

Digitally Imaged Interiors *Discover the Possibilities*



Agenda

- **What we did**
- **Why we did it**
- **About the interiors market**
- **How we did it**
- **Discussion**

What We Did

- **Created a digitally imaged modular exhibit:**
 - Four different “room environments” that can travel to design related conferences/shows to continue to get the message out about the design and substrate possibilities using digital printing for interiors
- **Invited design professions including interior designers and architects to the show**
- **Press Releases sent to relevant magazines associations, and interior designers in the Las Vegas area (go to hidden web site for free coupon to attend seminar)**

Why We Did It -- 1

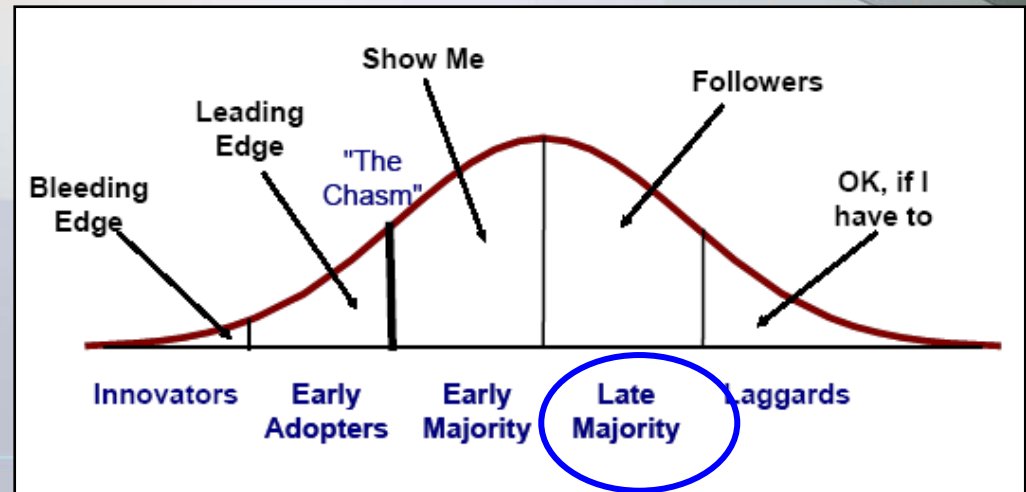
- SGIA works to develop, expand, and promote new uses and markets for the work and products of our industry.
- The Digital Textile Committee is impaneled to work with staff, the Board and other committees to develop services to help member constituents to be more successful and efficient.
- Such services include developing educational resources germane to this specialty area.

