



# JVA

## ART GROUP

PRESENTATION



## LET OUR STORY BE YOUR NEXT CHAPTER

With over 50 years of experience creating custom artwork, JVA is a powerhouse in the custom art industry. Led by visionary Janet Van Arsdale, our team of skilled artists and digital designers are on a mission to transform your vision for your ordinary spaces into the extraordinary.

Our handcrafted digital masterpieces blend the virtual and physical realms, providing artwork on a variety of substrates for a truly unique final product. At JVA, the possibilities are endless. Embrace the artistry and let us be an extension of your vision.





JANET VAN ARSDALE



DANIEL NORTHRUP



MARLYN JOHNSON



GREG PITA



SHAE HUDSON



JAZPHER FLORES



CASSIDY WHITE



KYLE GARRITY



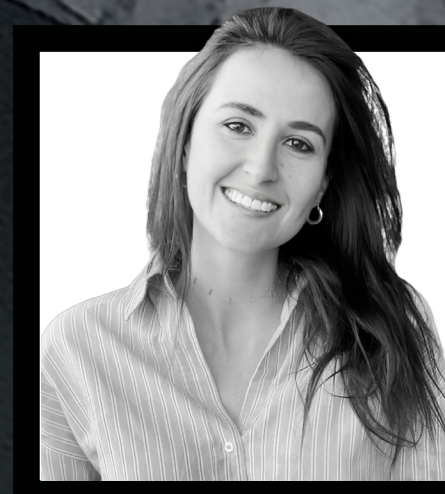
IZZY HARRISON



NICOLE HARTER



ABBY ANDRUSS



MARIA VENUTO

# MEET YOUR ART CREATORS

# HOTEL INDIGO

Anna May Wong



Handwritten love letters

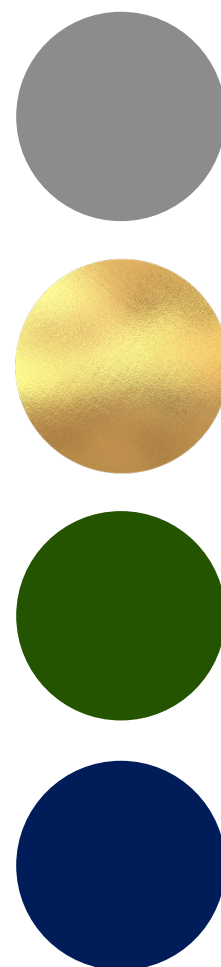


# THE VISION

## HOTEL INDIGO METROPOLIS

LOS ANGELES, CA

- ◇ The Task: Create 1920s inspired artwork that celebrated the glitz and glam of old Hollywood and pays tribute to early 20th century Los Angeles
- ◇ The Art Package: Stunning and unexpected artwork for everything from the monumental wallcoverings down to elaborate speakeasy menus
- ◇ The Details: We fine-tuned this package by focusing on the sub-stories of Anna May Wong's passionate love life and celebrating Los Angeles original Rose Parade, La Dia de los Flores



1920s Los Angeles Times



Flowers for  
Dia de los Flores



# THE RESULT

Hotel Indigo's flagship location in Downtown LA challenged us to transform their entire property into a time capsule of 1920s glamour, and JVA Art Group delivered at every scale. Working hand-in-hand with HBA, we crafted an artistic experience that brings the era's most captivating stories to life – from the silver screen legacy of Anna Mae Wong to the thrilling world of speakeasies and the colorful Dia de las Flores festival. Our crowning achievement? Transforming Anna Mae Wong's passionate love letters into striking works of art, displayed on film over glass surfaces throughout the hotel, from the penthouse suite to guest room shower doors. The result is an immersive journey that transforms every corner of the hotel into a gateway to the Roaring 20s.





