

Artwork programs designed around how commercial spaces actually work.

Coordinated artwork packages for restaurants, boutique retail, private clubs, salons, spas and designed interiors.



One visual system, calibrated to each kind of space.

Commercial artwork should strengthen character without interfering with service, merchandising, mirrors, signage, equipment or circulation. The program organizes each location type, then documents what changes and what stays consistent.

Customer and member journey

Operational wall conditions

Replacement and portfolio continuity

Arrival, dining and private rooms.



Artwork that supports product and point of view.



Layered collections for member spaces.



Reception, consultation and styling zones.



Measured transitions from arrival to treatment.



A visual system for supporting commercial spaces.



WAYS TO BEGIN

Start with one wall, one venue or the whole portfolio.

DIRECTION

Commercial Art Direction

Location taxonomy, initial visual direction and a decision-ready starting scope.

FOCUSED

Defined Location Package

A coordinated package for one dining room, store, member zone, salon, spa or commercial area.

COMPLETE

Whole-Venue Artwork Program

A decision-ready path from brief to reorder.

01

Discover

Location type, customer journey, brand, spaces, budget and opening date.

02

Curate

Artwork families, visual pacing, placements, formats and variation.

03

Present

Room views, schedules, material direction and review package.

04

Produce

Approved files, substrates, framing, quantities, freight and coordination.

05

Document

Register, assignments, care notes, replacements and expansion path.



Build your location plan

Tell us what kind of place you are designing.

Share the location type, rooms, project stage, budget and opening date. We will identify the right starting program and prepare a reviewable brief.

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