Why We Did It -- 2

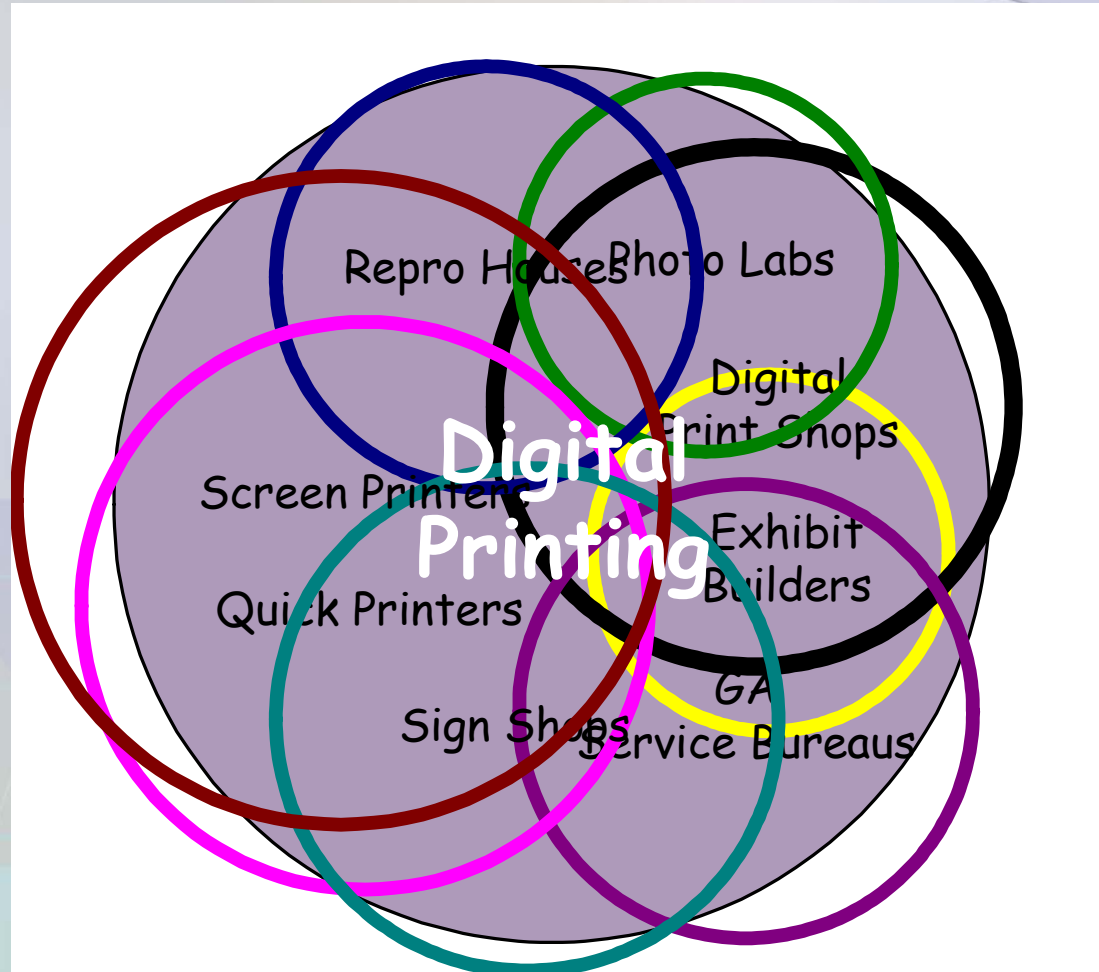
- **To demonstrate the possibilities of digitally printed interiors on a variety of substrates including textiles, wallpaper, ceramic tile, window shades and fine art media**
- **To educate the interior design/architectural community about the design possibilities available with digital printing**
- **To bring together the designers and architects with the digital print-for-pay community**

Why Digitally Printed Decorative Products? Makes sense for Digital Print Shops

- Traditional wide format graphics market past its peak
- PFP shops looking for new applications, markets and customers
- New products include wallcoverings, window treatments, ceramic tiles – and more
- Little difference between BIG sign and wallpaper



I.T. Strategies PFP Survey: Decorative Printing = Top 2 Application



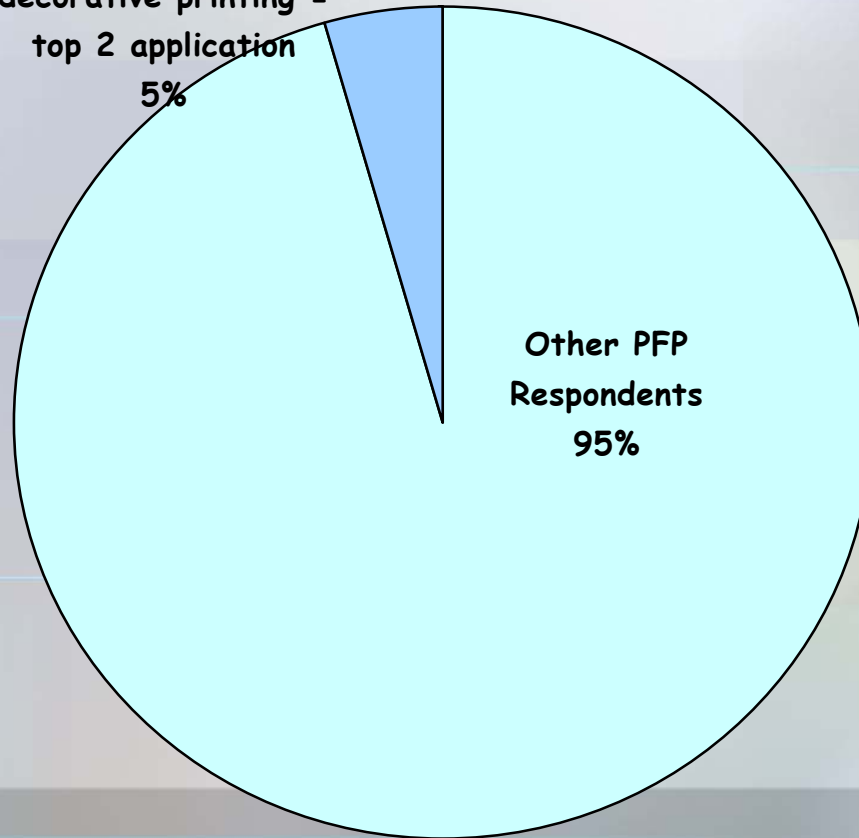
I.T. Strategies PFP Survey: Decorative Printing = Top 2 Application

