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### A study of wall decorations and development of paintings for hotel industry

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#### Abstract

Wall decoration is an integral part of interior design since it adds aesthetics and creates a wonderful ambience. The present research aims to study the types of wall decoration used in the hotel industry and then to further create handmade paintings for them. The research was carried out in Chandigarh, where ten hotels were randomly chosen to collect data. The preferences of hoteliers about the theme, colour, and size of wall decorations to be displayed on different walls of the hotels were documented using a structured questionnaire and observing the ambience. Peacock was taken as an inspiration for the paintings, which were created using the mixed medium on canvas board. These were further embellished with frames. The study also indicated that such initiatives will undoubtedly benefit and boost the handwork and handicraft industry in the present times.

**Keywords:** Wall decoration, paintings, hotel, handwork

#### Introduction

The term 'wall decoration' refers to the process of embellishing the surface of a wall or ceiling. The origin of wall decoration may be traced back to the prehistoric period when humans creatively painted cave walls and used their imagination to communicate their thoughts and beliefs. According to historical sources, wall art or mural decoration was popularly used in ornamenting castles, temples, government buildings, warehouses, libraries, private residences, etc. Ancient paintings may still be found in many caves, tombs, and other locations across the world, like paintings in the caves of Borneo, Mexico, Pompeii, Ajanta caves in India, tombs of Egypt, etc. Wall decorations introduce art to a large group of people or society. These artworks or paintings or decorations have a direct impact and influence on people's daily life, including where they live and work. Making or preparing this art is expensive and is possible with the help of sponsorship or patronage.

Walls can also be decorated in a variety of ways. One of such ways is relief or sculpture. These are three-dimensional representations or forms that are carved and partially attached to the base (wall). Such art form creates the appearance of a room as they seem to pop off the wall. Other than reliefs or sculptures nicely framed paintings and photographs can significantly enhance the look of a wall, room, or area. Decals or Vinyl stickers can be affixed to the walls or smooth surfaces for decoration and many times used for communicating some information.

Another way of decorating a wall is by using wall panels. A wall panel is a single piece of material that acts as the visible and exposed covering for a wall. It is generally flat and cut into a rectangular shape. Wall panels can be functional as well as decorative and are also used for insulation and soundproofing. Even environmental friendly wall panels are now available to decorate the walls. Posters are also a choice to decorate walls and these are extremely common in certain places like dormitories or home theaters as these are made out of thin paper hence - easy to put up, remove and replace. Usage of prints as wall decoration is immensely common, enabling anybody to have a replica of his/her favourite painting without purchasing it. Even beautiful mirrors ornate the walls as these reflect light, making the space appear larger, and helps in binding the room's colours and design together. Tapestries, made of woven fabrics, are usually hung loose and free from a rope running around the top of the piece. These can also be framed to add to the wall's appearance.

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Wall decorations can be created using a variety of materials. Wall decorations like sculptures, wall panels can be developed from wood. These can be hand-painted that always look unique and beautiful. Metal is another popular material for wall art. Metal wall art is usually very large and loud, which if left unfinished, rough can create an industrial or rustic look. Art created on a canvas has more weight than art printed on thin paper and gives an impression of high-quality work. These canvas pieces, reproductions of hand-painted masterpieces, or mirrors can be framed with a striking frame made of acrylic, wood, or metal.

There are various art styles and themes that are commonly used in wall art / paintings: Floral and foliage, coastal, metallic effects, animal, maps, bath & laundry, kitchen & dining, vintage, classic, modern & abstract, kids etc. Wall decorations can be made in various sizes (mini to oversized) to create the desired impact.

Wall art can be specific to the area which needs decoration or which is to be highlighted like kitchen wall art. One powerful way to build an ambience that is both appetizing and encouraging is to use creative wall art. Although there isn't a lot of wall space in the bathroom, but one can add quotations, photos, other than shelves to ornate the area. The living-room is possibly the common space for wall art. Setting a welcoming atmosphere within the house especially in the dining area is quite critical. Nursery wall art used in kids' room or play room helps to encourage visual and brain stimulation of the child. Sometimes, staircase walls are left vacant and ignored making them bare and dull. Adding a splash of innovative wall decoration ideas to the staircase whether at home or in a commercial area can do magic to the space. Wall art is not restricted to the home but by incorporating innovative wall decoration to the office room, one can build a more efficient workspace. Moreover, exterior wall art is also extremely important as indoor wall decoration.

