



CASE STUDY: **BRANDED INTERIORS**

CITY POINT BAR: MSP AIRPORT

CHALLENGE

When HCM Architects visited Pictura Interiors they realized the possibility of printing multi layer imagery onto a variety of materials. They were looking for a unique stylized map/photo illustration for two large wall sections in the City Point Bar at MSP International Airport, Terminal One. While envisioning a specific environment, Ted Wright, of HCM Architects knew Pictura had the capabilities to give him a solution to match his overall vision.

PROCESS

Using a combination of iconic twin cities landmark images and historic map illustrations, Pictura Interiors created four truly custom photo illustrations. These original high resolution graphics were printed directly on to acrylic material using UV technology, and at over 6 feet tall, they really deliver dynamic visual impact in the finished space. "The result is a very clean, stylistic approach to acrylic prints." said Ted Wright. "Going in we understood the challenge with this space. Pictura provided us the solution we were looking for in the custom graphic prints."

RESULT

These custom large format digital prints provide a visual focal point and uniquely support the overall brand as visitors enter the City Point Bar. With Pictura Interiors delivering on precision quality, clients know what they're getting.

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There's a higher expectation, of not only the quality of work but the quality of communication, when it comes to working with Pictura Interiors.

Ted Wright
Architect
HCM Architects



1 of 4: Acrylic Print