Wallcovering



Wallcovering



Window Vinyl



Wallcovering

# BOULDER RESORT & SPA

*Native Arizona landscape*

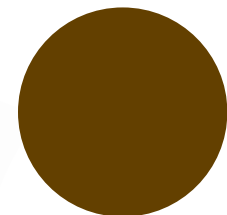
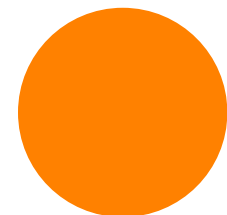
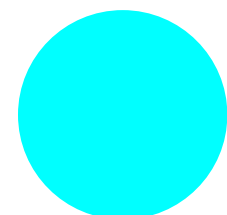
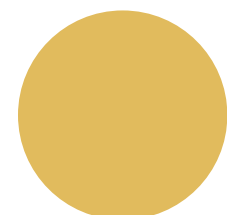
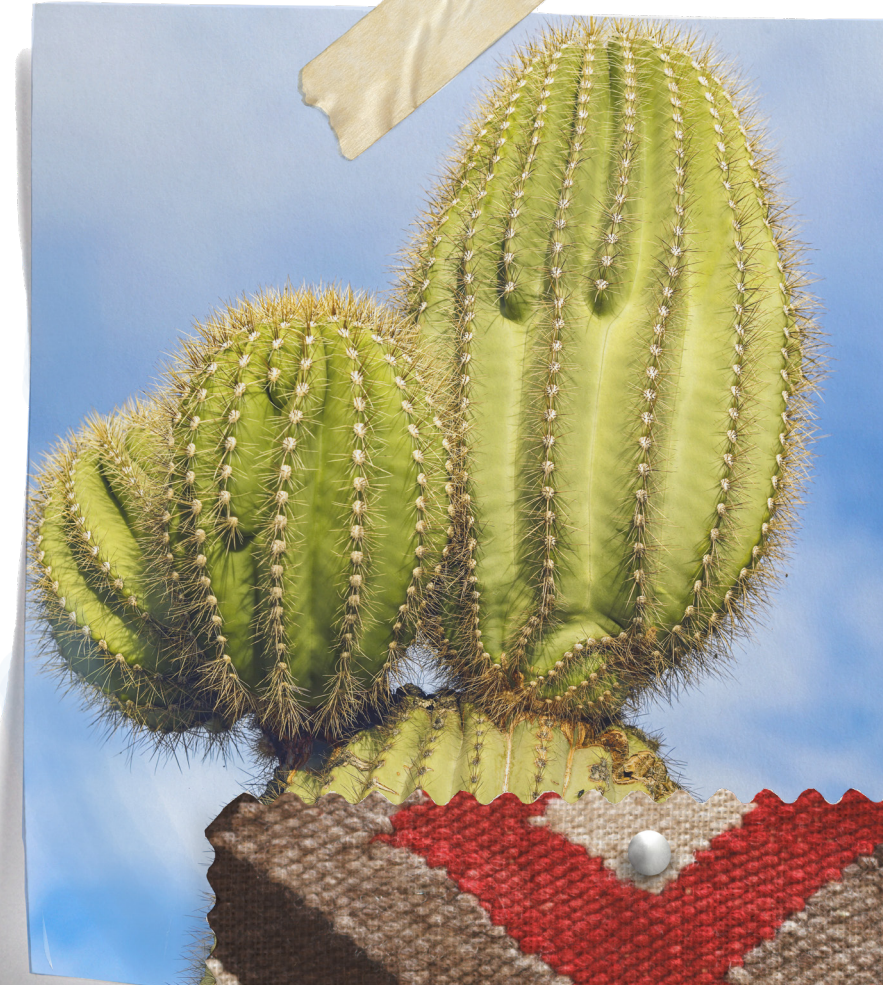
*Southwest plants*

# THE VISION

## BOULDER RESORT & SPA

SCOTTSDALE, AZ

- ◇ The Task: Artfully adorn 300 suites with wooden art while staying on budget
- ◇ The Art Package: Our expert art creators created southwest-inspired wooden artwork that was inspired by Arizona's natural landscape and Indigenous history
- ◇ The Details: High-quality MDF was used to keep the project beautiful and within budget



*Earth inspired colors*

*Wooden texture*

# THE RESULT

At Boulder Resort & Spa, we at JVA Art Group turned budget constraints into an opportunity to let our creative innovation thrive. Tasked with creating custom wooden artwork for every guestroom, we faced a classic challenge: delivering luxury aesthetics without exceeding budget parameters. Our solution showcased the creative problem-solving that sets JVA apart. Using 3/4" engineered birch, we developed a sophisticated process combining custom photography with expertly crafted textures and stain work. The result? Stunning pieces that perfectly replicate the warmth and character of solid wood – demonstrating how smart design can elevate any project regardless of budget.