### **Importance of wall decoration and significance of the study**

A bare wall is no fun. With the right decoration hung on the wall, any living space can be transformed from plain and boring to unique and personal. A piece of art can create a feel or theme for the entire room and space that one is working with. Wall decoration provides a focal point and can also add colour to the room or area.

Not only for home, wall decorations are important for the commercial sector too like Hotel industry. Wall paintings are one of the important kind of wall decoration used in hotels. Every corner of the hotels are decorated in such a way that visitors enjoy being there and this increases the number of occupants as well as customers. Wall paintings help in:

- Creating the first impression
- Warm, friendly and luxury appearance
- Attract guests
- Maximize profit

According to a study by Ganguly (2019) <sup>[1]</sup>, interior décor of the major five star hotels (lobby) in Kolkata, West Bengal, has a favourable influence on customer/guest satisfaction. In establishing or setting interior design in hotel lobby, impact analysis suggests that furniture, fitting-fixture, and seating arrangement design and decorating concerns should be given top attention. While implementing hotel interior design, a suitable balance should be struck between aesthetic appeal (furniture, wallpaper, light, fixtures) and required amenities (safety standards and general functionality of basic necessities). Obinwanne and Alozie (2019) <sup>[3]</sup> feels that

paintings used in interior decoration is one of the important element of interior design of hotel rooms. This interior design surely helps to retain the customers. Artistic pictures hung on the walls enhances the décor of rooms and the area and hence in a way important in increasing the demand for hotels (Shantha, 2019) <sup>[5]</sup>. An article in Vents magazine (2021) <sup>[6]</sup> also emphasizes the importance of displaying art in high-end hotels. Art paintings add a unique feel to the space while also improving the aesthetic value and ambience. The innovative display of artworks in the hotel industry influences the customer. Interesting and eye-catching artworks can provide their clients with a one-of-a-kind experience (Gupta, 2017) <sup>[2]</sup>. A study conducted by Sereerat (2015) <sup>[4]</sup> on nine hotels in North-eastern Thailand reveals that traditional Thai art, in the form of paintings, sculptures, architecture etc. when integrated into hotel businesses, has a positive impact in generating extra trade.

The current study was conceptualised with the aforementioned review in mind. Moreover, this study of wall decorations and the development of handmade wall painting was carried out in order to add new designs and increase the market value of 'handmade'. The objectives of the study are:

- To study and analyze the wall decorations used in the hotels of Chandigarh.
- To design and create wall decoration based on the study.

### **Methodology**

The methodology was planned keeping in mind the set objectives and hence the study was conducted in two stages which are described as follows:

#### **Stage I: Survey**

A survey of the hotel industry of Chandigarh was conducted as the initial step. The purpose was to know about the types of wall decorations used in the hotel industry of Chandigarh; including the materials, colours used, existing designs of the displayed wall decorations and products available in the market. Hence a list of hotels of Chandigarh was prepared and then ten hotels were randomly chosen to collect data.

A structured questionnaire was prepared to know the preference of hoteliers concerning the themes, colour, and size preference for wall decorations to be displayed on different walls. This was done to further develop paintings for this industry. Prior appointments were taken to get the forms filled by the hotel personnel. Observation was another tool that was used to collect information on the kind of wall decorations used in the hotels. Data were coded, tabulated and percentages were calculated for the responses. The analysis further formed the base for Stage-II.

#### **Stage -II**

##### **Experimentation and Design Development**

Various samples were developed exploring different materials and techniques that formed a base for developing a final collection of paintings. The details of the experimentation and the outcome are discussed in the next section.

### **Results**

#### **Survey of Hotels**

According to the results of the survey of hotels of Chandigarh, wall decorations or paintings are commonly used in hotels and contribute to the overall theme. It was further revealed by respondents that along with the paintings, sculptures, installation, wall panelling can also add to the beauty of a hotel.