Print For Pay Survey

Companies Where Decorative Printing is One of Top 2 Applications

Respondents 650

Shop where
decorative printing =
top 2 application
5%



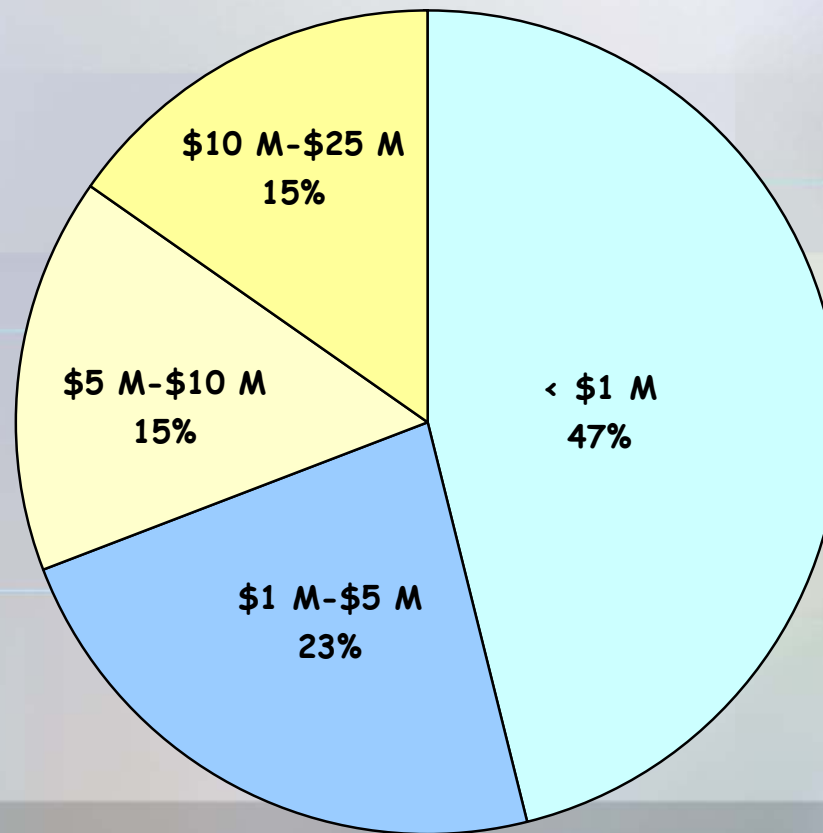
Other PFP
Respondents
95%

I.T. Strategies PFP Survey: Decorative Printing = Top 2 Application

Print for Pay Survey: Companies where Decorative Printing is One of Top 2 Applications

