



# Custom Wallcovering

PIFAHOSPITALITY.COM | PIFINEART.COM





# Who We Are

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We believe that fine art is an essential part of design, impacting the aesthetic and atmosphere of a space. We're one of the largest vertically integrated art companies in North America, specializing in art, wallcovering, mirrors and alternative wall decor. We'll work with you on creating concepts for your project, collaborating with you on customized fine art options that perfectly accompany your project's vision and budget. We work directly with international and local artists to curate the perfect selection, offering a high degree of innovation and customization. We offer turnkey services which includes manufacturing in-house, custom mirrors, and specialty framing which allows us accessible prices, shorter lead times and uncompromised quality.



Figo Toronto | Studio Munge & GZ International





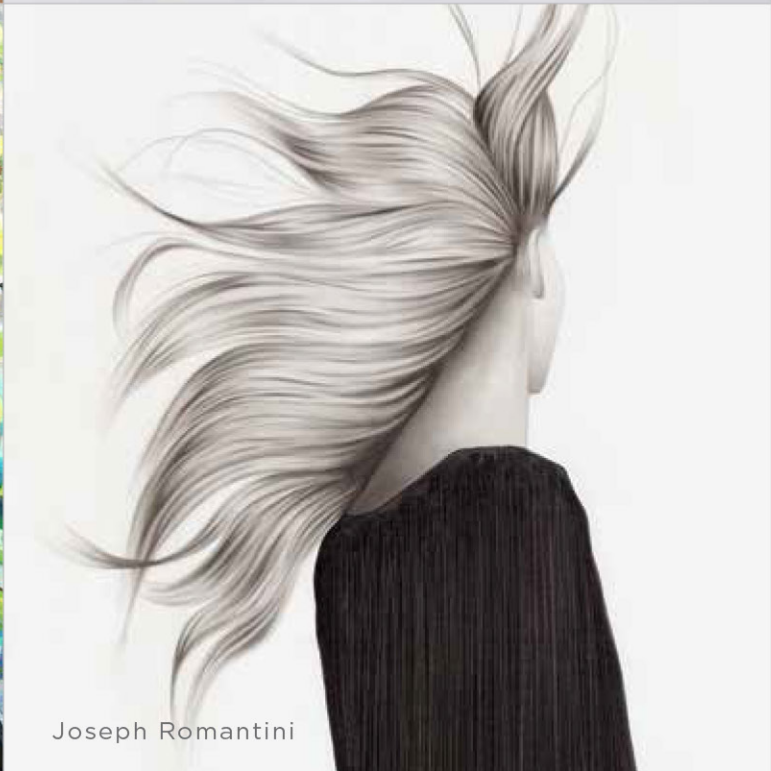
Rachel Albano



Tania Love



Jane Colden



Joseph Romantini



AUTHENTICITY

ABOVE ALL.

# Creative Expertise

In working with an art company that has been in the business for 45 years, image is everything. We have experienced art directors, artists and graphic designers who understand how to manage the image development process, no matter the scale or medium you choose to work with. We not only make the art look good, we make you look good.

Make it your own

FOR AN ELEVATED LOOK

# Art Murals



Handpainted originals created by studio artists.

Fine art reproduction & clarity, produced to exact specifications.

We use wallcovering as a unique medium to beautify your space with wall to wall art.

Wallcovering Code: S0404-18K.V2



Wallcovering Code: GD010-A  
Artwork Code: PJ311-A



Wallcovering Code: PG994  
Artwork Code: P1111-A

# Experience & Ingenuity

Vast experience in guestroom projects, over 5000 rooms and counting

Bespoke Design

Hand-painted, Digital or 3D options

Multiple Substrate Finishes Available

Custom Developed and Printed In-House



We consider your location

FOR AN ELEVATED LOOK

# Site Specific



Location is memorable.

Our team of designers and artists create wallcoverings specific to your property's location.

Capture the charm of any city through architecture, cityscapes, landmarks, or contemporary landscapes.