**Table 1:** Use of wall decorations in Hotel

Items	Data in percentage							
	At entrance	Reception	Lobby	Corridors	Rooms	Washrooms	Food court	Any other
Use of wall decoration	20%	23%	15%	6%	15%	6%	12%	3%

Reception area of the hotel was preferred place for wall art/decoration by 23% of the respondents. Entrance of the hotel was next preference for wall decoration by 20% of the respondents and then lobby by 15% of the respondents.

Respondents also indicated that corridors, rooms, food court and even washrooms walls are decorated with wall art/decorations/paintings.

**Table 2:** Techniques used in wall decorations

Items	Data in percentage				
	3D paintings	2D paintings	Embroidery	Mixed media	Any other
Techniques used in wall decorations	7%	33%	7%	30%	23%

Maximum number of the respondents (33%) preferred two dimensional wall paintings in their hotels and 30% liked to

have mixed media wall decoration.

**Table 3:** Theme used in wall decoration

Items	Data in percentage						
	Abstract	Inspired by Plants	Inspired by Animals	Traditional Art/Craft	Geometric	Doodling	Any Other
Themes used in wall decorations	43%	3%	6%	21%	6%	6%	15%

Maximum number of respondents (43%) liked abstract themes in the wall decorations for their hotel. Traditional art/craft was also the choice of wall decoration by 21% of the respondents.

**Table 5:** Preference for buying ready- made wall paintings

Items	Data in percentage	
	Yes	No
Buying ready-made wall paintings	78%	22%

78% of hoteliers prefer to buy ready - made wall paintings and only 22% of the respondents told that they are not interested in buying ready-made wall paintings but prefer to get it made according to their choice.

**Table 4:** Size of wall decorations

Items	Data in percentage					
	4.5ft by 2ft	4.5ft by 4.5ft	2ft by 5ft	5ft by 6ft	6ft by 6ft	Any other
Size of wall decorations	17%	8%	17%	9%	26%	23%

26% of hoteliers preferred to have wall decorations of 6 feet by 6 feet in their hotels, 17% preferred to have decorative piece of the size 4.5 feet by 2 feet and 23% of the respondents chose the size of wall decoration as per the area where it is to be placed. Price of wall decoration was also a deciding factor for the choice of wall decoration.

**Table 6:** Place of sourcing of wall paintings for the Hotels

Items	Data in percentage			
	Delhi	Chandigarh	Ambala	Mumbai
Place of sourcing	20%	60%	10%	10%

60% of the hoteliers buy wall paintings from Chandigarh and 20% of the hoteliers like to buy it from Delhi.

**Table 7:** Placing of order for wall paintings to an artist

Items	Data in percentage	
	Yes	No
Placing of order for wall paintings to an artist	30%	70%

The respondents were asked whether they would like to order wall decoration or wall painting to an artist, only 30% agreed for the same.

**Table 8:** Framing printout of artist work

Items	Data in percentage	
	Yes	No
Framing printout of artist work	30%	70%

Only 30% of the respondents showed preference towards framing printouts of other artists work.

## Design and Product Development

### The above data analysis show

- Paintings are one of the preferred wall decoration in hotels
- Traditional art and craft was one of the selected choice of the respondents as a theme of wall decoration
- Various sizes of wall decoration/ paintings were used in hotels

Hence peacock was taken as an inspiration and several experiments were initially done on a small canvas using a variety of materials (mixed media). The final paintings were subsequently created keeping in mind the samples that worked out well.