Company Size

Respondents 26

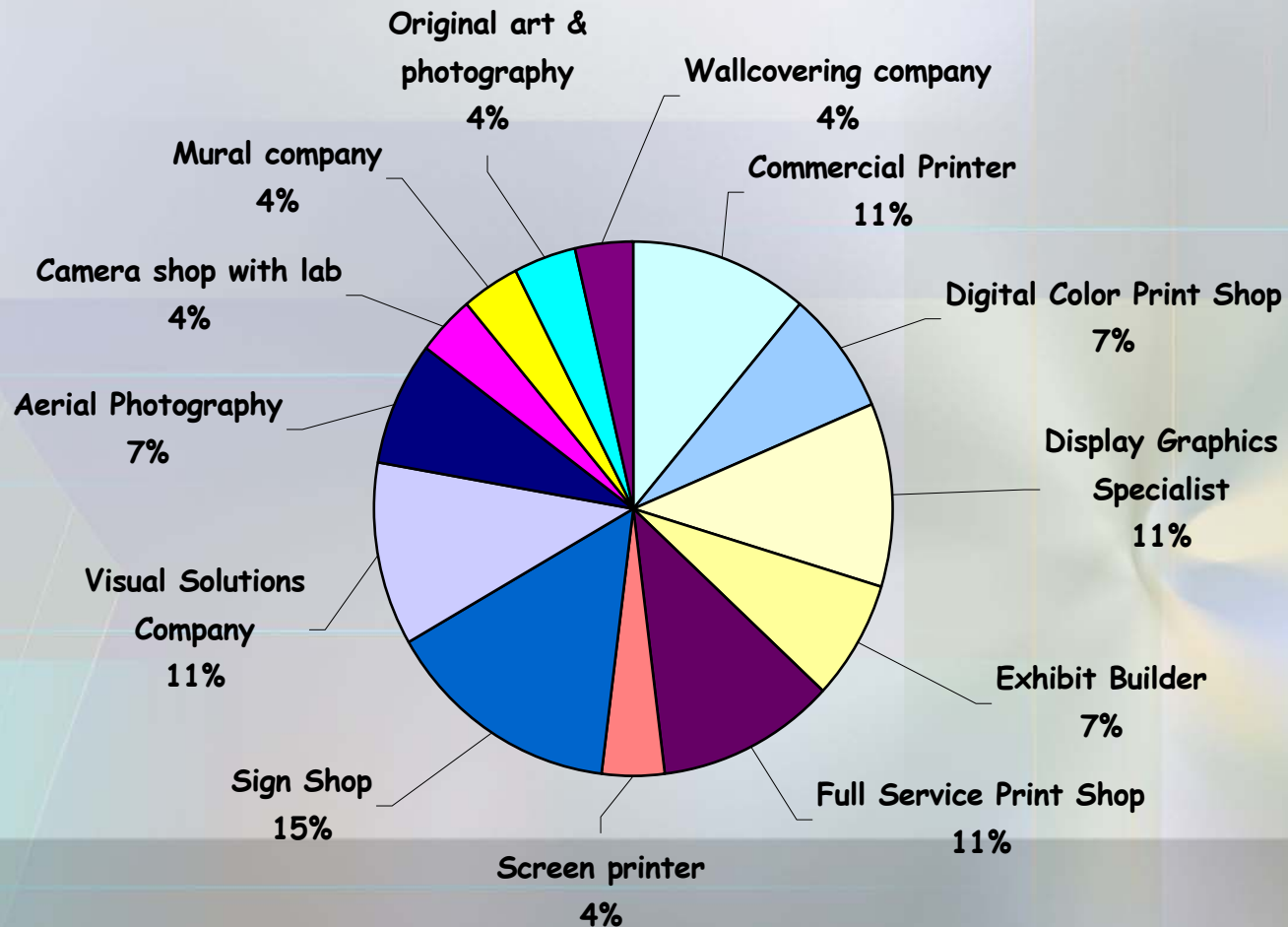


I.T. Strategies PFP Survey: Decorative Printing = Top 2 Application

Print for Pay Survey: Companies where Decorative Printing is One of Top 2 Applications