Wallcovering Code: S0126-21K

# Location is memorable.

Our site specific wallcoverings connect guests to a property's location. Capture the charm of any city through architecture, cityscapes, or contemporary landscapes.



# From Concept to Completion

We put the same care and expertise into creating a small special original, to a framed print, to stunning imagery that covers the expanse of your wall. This care incorporates careful image development via our studio artists and technical file development to ensure we capture that awe inspiring original at whatever size or medium you prefer to work. We have state of the art digital printing equipment managed in-house so the details and colors you expect remain consistent. We have years of experience putting it all together, so we deliver products that are well organized with easy-to-follow installation instructions.



MC EWAN YONGE & BLOOR | MONCUR DESIGN ASSOCIATES  
ART MONTAGE, WALLCOVERING CREATED BY PI FINE ART

We make it 3D

FOR AN ELEVATED LOOK



## 3D Wallcovering & Patterns

Digitally rendered by our in-house artists to create a dynamic, visually dimensional tactile surface without the high price tag.

Each custom wallcovering is printed on Type II commercial grade vinyl and meets all Hospitality standards.





Wallcovering Code: L0524-19K

## Wallcovering with 3D Accents



Elevate your wallcovering with mixed media.

Layer custom printed acrylic, metal or wood accents to add interest and depth to your walls.

This simple and affordable option creates a great 3D effect!

# Color Customization

Achieve a harmonized color story true to your design palette. Your custom wallcovering can be color matched to a paint chip, fabric swatch or Pantone color.



Wallcovering Codes (left to right):  
PG269-C-Mint, PG269-C-Crimson, PG269-C-Indigo

