

VIA MOTIF

CUSTOM CAPABILITIES





**CASE STUDY:** For a 5-star brand hotel in Los Angeles, we matched the sunny southern California bright yellow guest room accent with our lacquer coffee service accessories.

## YOUR HOSPITALITY DESIGN COLOR RESOURCE

A splash of color can be the perfect finishing touch to a guest room or guest bath. Color matching a group of accessories to the interior design palette is a great way to enhance your overall design. Using custom color, we can transform a functional object into an accent piece adding a wow effect to your well designed space.



**CASE STUDY:** To complement the decor of a Moroccan themed, boutique hotel in San Francisco, California, we developed a dual recycling bin with a 6-color screen print on leatherette.



**CASE STUDY:** To add punch to the guest room of a boutique lifestyle hotel in Pasadena, California, we created unique patterns on coffee and cold drink service trays complemented by a bold orange ice bucket and tray.

## THE POWER OF PATTERN IN HOSPITALITY DESIGN

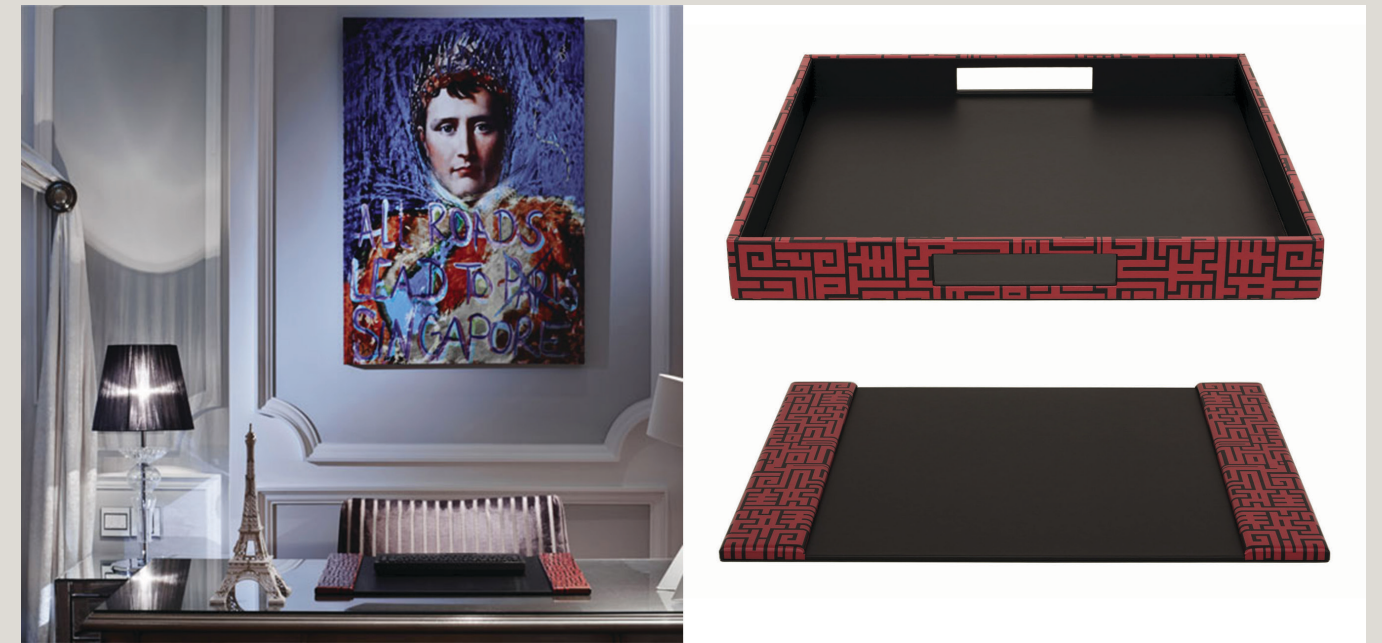
Interior designers look to Via Motif for our unique custom capabilities to add pattern to hotel accessories. Using techniques ranging from embossing and engraving to silkscreen, digital printing and decal transfer, we offer an extensive range of inventive ideas to enrich the hospitality setting.



**CASE STUDY:** A boutique hotel in Miami Beach, Florida, wanted to integrate their bright red and white outdoor patterning into pool service trays. We developed a highly water resistant, recycled polyweave tray with an eye catching screen-printed floor.



