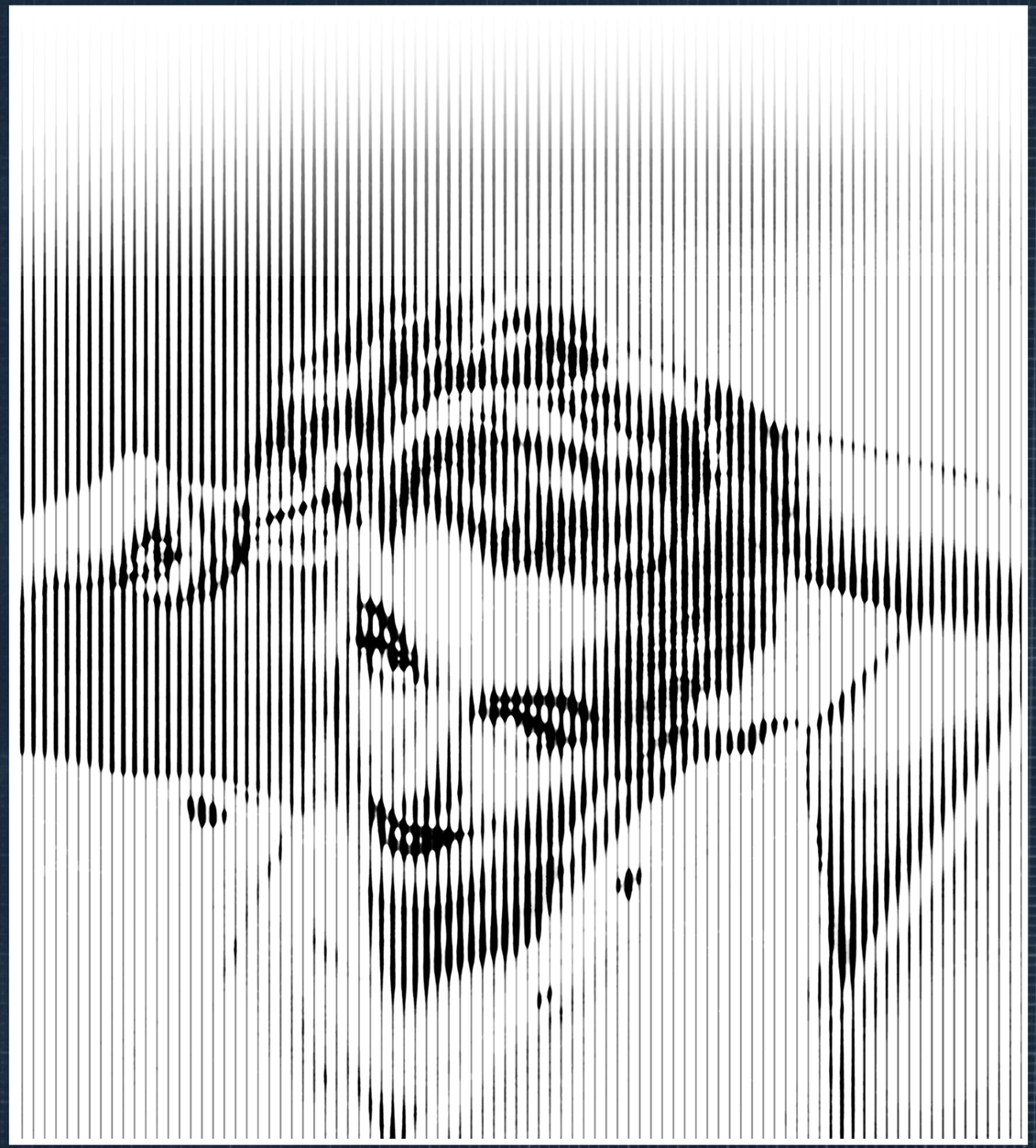
1. Background by face — gradate lines to lighter in the area just by cheek following the face contour, similar lightness to area by eye and chin. Will need to be careful to keep darker by brush and neck so you don't lose contrast in those areas.
2. Lip & Eyes - remove the horizontal lines that fill in the shapes, since they are not needed with the higher frequency of lines. Concerned that they will be too obvious in full res, full scale version.
3. Polka dots — are not understandable, hint at them so they are all lighter contrast and do not have white halos around them. Or else eliminate them all together?
4. Clothing - hint lightly at the folds of fabric on left and right to add dimension in these areas of the image.
5. Hair brush — add bristles, while possibly lightening the dark line down the center if it helps.