# How to Select a Successful Image

## A Step-by-Step Guide

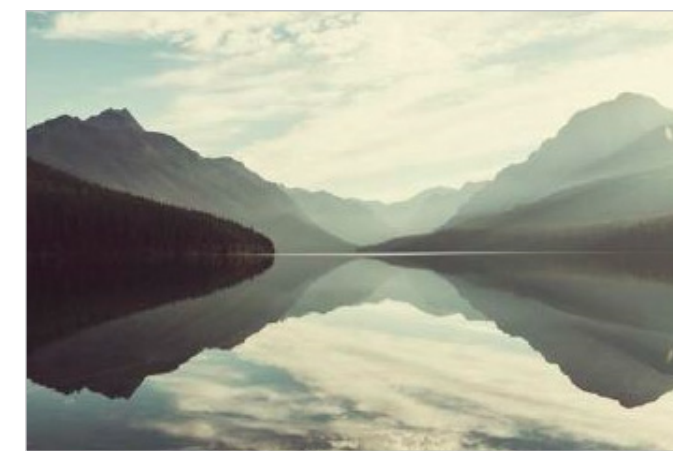
### 01 HAVE AN INTERESTING BACKGROUND



VS



### 02 CONSIDER A FILTER APPLICATION FOR PHOTOS



VS



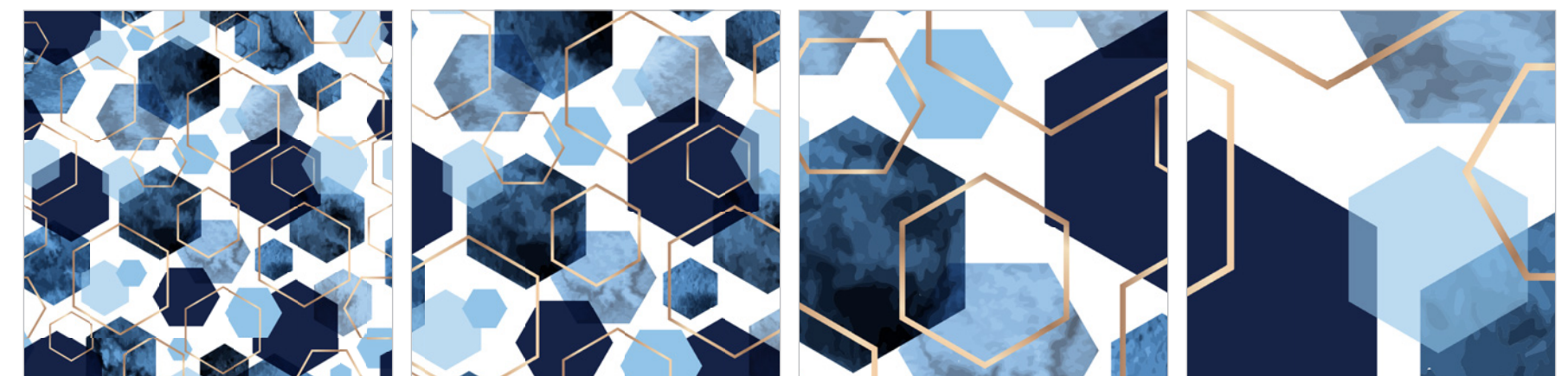
### 03 AVOID IMAGES WITH CONSISTENT LINES



VS



### 04 CONSIDER USING A VECTOR IMAGE



ORIGINAL  
SCALE

200%  
SCALE

400%  
SCALE

800%  
SCALE



## Multiple Textures

FOR AN ELEVATED LOOK

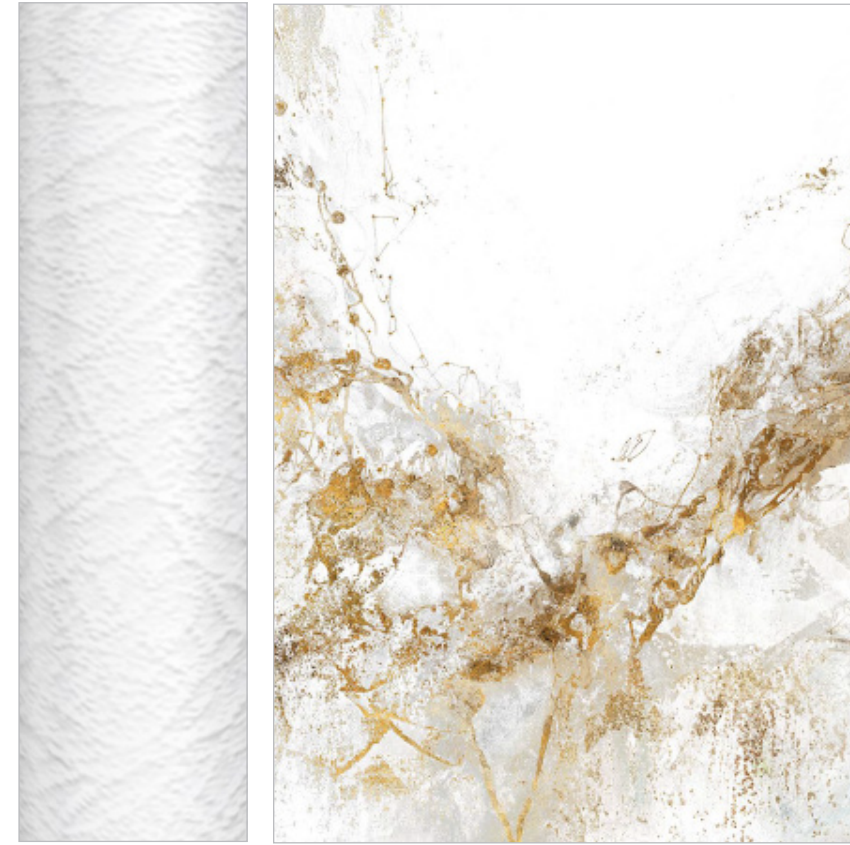
# Substrates



### GESSO

This substrate mimics the effect of creative hand workmanship that has been prepared with multilayer coats of gesso, making it the perfect option for any image that would benefit from a refined dimensional look.

