

JVA
ART GROUP

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JVAARTGROUP.COM



Janet Van Arsdale

BOOK

THE

art **LOOK**

**Thoughtful custom
art made in our studio
in sunny San Diego.**

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THE ART COLLECTOR
Early 1970s

A VISION SINCE 1970

JVA ART GROUP HAS BEEN IN BUSINESS FOR OVER 50 YEARS.

Our founder, Janet Van Arsdale, initially established the company as an art consulting firm and gallery space. One day, she was approached by an interior designer who was unable to find the perfect artwork to complete her design story. Since that moment, Janet made it her mission to travel the world and create an exclusive high-resolution photography library, and brought on a staff of graphic designers to create custom artwork that fits every design need. Today, JVA has over 650,000 high-resolution digital images in our in house library, waiting to be customized for your next project. Over the years, JVA has managed to stand the test of time by adapting to industry trends and demands ahead of the curve.



AT JVA ART GROUP, we are devoted to your vision. We understand the complexities of the custom art world and the challenges of communicating a vision effectively. In addition to our extensive offering of sample collections, we are committed to close collaboration and deliberate design development. It is our mission to be an extension of you, and to create intellectual art that connects, delights, inspires and communicates. We aim to ensure that not only will your art be cherished, but the journey will be as well — making JVA your first choice for strategic art design.

“JVA ALWAYS MEETS MY BUDGET AND DELIVERS A PRODUCT I AM COMPLETELY SATISFIED WITH.”

“JVA has been a dependable resource for at least two large hotel renovations I have worked on, as well as a new hotel restaurant and bar. I love the collaboration process with the art director and her team of artists; once I have an inspiration deck to start with and share my interior design concept, we touch base and the fun begins! I can count on JVA for their pool of artists, knowledge of materials, unique ideas, framing options, etc... they always meet my budget and deliver a product I am completely satisfied with. With JVA I always feel I'm in good hands and the process of putting an artwork package together that is cohesive is a lot less stressful as I am working with professionals in their realm of expertise.”

Michelle Rispoli, Interior Designer
OXFORD CORPORATE

AVALON BREA PLACE
BREA, CA

Time travel through art

A
CASE
STUDY

When JVA was selected to design the flagship Hotel Indigo Metropolis in downtown Los Angeles, we were mesmerized by its elaborate design story. The narrative was centered on the bustling cultural scene of Los Angeles during the “roaring” 1920s. Highlights from this time and place included a plethora of speakeasies, a thriving jewelry district, and the distinct character of LA neighborhoods. JVA also chose to highlight cultural icons such as Anna May Wong, the first noteworthy Chinese-American actress in Hollywood, and the famous Fiesta de los Flores Rose Parade.

“Every space has a piece of history tied into it, fostering a truly enchanting experience that will read like a storybook.”

We had the pleasure of adorning all areas of this property, from lobbies, guest rooms, and suites to public areas, restaurants and restrooms. Historical photos, clippings from movie scripts and custom murals showcasing the roaring twenties touch every surface. We even created custom fabric for the lobby sofa made from real 1920s newspaper articles. As guests approach the lobby elevators, they are entertained by a digitally animated motion wall, which brings to life some of the vintage parade characters of the Fiesta de los Flores. Step into one of the elevator cabs and the large-scale graphics will instantly transport you to the times of secret doors leading to speakeasies. Every space has a piece of history tied into it, fostering a truly enchanting experience that will read like a storybook.





