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Dallas, Texas
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Print it!

by Margit E. Whitlock

With the fast-growing print technology industry, you can print any kind of image on any kind of medium. Digital art is a general term for a range of artistic works and practices that use digital technology as an essential part of the process.

But don't limit yourself to just artwork. For decades, we have seen art prints as an economical way to provide wall art. The fabric industry has always been in the forefront of prints. So, as easy as it is to print on paper, fabric or canvas, material manufacturers have perfected printing on just about everything else.

Think about any surface:

Carpet

Crossley Axminster has the ability to take huge ballrooms and print one image across the whole room – not a series of images or patterns, but just one. Also, to add more interest to your corridor carpet layouts, consider mixing up the pattern to flow through the doorway opening or along one side of the corridor. See how Crossley did this at The Hilton Del Mar, Calif., The Sheraton Universal Studios, Calif., and The Omni Dallas, Texas.



Wall covering

Utilizing wall covering is a favorite of mine. Large graphics can really bring a room to life. Say your property is in Park City and you have expansive lobby walls that seem bare. A photo can be enlarged to cover any size wall and use a shot of the mountains, a stream – or how about Big Horn?

Head board walls can have one "whole wall graphic" instead of accent paint. No need for more art or even a fancy head board. MDC Wallcovering has a vast library of images and can produce the graphic on window film, vinyl or pressure-sensitive wrap material, which is popular for showrooms and display boards.



Glass

Another very popular application is printed glass. We see glass wall art, room divider panels, table tops, bar tops, skylight inserts, office partitions and reception desks made with printed glass. JVA Art Group in San Diego prints directly to tempered glass using UV-cured inks. So the safety of tempered glass is also enhanced with the UV inks for last-ability.



Lightboxes

Typically in sales centers and lobby spaces, lightboxes are used to display media and information. They can be an effective form of art display too because they are an ultra thin profile, ADA-compliant, less than 1-inch deep, and come in custom sizes up to 72"x120." Images are printed directly to backlit film and installed into the lightboxes. The LED lightbox includes a standard AC/DC power supply, so they're very easy to install.



Tile

Printed tile has taken over the ceramic and porcelain tile business. With the wood floor "come back," the tile companies got smart and are printing wood grain tile that will hold up four times better than a wood floor, even an engineered wood floor. In areas of high traffic, whether a beach or mountain location, a tile floor is much easier to maintain and it will not need replacement in 5-7 years.



We are using "County" by Emser Tile for a worn wood look at our newly designed Seahorse Estates Residences on Follett's Island because of the sand being so destructive to wood, carpet and even laminate flooring. Besides wood grain tiles, Emser Tile makes a faux travertine that is half the price of real stone, doesn't need sealing and looks fantastic. Check out "Gibraltar" or Boulevard."

For a custom job, look toward JVA Art Group to print on tile whatever image you want. They created a koi pond floor that looks outrageous.

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