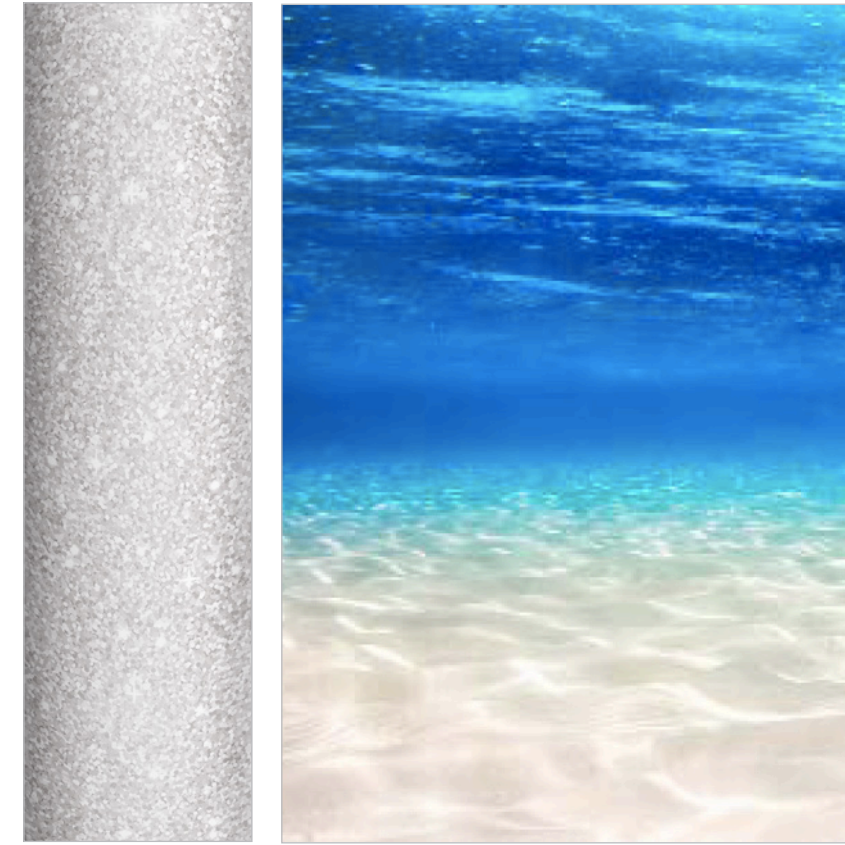
CODE: S0126-21K



### LEATHER

Worn and weathered, this substrate amplifies an embossed effect that best services many types of imagery by accentuating its depths and shapeliness.

CODE: GD010-A



### JEWELLED

Keep them in awe! This value added speciality substrate is embedded with metallic shiny particles adding an eye-catching iridescent effect.