Party Time
Digital Illustration



Beautiful Mess
Digital Painting/Photo Edition

A Sunset A Day
Digital Illustration

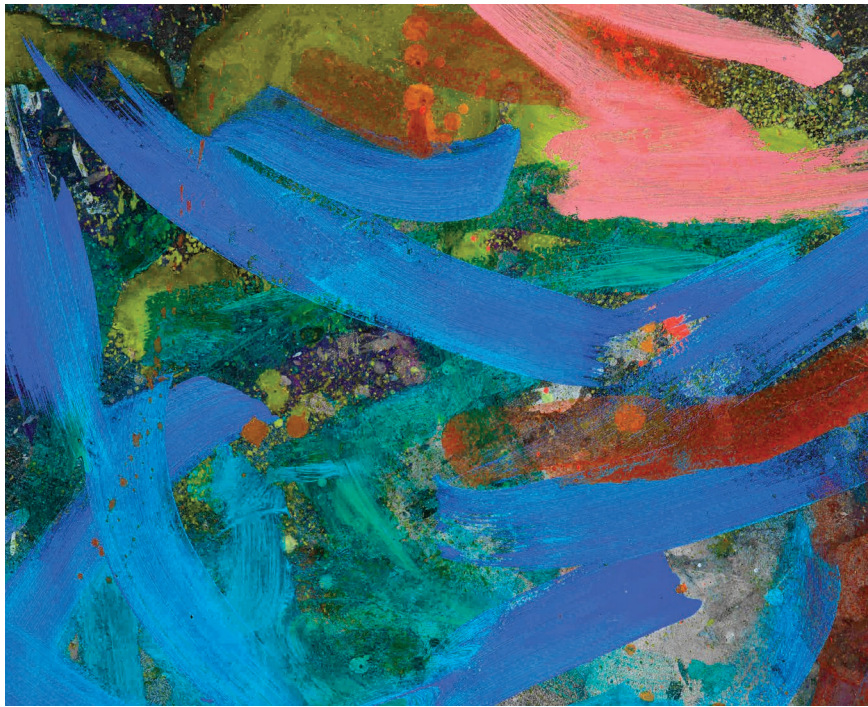


Flag Festivities
Digital Illustration/Digital Painting

Abstracts *for any mood*

A few of JVA's approaches towards one of our favorite subjects: contemporary abstract art. We believe art doesn't necessarily need to depict specific figures or objects in order to create a mood or make a statement. In fact, the freedom that abstract art gives us to express any emotion or sensation is extremely liberating and always exciting.



