Pattern Research Project: An Investigation of The Pattern And Printing Process - Vintage Book Shelves

Sarah An

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The entrance of Charm School has a lowered ceiling with a mint green door and the wallpaper surrounding the entrance walls. This not only introduces the theme of Charm School to their customers but gives a big impact to people when they walk in. Because of the big impact at the entrance it not only excites the customers but creates curiosity as to what other surprises are enstored in this ice cream shop.

At Charm School they also used it as a background for their bookcase to create depth with their other decorations. It adds an element of depth and ties in the decoration from the rest of the space.

The company is focused on trompe-l’oeil which is “visual illusion in art, especially as used to trick the eye into perceiving a painted detail as a three-dimensional object.” When asking the company their reason for creating this pattern they said: “The idea was to offer a wallpaper with vintage and pastel colors and give the impression of something old-fashioned, like old-time paintings.” They used an elevated view to create dimension of the books to appear 3D and change the angle of the bookshelf design wasn’t popular about 4 years ago, and Koziel was available for the owners of Charm School when they found the design they were looking for.

The color scheme of the wallpaper all fit perfect with their idea. The books are pastel colors or blue, green, pink, and the neutral tones and thought it not only excites the customers but gives a big impact to people when they walk in. Because of the big impact at the entrance it not only excites the customers but creates curiosity as to what other surprises are enstored in this ice cream shop.

One of the owners Alex told me that the space they were trying to create at Charm School is on ice cream shop with plenty of space. The idea of a utilitarian space for people, where the designs were clean and that created a contrast with what was going on in Richmond at the time.

Why that wallpaper? Why did you pick that color scheme for Charm School?

Alex has a design background so he decorated a majority of Charm School and made decisions with his co-owner Merid Hillsoun. They wanted the theme to be a school brand as a social club so when they were looking for a book related wallpaper they found the company Koziel and found the Vintage Bookshelves Wallpaper. The wallpaper had the main color they wanted in their store which was mint green and they thought the pastel colors and the design of the wallpaper really fit into their idea for their shop. They introduced the other colors into the store from the wallpaper like the pastel pink because they liked how the color scheme of the wallpaper all complemented their design for Charm School. They liked the pastel green, pink, blue, and the neutral tones and thought it fit perfect with their idea.

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What kind of experience were you trying to create at charm school?

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