CODE: H0158-17K.V2



### LINEN

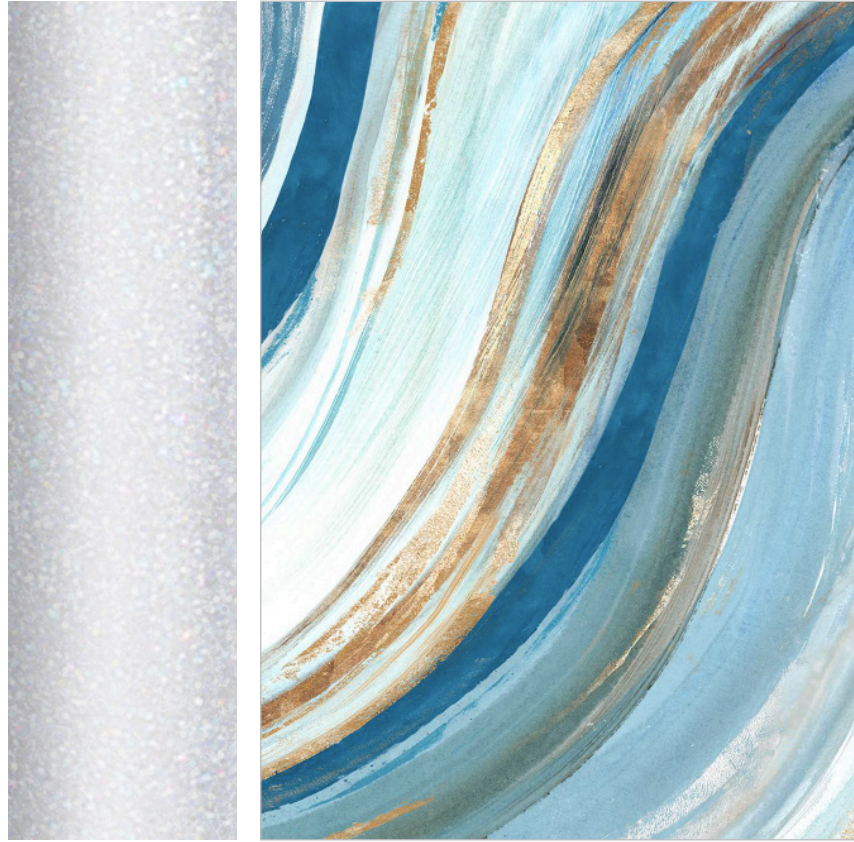
Our best-selling substrate! The subtle background texture makes your walls look like giant artist canvases. A perfect medium for artwork and photography.

CODE: E1642-18K

## Multiple Textures

FOR AN ELEVATED LOOK

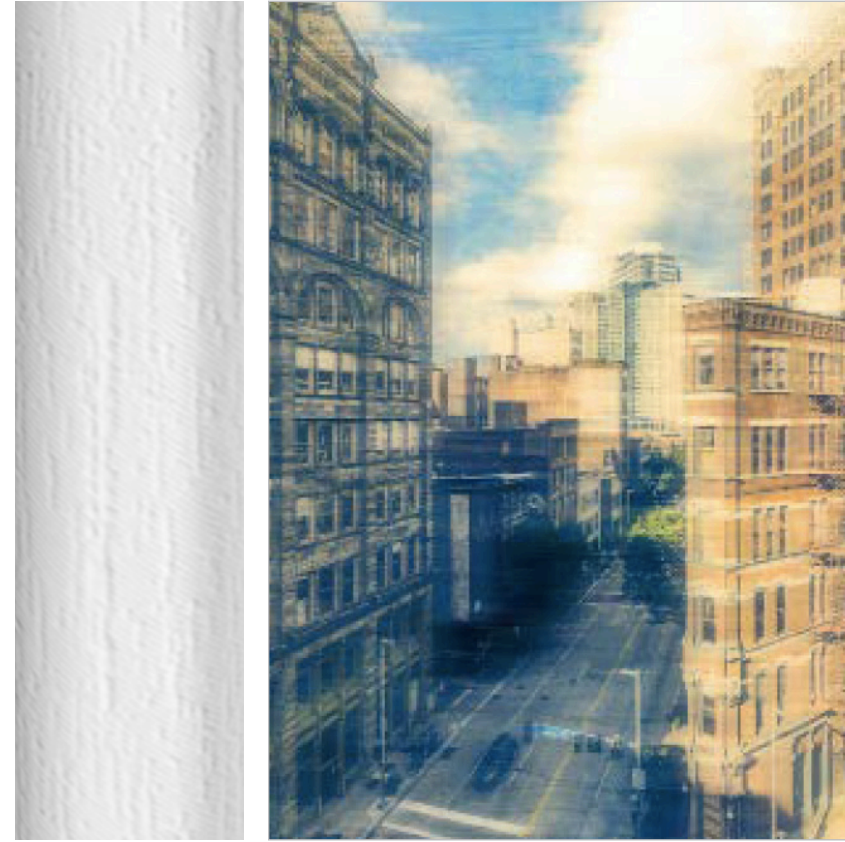
# Substrates



### PIXIE DUST

Faith, trust, and a little Pixie Dust. The sparkle of this substrate enhances the wonder and glitter of a custom print gracefully bringing it off the page into life.