Company Type

respondents 27

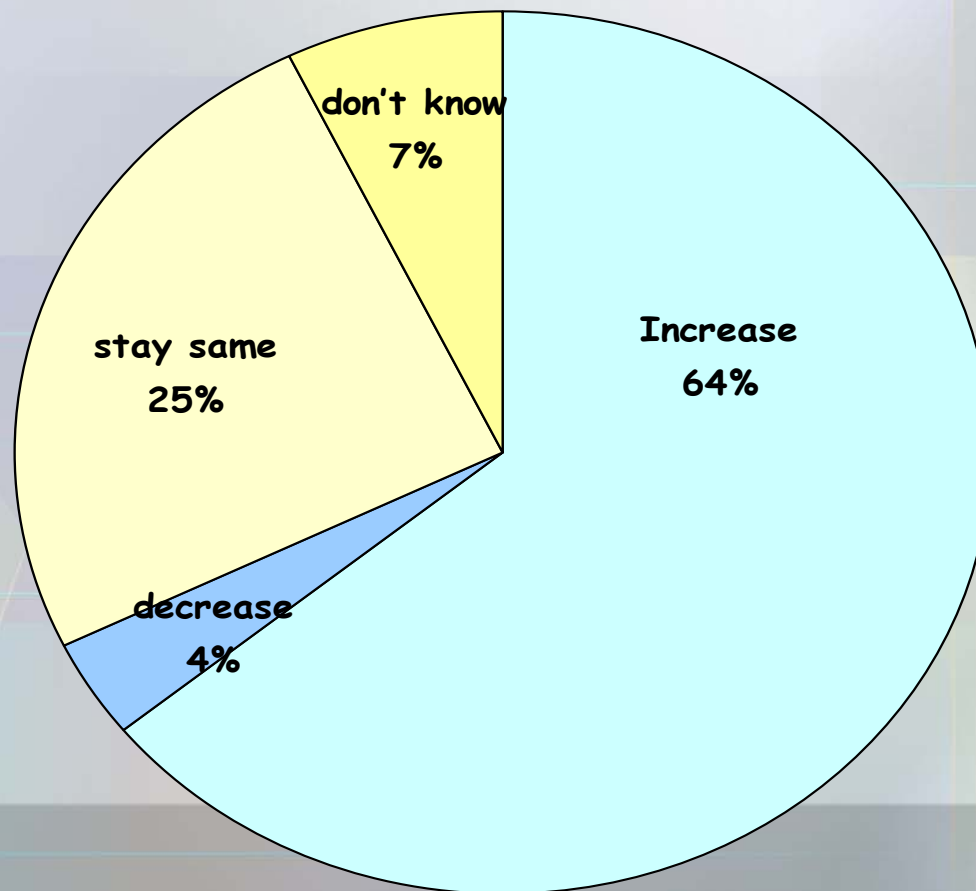


I.T. Strategies PFP Survey: Decorative Printing = Top 2 Application

Print for Pay Survey: Companies where Decorative Printing is One of Top 2 Applications

