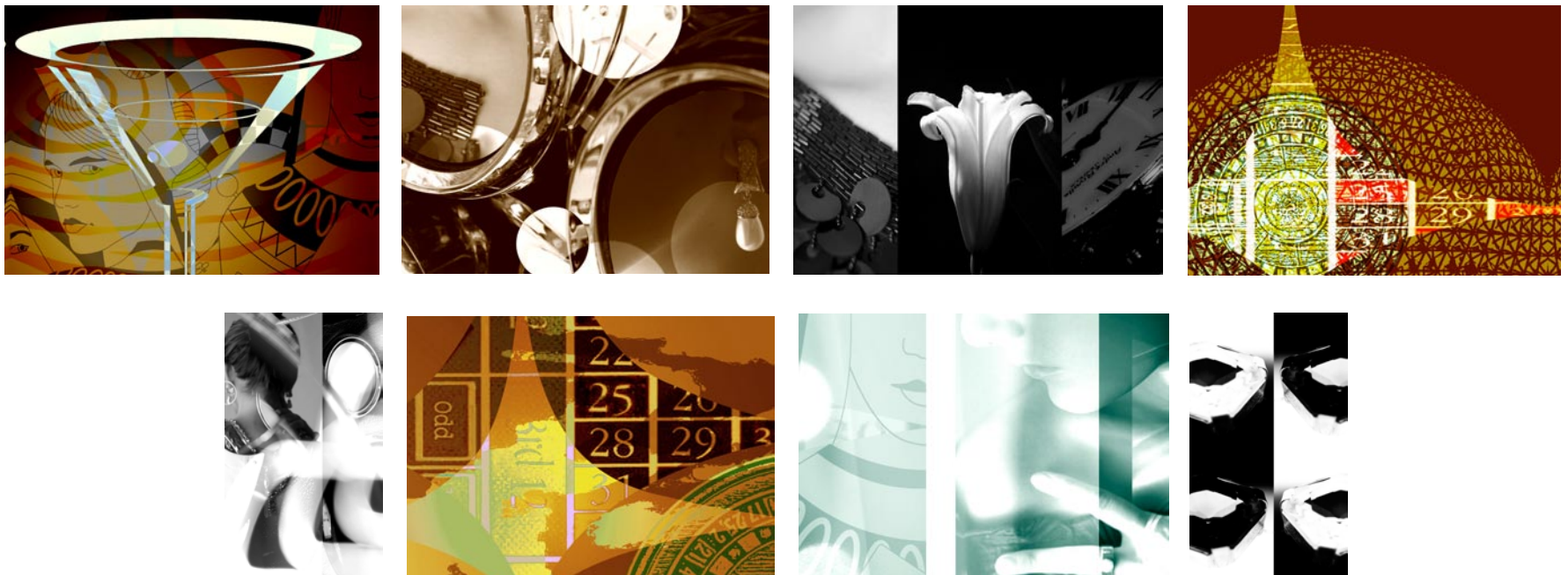


Bond Hotel Las Vegas:



Bond Hotel's designers approached us with a peculiar problem: they were opening a themed hotel based on the James Bond films, but could not license the imagery. Novo Arts tackled the project on two fronts. First, a selection of vintage James Bond film posters were procured and framed for the client. Next, we expanded the theme into a visual exploration of espionage, to complement the Bond paraphernalia.



Novo Arts graphic artists created custom images, which were then produced as large-scale prints on canvas. The lobby feature wall was done as duplex glass, two coordinating glass sheets mounted on the wall with custom j-channels. The front piece of glass was etched with acid and then hand painted with designs by our Studio Art Program. The etched glass showed through to the image of a femme fatale, which was laminated on the second piece of glass. This solution offered an unusual depth, and along with the customized imagery, reinforced the Bond brand in a fresh way.