When you send an update please also send a small section in full resolution of two areas for approval:

1. A section with the brow and eye area.
2. A section across the width in the straight line area to see the clarity of the line work, maybe the area about a foot off the floor.

Thank you,

Debbie



After review, a new image was created per the designer's instructions then sent and approved.

Christi,

Sherman Associates has given approval of the artwork for Rayette Lofts!

There is one small tweak to the line work needed. The background about 2 lines away from Marilyn's right cheek stands out. Simply narrowing it to fall into the background with its surroundings is all that is needed.

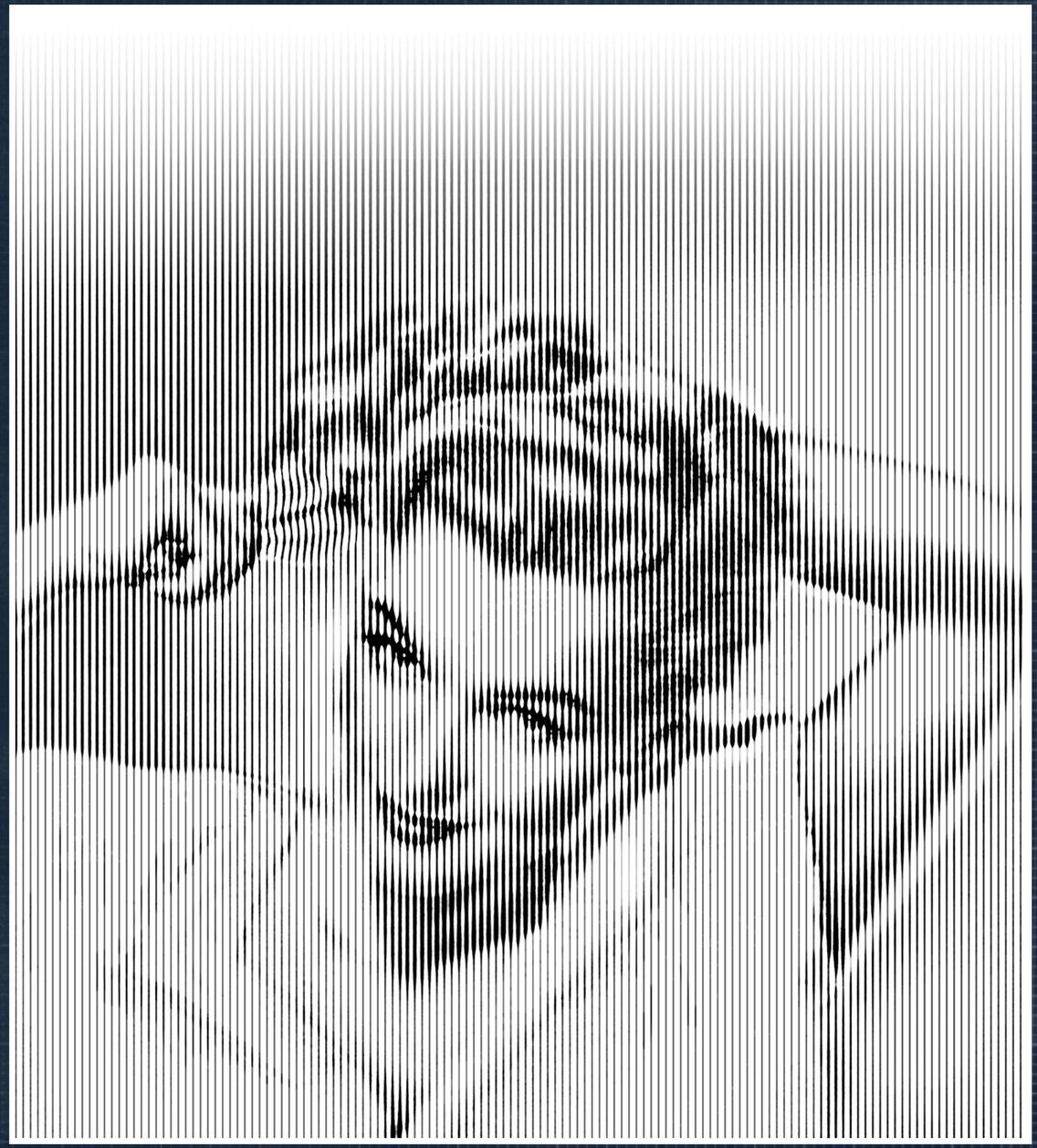
I understand that you'll provide a sample printed on the actual vinyl to be used. We discussed a piece large enough to understand the image for approval.