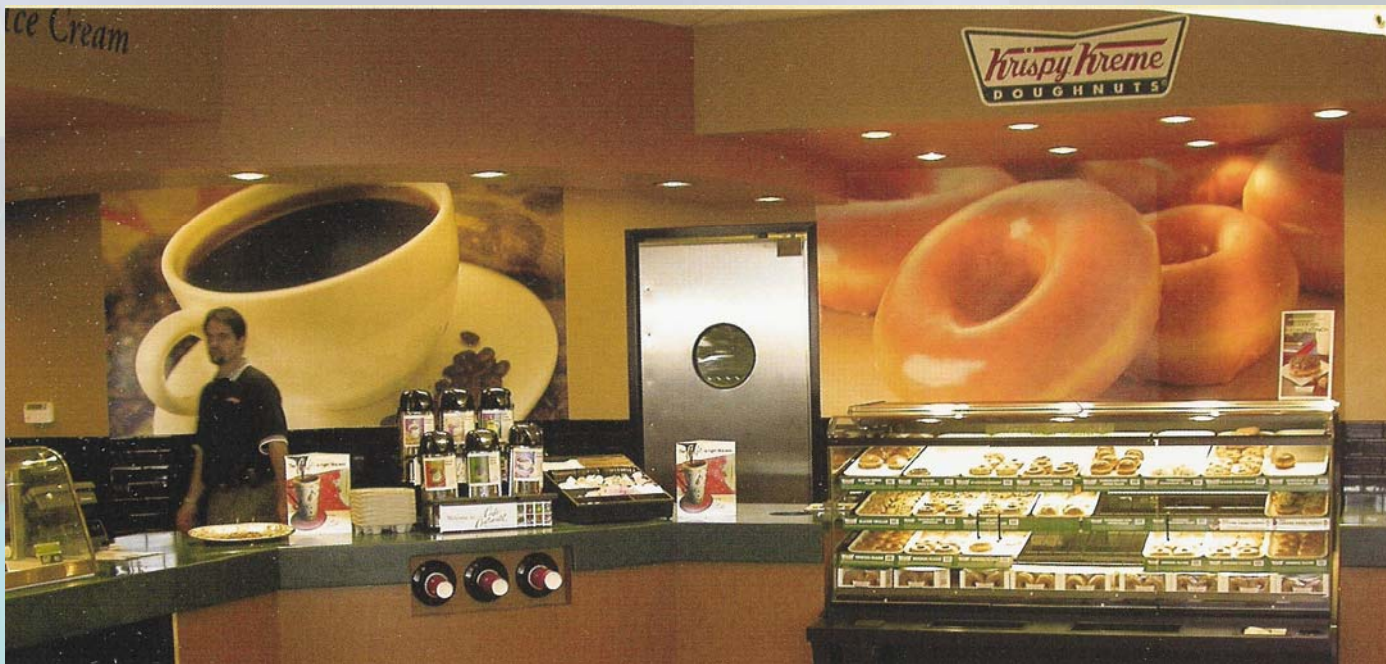
Do You expect Decorative Printing to Increase, Decrease, Stay Same

Respondents 28



Decoadvertising

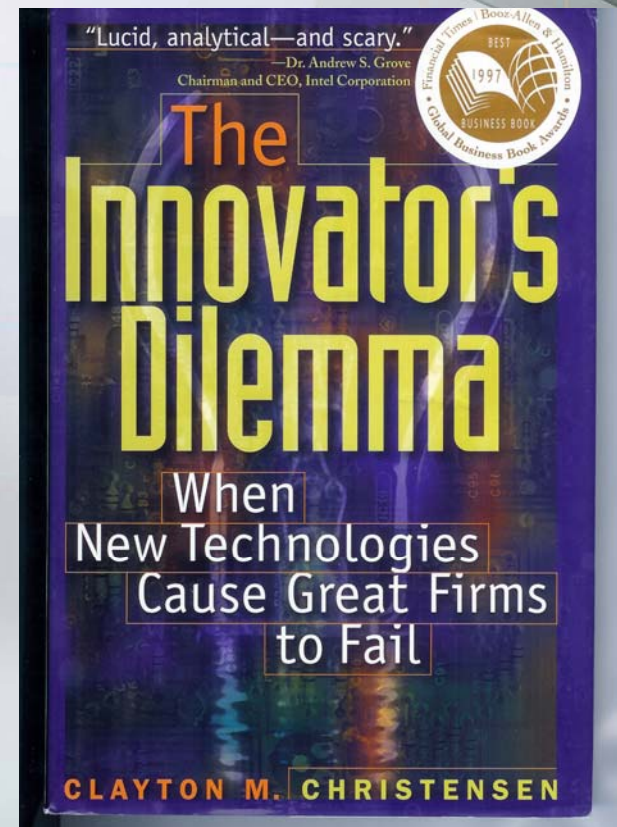
- Advertising + Decoration = Decoadvertising
- Is it signage? Wallpaper? Mural?
- Whose budget? Marketing? Decoration?
- Whose business? Digital PFP Shops? Designers? Architects?