**CASE STUDY:** A hotel group in the Emirates asked us to provide a modern interpretation of a traditional mashrabiya pattern for their guest bath accessories. Through the use of a decal transfer technique, we created a 6-piece amenity set in a durable lacquer finish.



**CASE STUDY:** A brand hotel in Singapore asked us to create a Chinese inspired motif to be printed on their guest room desk blotter and wardrobe tray. We developed the pattern and screen printed onto leatherette.



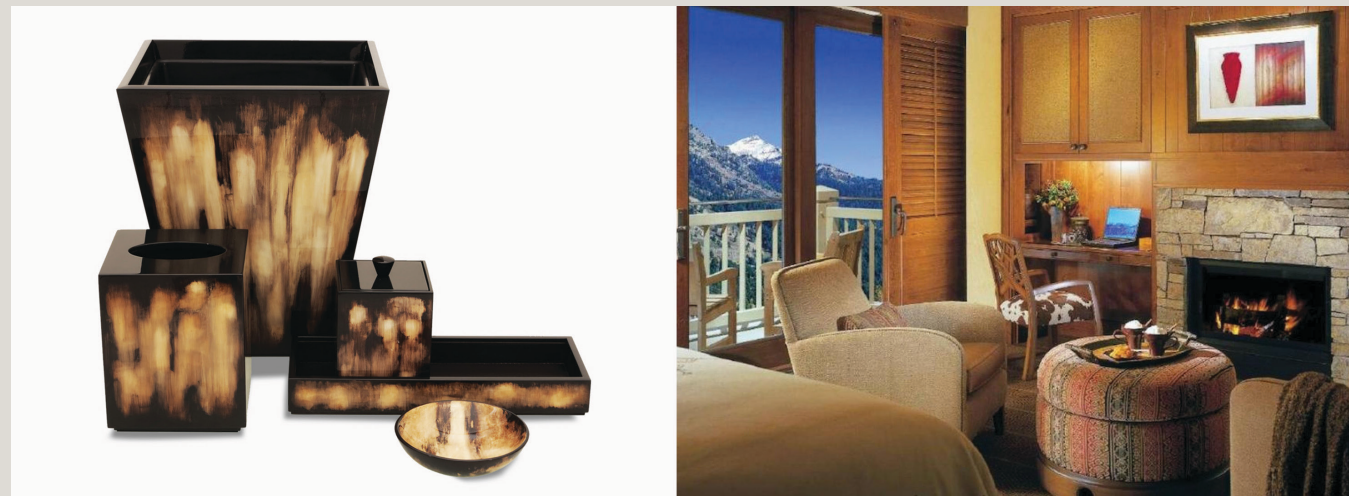
**CASE STUDY:** A boutique hotel in Miami Beach, Florida asked us to digitally print artwork that is referenced throughout the property onto serving trays. We developed red lacquer trays with the custom artwork printed on the leatherette interior.

## CONTEXT IS KEY TO EXCELLENCE IN HOSPITALITY DESIGN

Creating an interior style that complements the setting of a property enhances the guest experience and creating accessories that complement this vision is our specialization. We thrive on creative challenges and love working with designers and properties that place a value on the small details that make all the difference.



**CASE STUDY:** Via Motif collaborated with the design team on a 5-star new build brand hotel in Beverly Hills, California to coordinate their room accessories with the bedside tables they designed for the room. We created a lacquer group of products to color match the case goods with an identical two tone finish.



**CASE STUDY:** The design team for a luxury resort in Jackson Hole, Wyoming was searching for horn inspired accessories for the guest room and guest bath to complement their ranch style decor. We created a number of inspiration boards illustrating possibilities using a faux finish technique. The team chose their favorite swatch and we applied the finish to a collection using our standard product profiles.



**CASE STUDY:** A five star historical property in Newport, Rhode Island was inspired by a bespoke amenity box that we developed featuring a bleached wood finish and leatherette straps. We created a range of guest bath and guest room accessories in the same design that fit in perfectly with the casual luxury of the property's New England beach style decor.

The goal of hospitality design is to create the setting for a memorable experience for the hotel guest. A bespoke collection of hospitality accessories with a complementary color or pattern can add impact to the interior decor and cohesion to your design vision. We specialize in delivering the small details that are the key to the success of this endeavor.

Whether you come to us with exact specifications or are looking for expert guidance to refine your vision, our in-house design team and company owned manufacturing facility make us uniquely qualified to partner with you on custom product solutions. The sales staff at Via Motif International will be happy to arrange a consultation at your convenience. We look forward to collaborating with you on your next project.





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