Please send the sample to me so that I can quickly get it in front of the team who needs to see it. Everyone is very excited about the wallcovering. An enormous thank you goes to Larry for his great work!

Is there anything else needed at this time?

Have a wonderful weekend!

Debbie

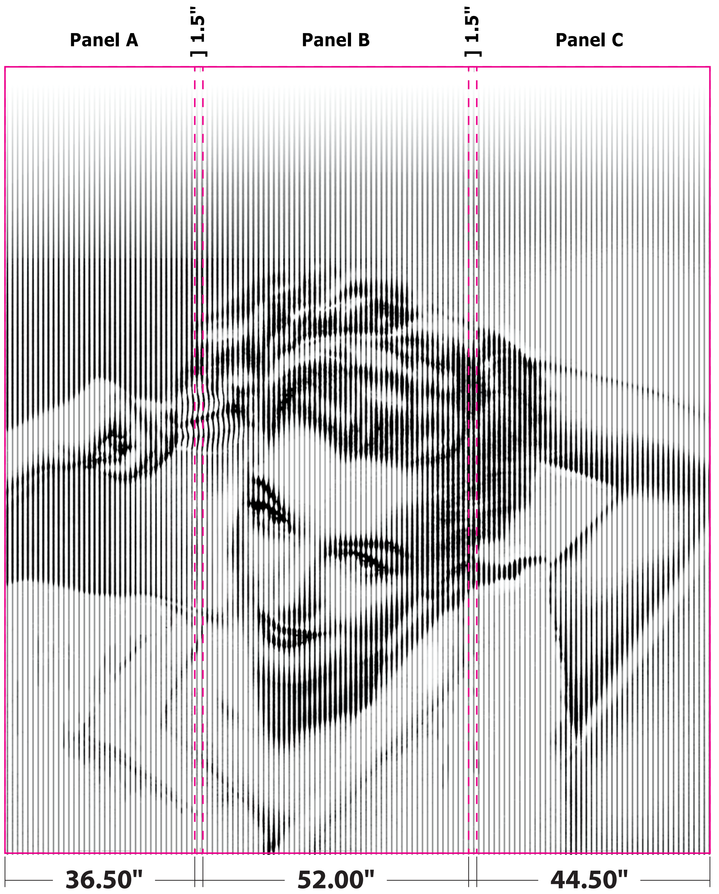


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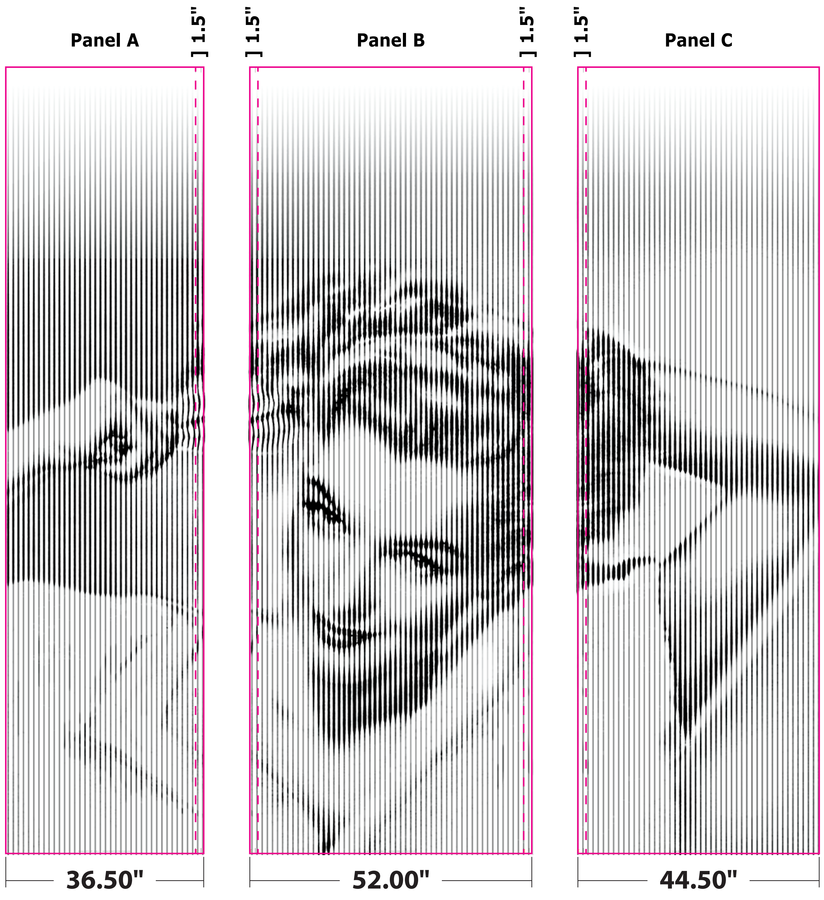
installation shot



VS-9046 Rayette Loft



FINISH SIZE: 145"h x 130"w (when overlapped)



Trim Line

FINISH SIZE: 145"h x 130"w

FABRICATION

S SINGLE SIDED

T TRIM TO SIZE

COLORS

CMYK

2 Get Lucky!™ Digital Base



Get Lucky!™ digital base is a vinyl product designed especially for large format digital printing. Get Lucky!™ is trade marked and manufactured by US Vinyl.

Product Packaging:
Each roll is packaged to eliminate creases or flat spots

Lengths: 75', 150', 300', 600
Width: 54"
Custom lengths/widths available

Physical Properties:

Product Weight:	21 ounces per lineal yard
Vinyl Weight:	18 ounces per lineal yard
Fabric Weight:	3 ounces per lineal yard
Thickness:	0.014 to 0.029 inches
Fabric:	Poly-cotton

Tearing Strength/Breaking Strengths:

Machine Direction - warp:	Exceed Type ll
Machine Direction - fill:	Exceed Type ll

Heat Aging (7 days @ 160 degrees F):
No discoloration, brittleness or loss of grain