Imagine That Wallcoverings by Design
www.866walcovr.com

Innovator's Dilemma

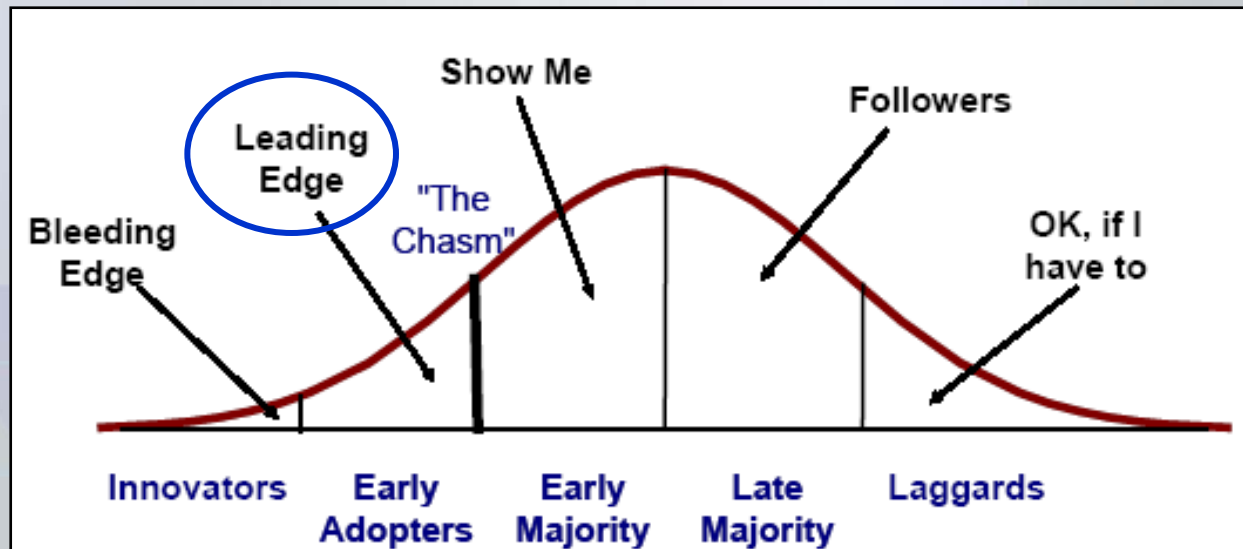
- Established companies lose market leadership when confronted with disruptive changes in technology and market structure. (Christensen)
- Digital printing is a disruptive technology (Williams)
- New types of printing/manufacturing companies will take market share from established manufacturers in many industries such as textiles and wallcoverings (Williams)
- Digital print shops may be the new "manufacturers"



Why Digitally Printed Decorative Products? Makes Sense for the Design Community

- For interior design community, digital is leading edge
- Designers and architects want to be known as leading edge
- WOW! Factor or early wide format graphics market now available to interior design & architecture community
- New type of images, colors, sizes available
- Problems:
 - Digital printing not well known in design community; who does the printing?
 - Many designers “shoppers”, i.e., buy ready made products
 - Digital = new way to design: start with blank sheet; where does design come from?
 - Traditional design community may be by passed

Why Digitally Printed Decorative Products? Makes Sense for the Design Community



Digital Printing in Interior Design

- Digital printing has technologically reached the point where a wide variety of substrates can be printed digitally including
 - Wallcoverings
 - Nonapparel textiles
 - Ceramic tile
 - Laminates
 - Carpeting
 - Etc
- Possible to customize related products to create total environment

Any Image

Any Substrate

Any Size

Implications

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www.infomedesign.umn.edu

A Newsletter by InformaDesign. A Web site for design and human behavior research.



Residence Bath. Extra vanity space and a residential feel upgrade this hotel bathroom.

IN THIS ISSUE

Hotels: Differentiating with Design

What Guests Notice

Related Research Summaries

Hotels: Differentiating with Design

It wasn't that long ago that most people would describe a hotel by talking about its location, or the level of service they received during their last visit, or the nice view of the beach or mountains from their room. But in recent years, the design of the hotel itself has been gaining a great deal of attention both from customers and from the press. More and more hotels use design and style as a way of differentiating themselves from other properties or brands, and as a way of attracting an affluent and socially active clientele. This makes sense; hotels want to generate word of mouth advertising - "buzz" - in a crowded and very competitive marketplace, and bold design is one effective way to accomplish this. Many hotel companies are following the example of W Hotels (part of the Starwood Hotel Group) by strongly emphasizing unique and cutting-edge design as a brand identifier.