Printed on 3/4" Engineered Birch



Printed on 3/4" Engineered Birch

# AC HOTEL MARRIOTT

*Butterflies from the Sophia  
M. Sachs Butterfly House*

*Sleek industrial design*

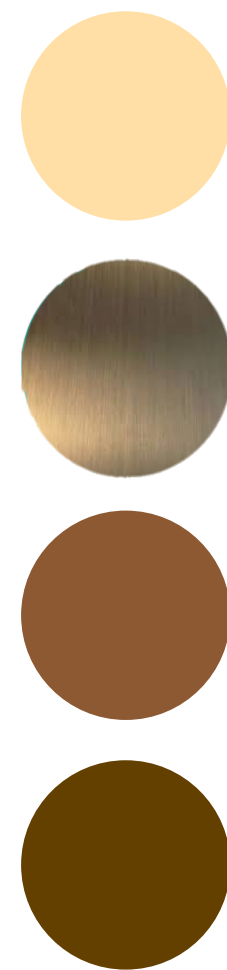


# THE VISION

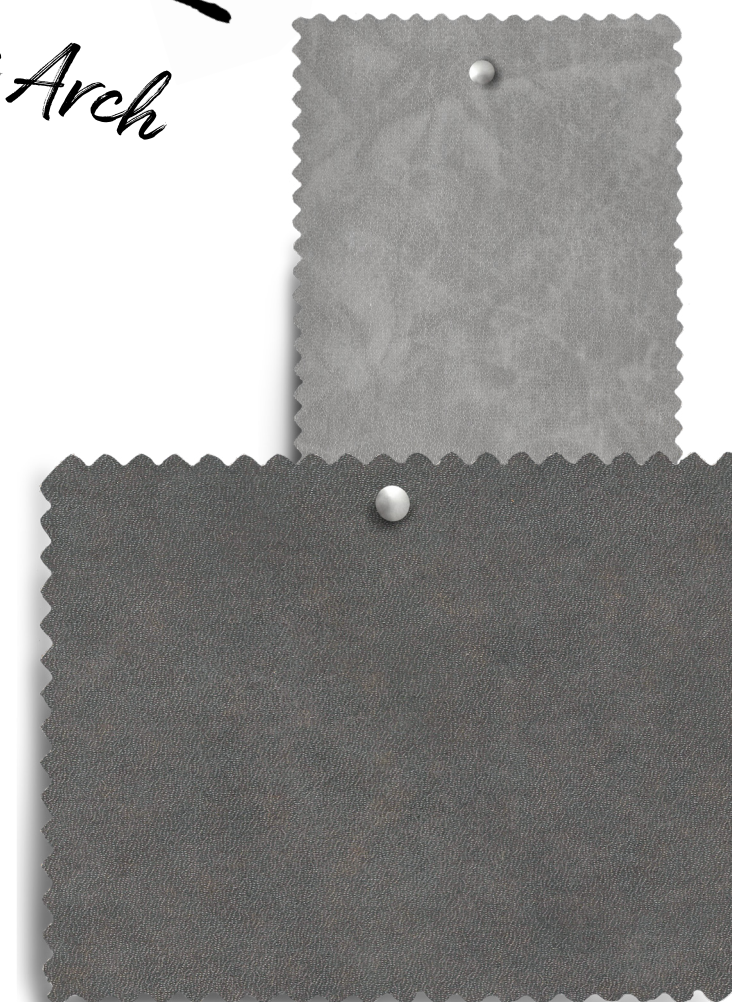
## AC HOTEL MARRIOTT

**CHESTERFIELD, MO**

- ◇ The Task: Create over 30 bespoke pieces for the exquisite midwestern getaway hotel
- ◇ The Art Package: The art package was filled with everything from canvas quadriptych, shiny dibond wall art that embodies the Gateway Arch, and stunning canvases that pair perfectly with the sleek interior finishes of grays, light wooden floors, and metal finishes.
- ◇ The Details: Incorporating the beautiful butterflies from the local butterfly house into a dimensional wall sculpture that compliments the interior design elements of the space.



