



# THE COMMISSIONING PROCESS

## 1. Discovery & Spatial Briefing:

Starting with a site visit or a video consultation to assess your space. We look at wall textures, lighting, spatial angles, and traffic flow. Crucially, we tackle and plan for any site challenges early—such as designing for modular jigsaw foam-board systems for leased offices or prepping weathered surfaces like shipping containers for priming.

## 2. Heritage & Brand Alignment Research:

We dive deep into your company identity and local geography. We gather your exact brand HEX codes to guarantee strict compliance (if necessary) and research the surrounding neighborhood's local history. This data forms the foundation of a tailored visual narrative built specifically for your audience.

## 3. Risk-Free Digital Mockups:

Before any paint touches the wall, you receive high-quality vector graphics and digital mockups layered directly onto photos of your actual space. You will see exactly how the scale, colours, and content fit your environment, allowing us to tweak the design until you are 100% happy with it.

## 4. Scheduling & Pre-Production:

Once the digital mockup is signed off and the deposit is secured, we lock in dates. For commercial venues, offices, and hospitality spaces, we coordinate our schedule to minimise disruption to your staff, customers, or event days.

## 5. Hand-Painted Execution & Content Capture:

We precisely bring the design to life using premium, quality, industrial-grade paints. Everything is meticulously hand-painted for bold colours and sharp linework. Throughout the process, we document the installation on video to create your marketing content package.

## 6. Permanence Coating & Handover:

Finally, we apply an anti- wear, anti graffiti satin coating to protect the art installation against long term wear and keep it looking fresh, as it looked the day of completion, for years to come. After completion we take a look at all the video content captured, edit and send the content back to the client. We also reserve the right to post the timelapse content and other content on our social media channels / website.