Traditional Approach

functions are consolidated below and to one side of the guestroom tower or block to allow for long-span spaces and operational efficiencies. For most properties, guestrooms and associated support spaces such as corridors and elevators make up anywhere from 65-90% of the total building area, and back-of-the-house functions take up between 10-15%. The balance of the hotel's area is dedicated to lobby spaces, restaurants and bars, recreational and fitness facilities, and meeting space. Quantities and shapes of such features are dictated largely by the market the hotel is intended to serve, the limitations of the site, and the needs of the hotel brand or management company.

Change is Underway

One aspect of hotel design that is changing is the size of hotel guest facilities. At many newly built properties, guestrooms are getting wider to permit more dramatic and flexible furniture arrangements and to give guests a better sense of value. On the other hand, the popularity of smaller, boutique hotels is increasing

Digitally Printed Products Getting Press

New York Times Article March 16, 2006



MINGLING An antique Directoire chair and a reproduction Empire chair flank an American club chair; above left, a digitally reproduced wallpaper panel.

- **Iksel Decorative Arts**
- **18 year-old wallpaper company that specialized in hand painted wallpaper painted in India**
- **Now printing wallpaper in foyer of Paris apartment on Epson wide format ink jet printer**
- **44" wide by up to 25' long**
- **\$25 per square foot**

SGIA Minneapolis 2004: Virtual rooms



SGIA 2005: Fictional New Orleans Hotel

- Created a modular exhibit of four different “room environments”
- Premise: Digital printing of “environments” is a new growth and profit opportunity for digital printer providers and suppliers
- Created fictional SGIA New Orleans hotel for SGIA 2005 Trade show in New Orleans (cancelled)
- Design based on art created by local artist
- Invited design professions including interior designers and architects to the show; planned cocktail reception with local arts council
- Goals:
 - To demonstrate the possibilities of digitally printed interiors on a variety of substrates including textiles, wallpaper, ceramic tile, window shades and fine art media
 - To educate the interior design/architectural community about the design possibilities available with digital printing
 - To bring together the designers and architects with the digital print-for-pay community

Role of Design/Art Bridge to New Opportunities



Original artwork by New Orleans artist Catherine Mayer
www.catherinemayer.com

SGIA "New Orleans" Hotel Digitally Printed Products



Bedroom wallpaper



Bedroom drapes



SGIA "New Orleans" Hotel Digitally Printed Products



SGIA New Orleans Hotel Credits

- **Artist:** Catherine Mayer (www.catherinemayer.com)
- **Designer:** David Stevens (www.supergraphics.com)
- **Printing:** Lynn Krinsky, (www.stellacolor.com)
- **Sink Bowl:** Sorea, Charlie Deane (www.sorea.net)
- **Project Coordination:**
 - Patti Williams (www.it-strategies.com)
 - Lynn Krinsky (www.stellacolor.com)
 - Johnny Shell & Dan Marx (www.sgia.org)

Digital Printing Bridge to New Opportunities



New Revenue Streams Possible

- **Value added, innovative, unique, new products and designs**
 - Location specific, e.g. New Orleans
 - Site specific, e.g. time line of business
 - Themed environments
- **Work with artist for design; sell art**
- **Offer products to hotel guests**
 - Bedding
 - Wallpaper
 - Fabric
 - Create/sell on demand
- **Create products for gift shop**
 - Magnets
 - Ceramic tiles
 - Note cards
 - Scarves
 - Art reproductions

Issues

- **The process**
 - **Design issues**
 - **File issues**
 - **Print issues**
 - **Market Issues**
- **PFP shops**
 - **Do you do it?**
 - **Where does the business come from?**
 - **What about design**
- **Interior design community**
 - **Do you do it**
 - **Where do you get it**
 - **What about design**
- **Where do we go from here**

Interior Design Market Digital Printing Technology Adoption Curve



MINGLING An antique Directoire chair and a reproduction Empire chair flank a fireplace. To the left, a digitally reproduced wallpaper panel.

