

Bathhouse

Case Study | Wellness

**creative
materials
corporation**



Location
Brooklyn, NY

Project Type
Wellness

Area Supplied
Spa Pool Wall Surround

Products |
Custom Tile Mural

Artist |
Mu Pan
Ghidorah (2016)
Sayonara Vikings (2020)

For Bathhouse, a wellness destination in Brooklyn, New York, original artwork was envisioned as an integral part of the interior experience. The client looked to Creative Materials for the expertise and capabilities to translate the artwork into custom tile murals.

CHALLENGE

Bathhouse initially presented several mural concepts before narrowing the selection to two final designs. The client wanted to translate original artwork into tile while preserving its visual character, detail, and quality.

Before production could begin, several technical decisions needed to be resolved, including the appropriate tile body, surface finish, and method for translating the supplied artwork onto the finished tile. Bathhouse needed a partner who could help answer technical questions, provide product expertise and move the custom development process forward efficiently.

SOLUTION

Custom tile murals make it possible to transform artwork, photography, graphics, and brand elements into permanent architectural surfaces. Using advanced inkjet printing technology, high-resolution imagery can be reproduced onto tile, creating a highly personalized solution.

From the initial inquiry, our team worked closely with Bathhouse and the manufacturer to evaluate options, address technical considerations, and provide guidance throughout each stage of development. To validate image quality and ensure the artwork translated successfully to tile, an initial sample was produced for Bathhouse's evaluation. After reviewing the sample, Bathhouse selected Creative Materials to move forward with the project.

"The Bathhouse project offered a unique opportunity to bring original artwork to life through tile. Throughout the process, our focus was on navigating each detail while preserving the client's creative vision."

~Genna Weiner

A&D Consultant

Creative Materials Corporation

With the direction established, Bathhouse provided the original digital artwork files. A ceramic body was recommended and ultimately selected to help meet budget and lead time requirements, while also providing greater color accuracy and consistency. To help determine the desired look and feel of the finished installation, our team coordinated samples in satin matte and glossy finishes, giving the client the opportunity to compare options before making a final selection of the glossy finish.

Once the final selections were approved, the murals moved into custom production. Creative Materials remained closely involved coordinating between the client and manufacturer from artwork and sampling through production and final delivery.

RESULTS

The completed custom tile was delivered approximately four and a half months after the initial inquiry, providing a quick turnaround for a highly customized product. Through close collaboration, responsive sampling, and product expertise, Creative Materials helped transform the original artwork into custom tile murals created specifically for the Bathhouse environment.

Rather than simply supplying a product, Creative Materials helped navigate the technical and material decisions required to translate artistic concepts into architectural surfaces while keeping quality and design intent at the forefront. The completed murals bring art and material together in highly customized installations that contribute to Bathhouse's distinctive interior experience.