Specifications/Testing/Certification:
Federal Specification: CCC-408-D, C, B, A
Type ll, Class A

Fire Testing:
ASTM-E84 Tunnel Test Class A
Meets of exceeds requirements for flame spread, smoke development or flashover

Mildew, Mold, Fungus and Bacterial Resistance:
Passes all requirements of CCW-408-D

Environment:
CA-1350 Low VOC compliant; Cadmium, mercury and lead free

DIGITAL MURAL INSTALLATION INSTRUCTIONS

PRIOR TO INSTALLATION:

- **OPEN** and thoroughly inspect the mural for correct pattern, color, and dimensions.
- **EXAMINE** material for match point or repeat in design.
- **VERIFY** the dimensions correspond to the correct room type.
- **CHECK** the alignment of the pattern across panels before installing.
- **STOP** and contact manufacturer if any defects are found.

CLAIMS WILL NOT BE ACCEPTED FOR CUT OR INSTALLED YARDAGE.

REFER TO THE INSTALLATION DIAGRAM INCLUDED IN THE MURAL PACKAGE. THE DIAGRAM INCLUDES ILLUSTRATION FOR PANEL SEQUENCE. IF DIAGRAM IS MISSING, STOP AND CALL DISTRIBUTOR OR MANFACTURER FOR REPLACEMENT DOCUMENT.

IMPORTANT Do not install vinyl murals under temporary lighting conditions. Permanent lighting conditions must be in operation. Temperature in the area to receive murals should be maintained at approximately 60°- 80℉ and relative humidity at 50% or less, for at least six days prior to and after installation.