CODE: EZ566-A



### SILKEN

A mildly textured substrate that adds an extra detailed element to any custom print. A great choice for vintage or sophisticated works.

CODE: S0404-18K.V2



### SOFT GOLD

This champagne gold metallic substrate (also available in silver) exudes a contemporary or traditional visual warmth for the individual and their environment.

CODE: S0174-19K



### SOFT SILVER

Smooth silver adds a modern sophistication to artwork. Great for black and white images.

CODE: WC033-W

# PI Fine Art offers a holistic approach to design, providing simple solutions for all your wall decor needs.

See all our product offerings including originals, custom framed art,  
3D wall decor, mirrors and Covid products at [pifahospitality.com](http://pifahospitality.com) and [pifineart.com](http://pifineart.com)

## Covid Screens & Signages



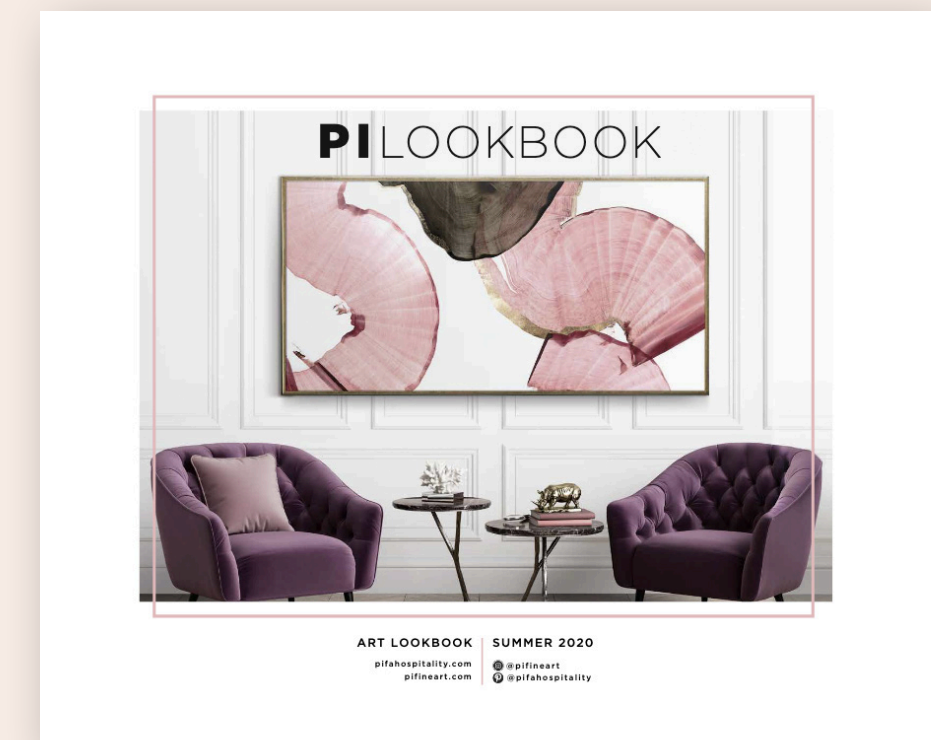
DESIGNED PROTECTIVE  
ACCESSORIES & FIXTURES

## 3D Innovations



INNOVATIVE 3D CONCEPTS THAT MARRY  
TACTILE MATERIALS WITH ARTFULLY  
COMPOSED FORMS.

## Hospitality Artwork



INDULGE YOUR INNER ARTIST AND  
EXPLORE OUR NEWEST AND  
BOLDEST CONCEPTS.

# Elevate Your Walls

WITH CUSTOM ARTWORK  
AND WALLCOVERING

OZ PATTERN WALLCOVERING  
CODE: A0191-20K

IMPROV ARTWORK  
CODE: OR516-A



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