*Gateway Arch*



# THE RESULT

This project exemplifies JVA Art Group's relentless pursuit of custom design perfection. When crafting over 60 custom butterflies for a dimension artwork paying homage to the Sophia M. Sachs Butterfly House – we discovered that sometimes perfection requires a redesign. Our initial concept of dimensional butterfly silhouettes, while beautiful, didn't quite capture the hotel's contemporary spirit. Rather than settle, we reimagined the design, transforming traditional butterfly forms into an abstract dance of triangular shapes. The result? A sophisticated installation where overlapping geometric elements create a sense of movement, evoking fluttering wings while harmonizing perfectly with the space's refined and sleek modern palette of neutral browns, light woods, and metallic accents.



9 panels of 60"W x 24"H X 1/8"D aluminum dibond



36" x 52" Canvas



4 Printed 36"W x 72"H Canvases



27 routed 16 gauge steel "butterfly clusters"

# WHAT ELSE WE HAVE DONE



Humbird Hotel, Sandpoint, ID



Avalon Brea Place, Brea, CA



Hotel Republic, San Diego, CA



City South, San Mateo, CA



The Rivermark Centre, Baton Rouge, LA



Paséa Hotel & Spa, Huntington Beach, CA

# ARTWORK CONCEPTS



MDF



Canvas



Wallcovering



Wallcovering



Canvas



Framed Paper and Wallcovering



2-D Wallcovering



2-D Wallcovering



Canvas



Wallcovering



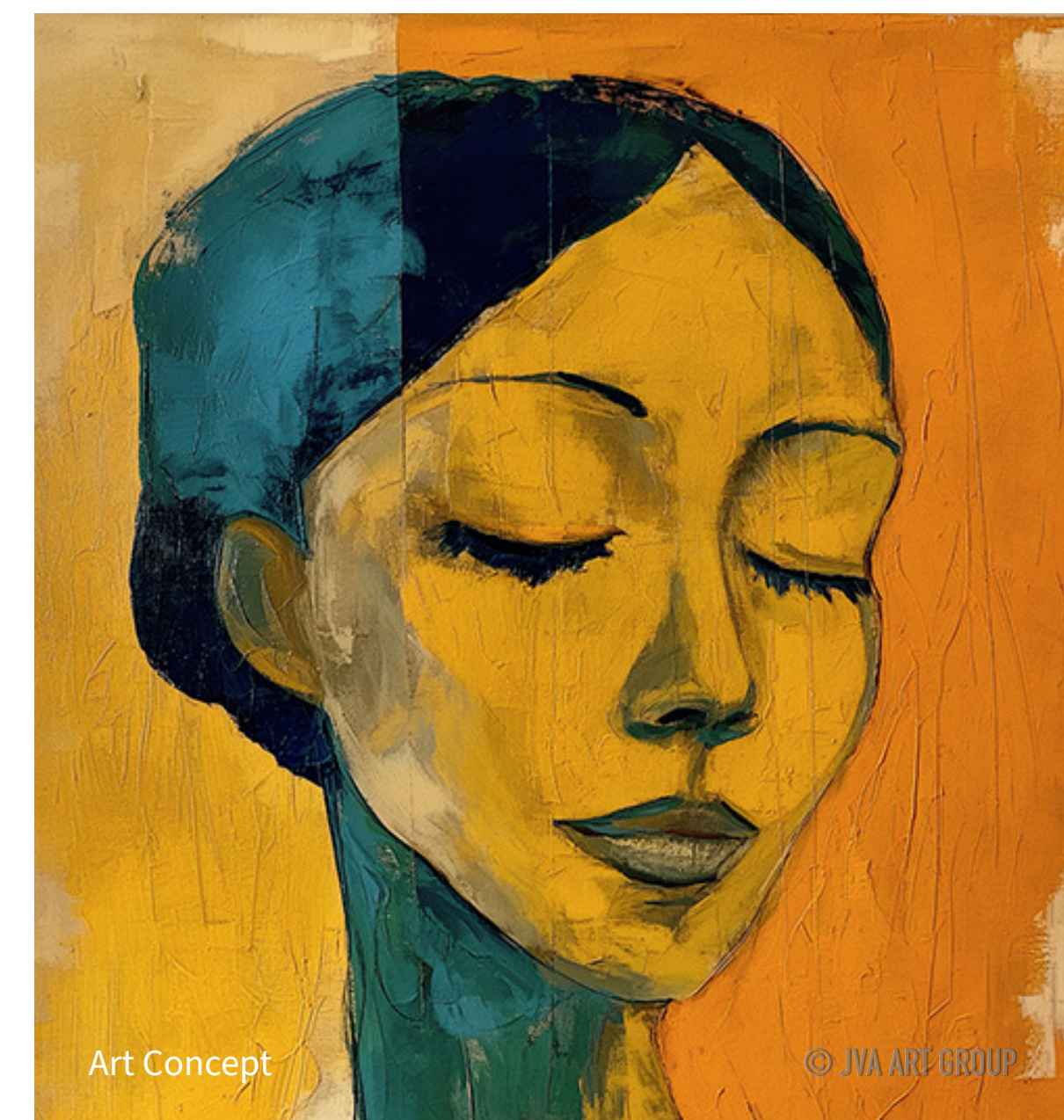
Wallcovering



Wallcovering



Wallcovering



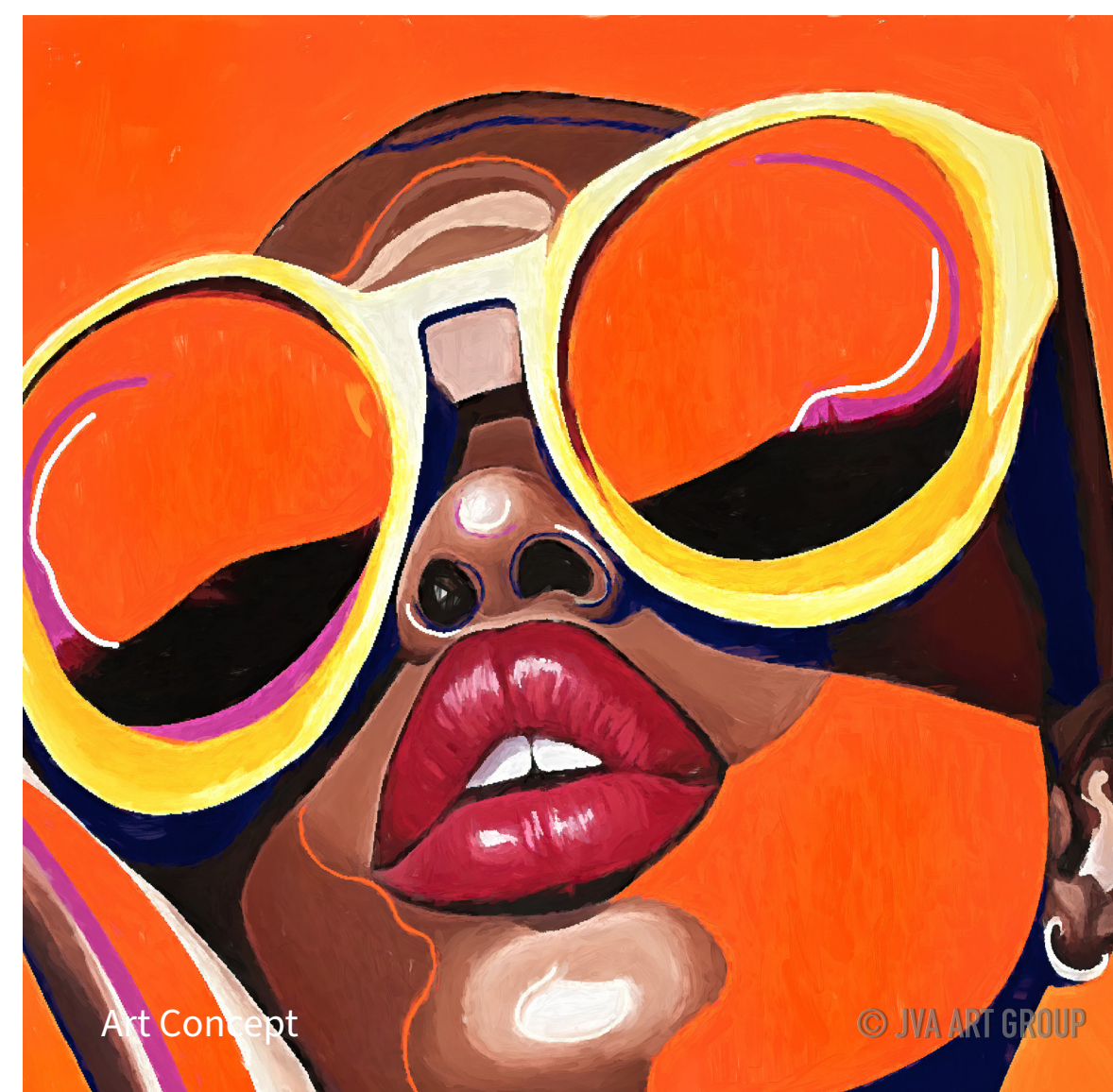
Art Concept



Wallcovering



Framed Paper



Art Concept