Murals must be stored at least 72 hours prior to installation in area where temperature is at least 60℉. Also, do not install at temperatures above 105℉. V inyl contracts and expands when exposed to extreme temperatures. Installation under these conditions can cause seams to open or bulge up.

1. You will find each mural packaged and marked with the room type, ceiling height, and panel order. It is imperative to install these panels in the order they are made. For example, A, B, C, D, etc. will be printed in the selvedge area of the murals and should be installed in consecutive order.
2. It is strongly recommended to lay out all panels before installation. This will assist in determining the best starting point and help detect any potential problems that may arise during installing.
3. For optimal results, plumb a vertical guide-line to install the first panel.
4. These murals are designed to be trimmed on the wall. Seams should be made by overlapping and double cutting during installation, exercising care not to cut too deeply into the wall substrate. For best results; it is recommended to use a new blade for each seam.
5. All surfaces to receive the murals must be smooth, dry and structurally sound. Newly plastered walls should not have excessive quantities of lime or alkali. Walls should not contain in excess of 5-7% residual moisture content. A moisture meter can be used to determine moisture content.
6. Use only high quality wallcovering adhesives containing a mildew inhibitor. It is recommended to use a strippable, clear adhesive that matches to the weight of the mural being installed. Follow the adhesive manufacturer's instructions.
7. All new walls (drywall, plaster), may need to be primed with a flat or low sheen, adhesion promoting oil base primer, or acrylic primer sealer. An adhesion test should be performed to insure compatibility of the primer to the adhesive. At least fourteen (14) days should elapse before removing the test strips.
8. If sizing is required (on other than existing vinyl), use a heavy-duty clay based or heavy-duty clear adhesive thinned down - one quart of water per gallon of adhesive (or as specified by the adhesive manufacturer), and roll a thin film onto the wall surface.
9. Primers: Refer to the adhesive manufacturer's recommendations for proper primers. Some primers are not compatible with all adhesives so careful consideration should be taken in selecting the proper products.
10. Apply adhesive to the back using a paste machine, or for hand application, a short napped paint roller. Uniform coverage, especially at the edges, is required for a successful installation. Fold each sheet over, pasted sides together, and allow time for the adhesive to penetrate the fabric. "Booking" the murals allows the adhesive to penetrate the fabric backing, making the mural pliable and easier to work with.
11. To smooth the panels, use a plastic smoother or a smoothing brush (never a metal blade/trowel – as it will damage the mural!)
12. Murals will be packaged complete per room type. Each mural is dimensional specific! **DO NOT INTERCHANGE ANY PANELS WITH OTHER ROOM TYPES.**
13. Remove excess adhesive and dirt from the mural surface, seams and surrounding surfaces immediately, using a sponge or damp cloth frequently rinsed in clean, warm, water. Do not use an excessive amount of water to remove adhesive from the seams as it may seep into the seam and dilute the adhesive. As dried adhesive is difficult, and in some cases impossible to remove, immediate removal is imperative. It is recommended that either two-inch masking tape or easy-mask be used under the overlap to avoid paste staining.

NOTE: Carefully inspect the installation after applying three (3) panels. Approval should be obtained at this point before proceeding. The manufacturer is not responsible for claims beyond the initial three panels. Use of a drop light to inspect strips is recommended.

If at any time during the installation a discrepancy is discovered, STOP. Contact your distributor or manufacturer before proceeding. Any deviation from this procedure will negate any claims later filed.

WARRANTY

DIGITAL MURAL IS GUARANTEED TO BE FREE OF DEFECTS IN WORKMANSHIP AND MATERIALS FOR ONE YEAR. MANUFACTURER DOES NOT ACCEPT RESPONSIBILITY FOR CLAIMS IF THE ABOVE INSTRUCTIONS ARE NOT FOLLOWED NOR ARE WE LIABLE FOR LABOR AND ASSOCIATED COSTS, OVER AND ABOVE THE COST FOR REPLACEMENT MATERIALS. USE OF NON-RECOMMENDED ADHESIVES AND INSTALLATION METHODS VOID ALL WARRANTIES BOTH EXPRESSED OR IMPLIED.