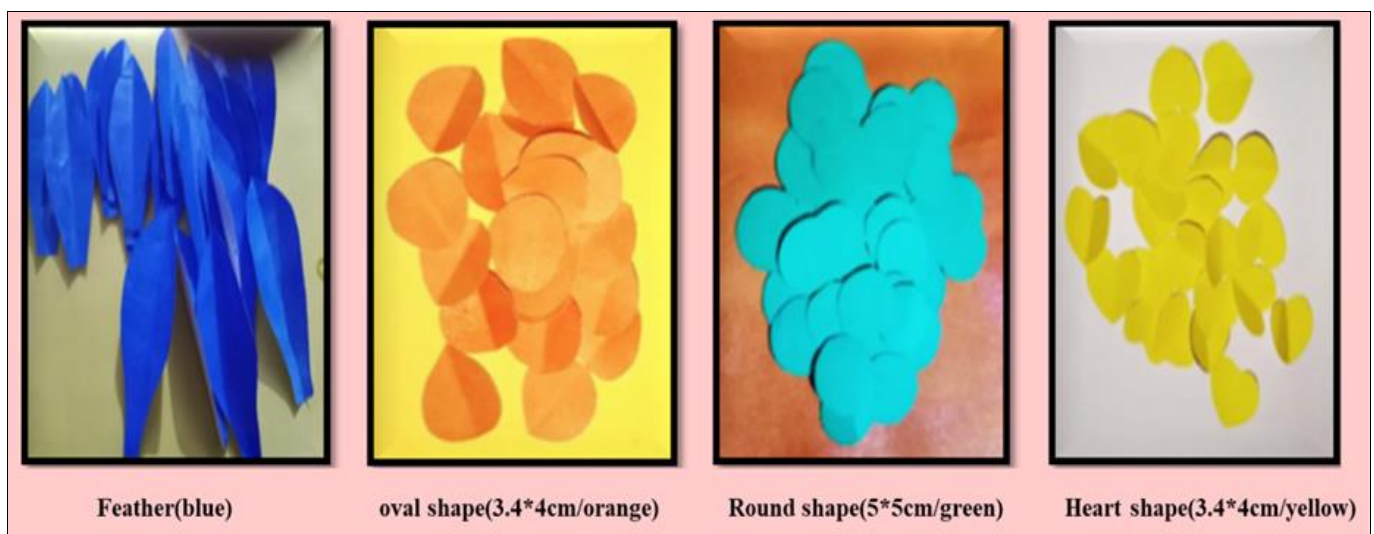
**Plate 1:** Explorations-Developing samples before making the final paintings

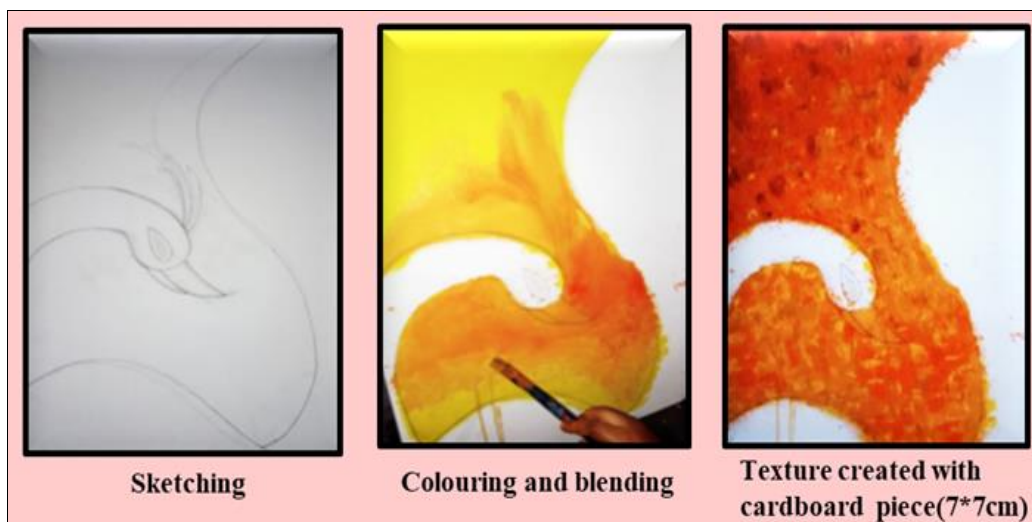
### Steps of creating paintings

Various techniques were used to prepare the final paintings: colouring and blending, doodling, creating textures with

