

## Precision Colour Imaging CASE STUDY Hotel Elan Plexiglas mounted photos

Last year, we were approached by Hotel Elan Ltd. who were in the process of constructing a new hotel in the Calgary beltline. Hotel Elan is a boutique hotel located at 1122 - 16<sup>th</sup> Ave. S.W. ([www.hotelelan.ca](http://www.hotelelan.ca)) and is a complete renovation of an existing former apartment building. The renovation budget was in excess of \$10,000,000 and the final configuration includes a total of 61 units comprised of hotel rooms as well as 1 and 2 bedroom suites. The hotel has many features rarely seen in the hospitality industry.

The challenge presented to us was to come up with pictures or photos, and a method to display and mount them, in each of the 62 rooms as well as the meeting rooms and other open areas. All 180 of these pictures needed to be very high quality and high resolution to match the style and class of this boutique hotel.



After reviewing numerous stock photos, contacting local photographers and checking other sources of high end pictures, we were able to find a collection of images that had the right content, quality and detail. Some of these files were hundreds of megabytes in size as they were composites of multiple high resolution photos. We printed out samples of the images on the actual equipment and materials to be used to make sure they would meet the client's expectations before moving to the production stage. The final output size of these images ranged from 2' x 3' to as large as 7' x 14'!

The next challenge was the framing and mounting method. We settled on using 1/4" acrylic (Plexiglas) and flame polished the edges after the CNC routing process to cut them out. We used an optically clear adhesive layer to mount the photos to the back of the acrylic. The photos were printed onto a high grade vinyl using waterproof inks at a resolution of 1440 x 1440 dpi.

After drilling holes in each corner we used aluminum standoff display mounts that we brought in from New Zealand for a structurally strong but visually stylish look.

Both Precision Colour and the client are extremely pleased with the final product and we would encourage people to visit Hotel Elan and view some of the images on display.

For more information on this project, contact:  
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