Canvas



Wallcovering



Wallcovering

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Art Concept

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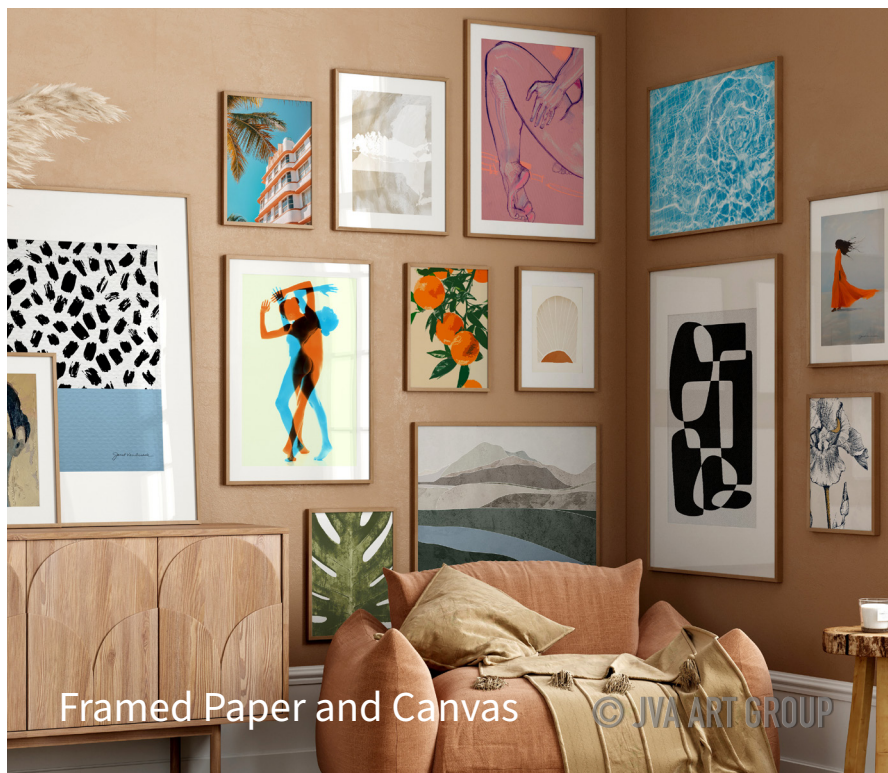
Wallcovering

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Wallcovering

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Framed Paper and Canvas

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Wallcovering

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Canvas & Wallcovering



Wallcovering



Framed Paper



Canvas



Art Concept



Canvas



Wallcovering

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Art Concept

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3-D Wallcovering

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THANK YOU