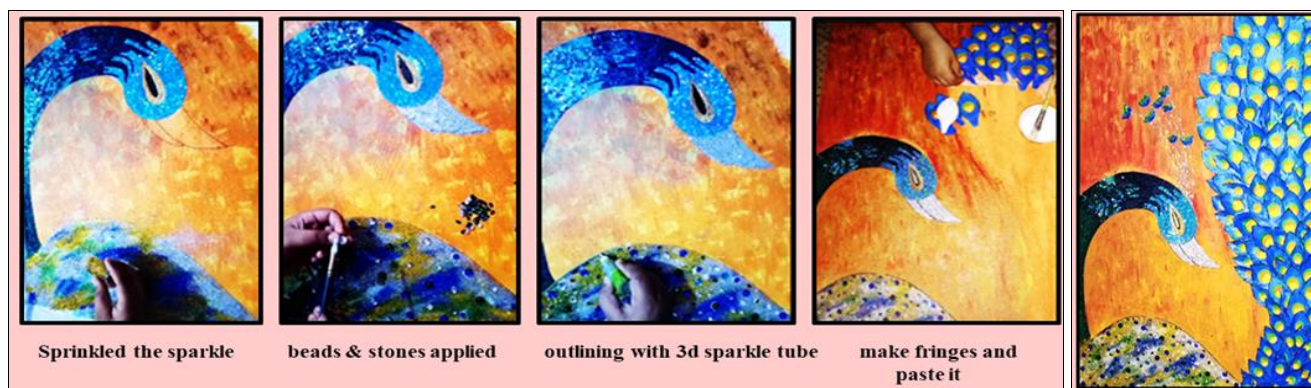
crushable paper, thread etc. Impasto technique was also explored. Following are the steps of creating various paintings:



**First painting****Plate 2:** Steps of developing first Painting**Second Painting****Plate 3:** Cutting of coloured material in different shapes

