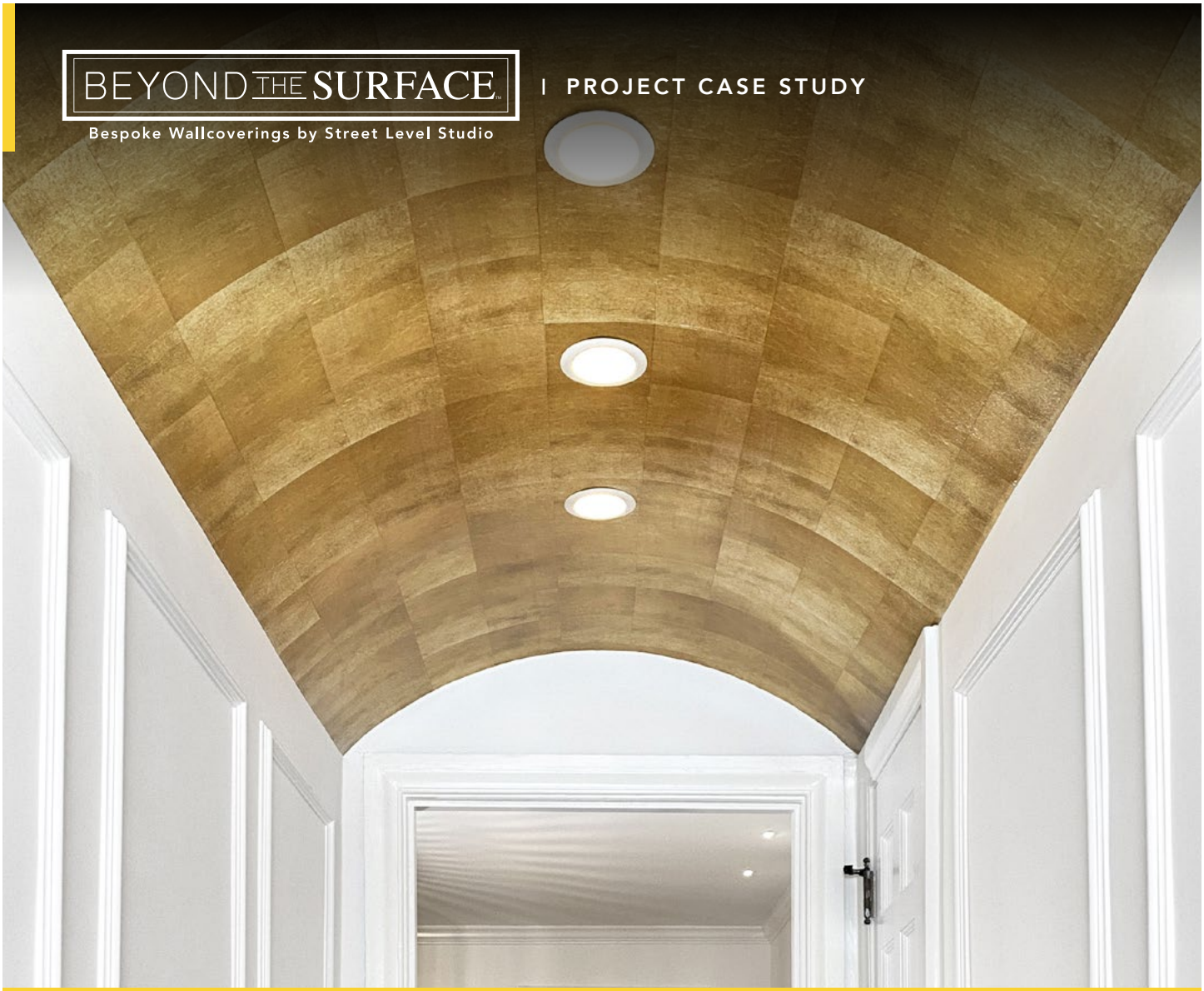
BEYOND THE SURFACE™

Bespoke Wallcoverings by Street Level Studio

| PROJECT CASE STUDY



BESPOKE CEILING TREATMENT GOES FOR THE GOLD

CHALLENGE

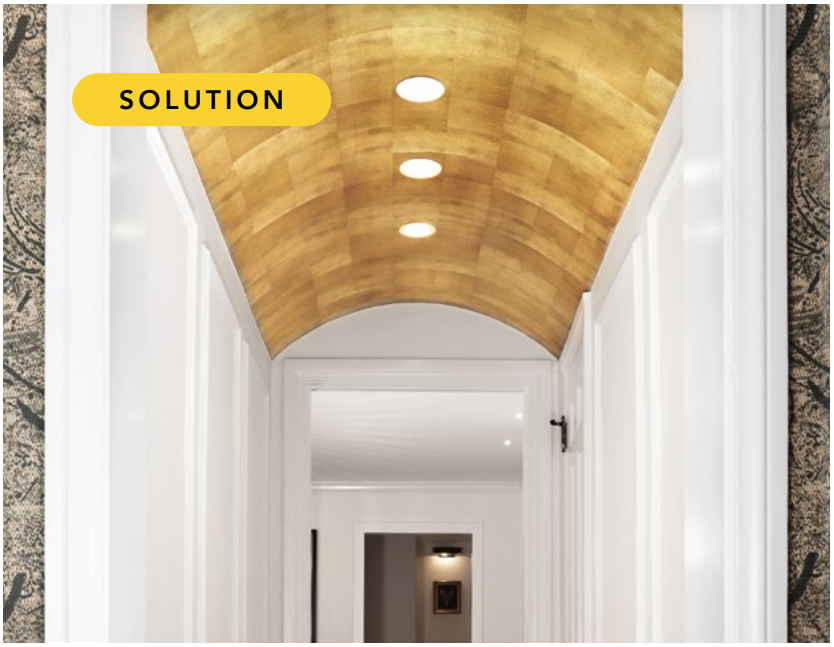
Hoping to emphasize a stunning barrel-vaulted ceiling in a small entry hall, Chicago-area interior designer Dana Roeser found inspiration in the

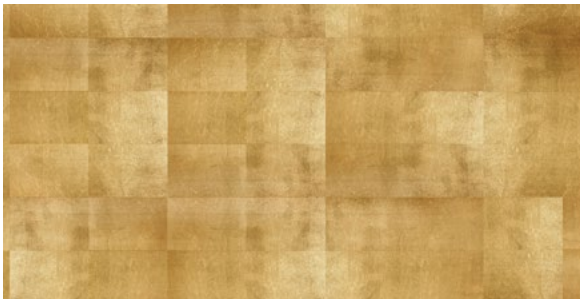
classic cathedrals where this dramatic architectural feature originated. She decided to replicate the burnished look of antique gold leaf sheets applied across the entire arch—but without the soaring costs of using the real thing. Her insistence on finding a creative and cost-effective solution paid off when she discovered digitally designed and printed Beyond the Surface™ bespoke wallcoverings from Street Level Studio.

CLIENT: DANA ROESER DESIGN

DELIVERABLES: BESPOKE WALLCOVERING

SOLUTION





To achieve the hyperrealism of Roeser's vision, the solution wasn't as simple as printing a pattern with gold metallic ink.

Our surface designer created a digital tile grid based on the standard size of a sheet of gold leaf and proportioned to fit the exact curve of the ceiling. To recreate the fragility and irregularities of a torn sheet of gold leaf, each tile edge was meticulously scalloped to avoid any sharp lines and digitally "burnished" to authentically reflect varying levels of light. Finally, the tiles were manipulated to mimic overlapping sheets of gold leaf.

RESULTS

Since the hall had very little natural light, the final challenge

was selecting the right paper to reflect the subtle shimmer and patina once the wallpaper was installed. After experimenting with a variety of traditional media and finishing options, we chose a specialty paper, DreamScape® Satara Pearl, for the project. Printed using the latest production inkjet technology, the paper's pearlescence delivers the desired gilded effect—allowing the wallpaper to dynamically reflect light as you move through the space. It draws the eye up, makes the barrel-vaulted ceiling a true focal point, and sets a dramatic stage for entering the elegant apartment. Exactly the effect Roeser envisioned.

AWARD

AMERICAN SOCIETY OF INTERIOR DESIGNERS ILLINOIS

First Place Award
Custom Textile
Dana Roeser Design
2022