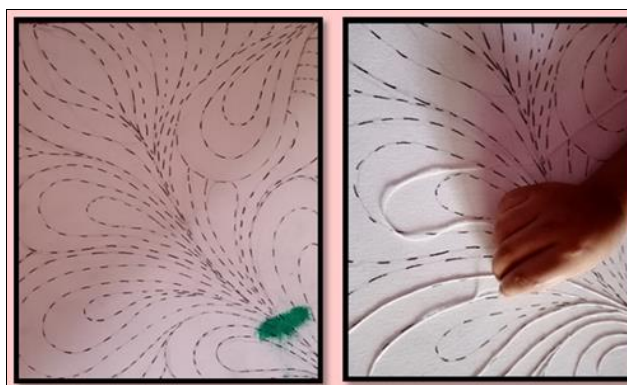


**Plate 4:** Colouring and application of sequins on peacock face and neck in a systematic pattern



**Plate 5:** Application of sparkle, beads, stones etc.

### Third Painting



**Plate 6:** Sketching followed by application of thread



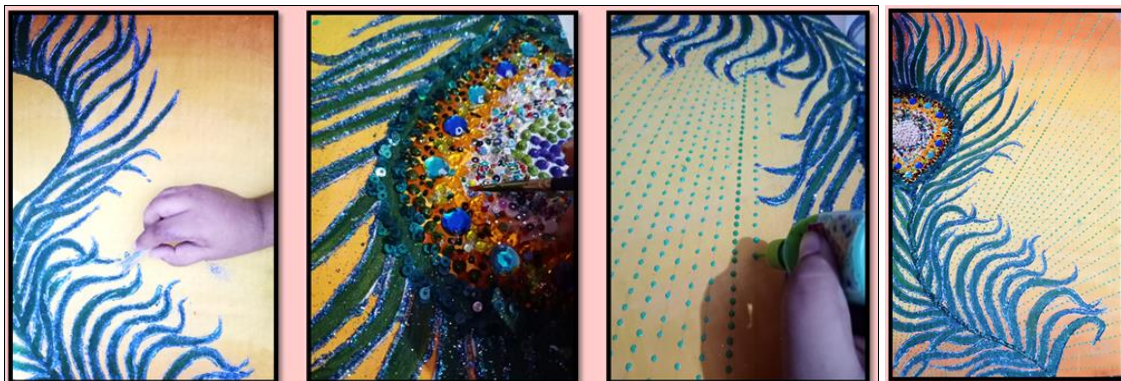


**Plate 7:** Application of colour with spatula / spoon for an embossed effect

#### Fourth Painting



**Plate 8:** Colour Blending and drawing of peacock feather



**Plate 9:** Application of sparkle, stones, sequins, etc.

#### Fifth Painting



**Plate 10:** Creation of a texture and drawing on canvas board





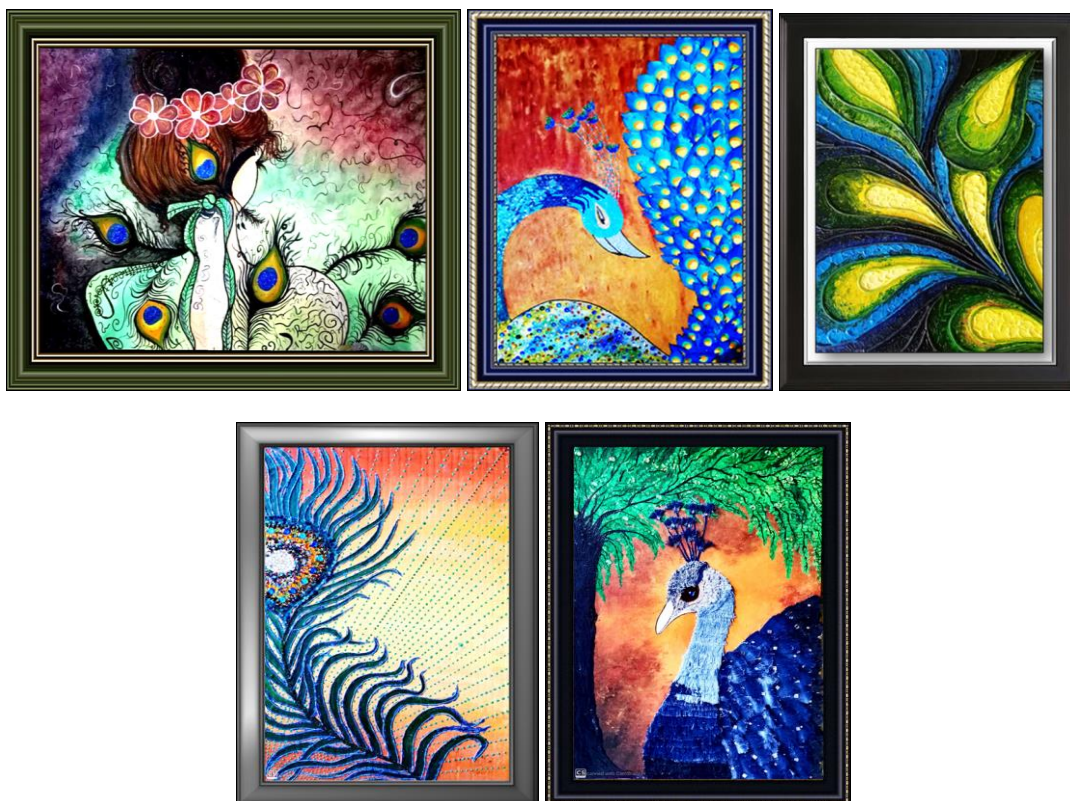
**Plate 11:** Application of denim fringes



**Plate 12:** Mirror and stones application

These paintings were further ornamented with frames, and cost of each painting was calculated, that ranged between Rs 3000- Rs 5000/-. These paintings were further displayed for

the feedback. It was found that all the paintings received appreciation to be used in different areas of the hotels.



**Plate 13:** Final framed paintings



## Conclusion

The present study shows that wall decoration is an important element in enhancing the interiors of Hotels. Painting or mixed media techniques are commonly used for developing wall decorations. In the present study, five such paintings were developed for the walls of Hotels of Chandigarh that got a positive feedback. Hence it can be concluded that creating this type of wall decoration would complement the existing interiors of the hotels, therefore boosting the handicraft sector.

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