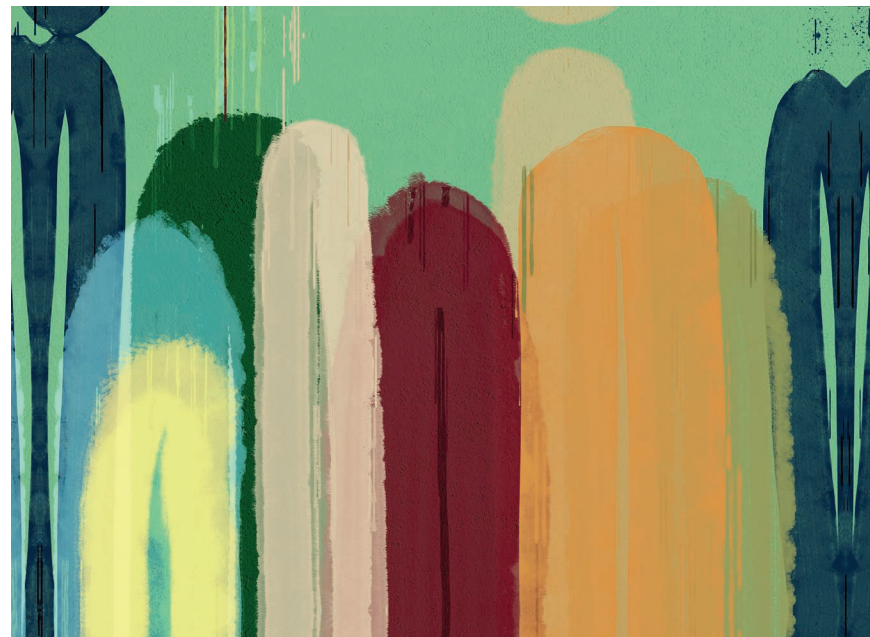


Brush Strokes
Digital Painting

FROM COLORED ABSTRACTIONS



Lost in Thought
Illustration/Digital Painting



Popsicles
Digital Painting

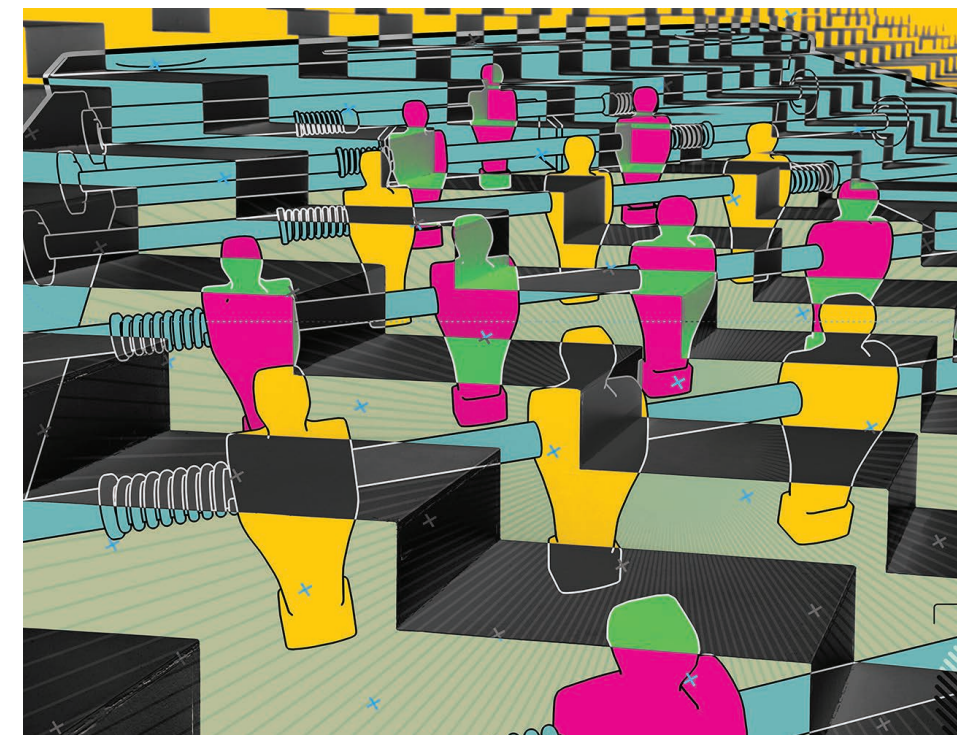


Good Spirits
Digital Illustration/Photo Edition



Houses Of The Hill
Digital Painting/Photo Edition

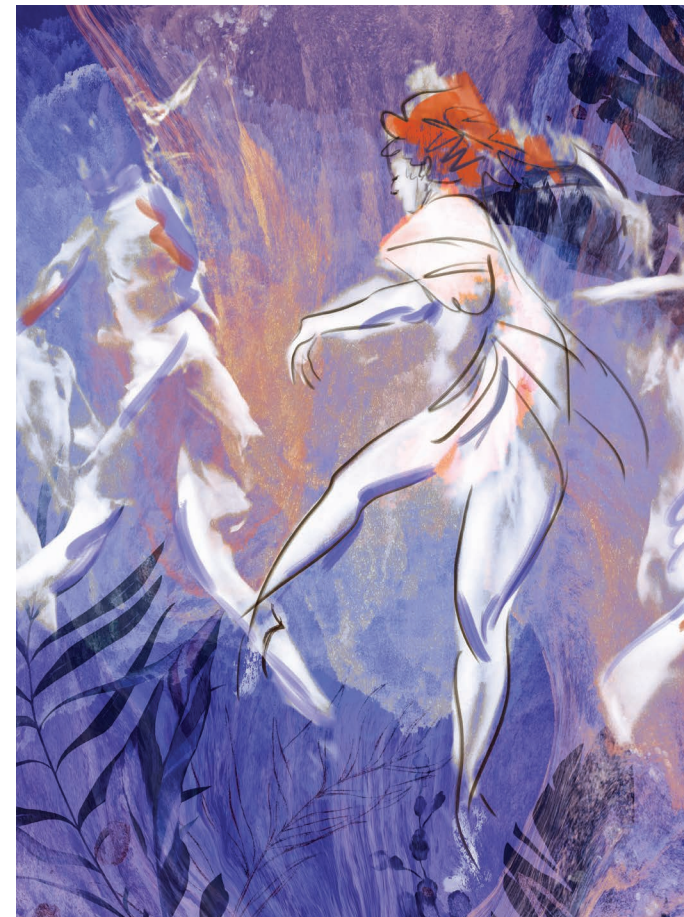
TO COLORFUL OBJECTS —



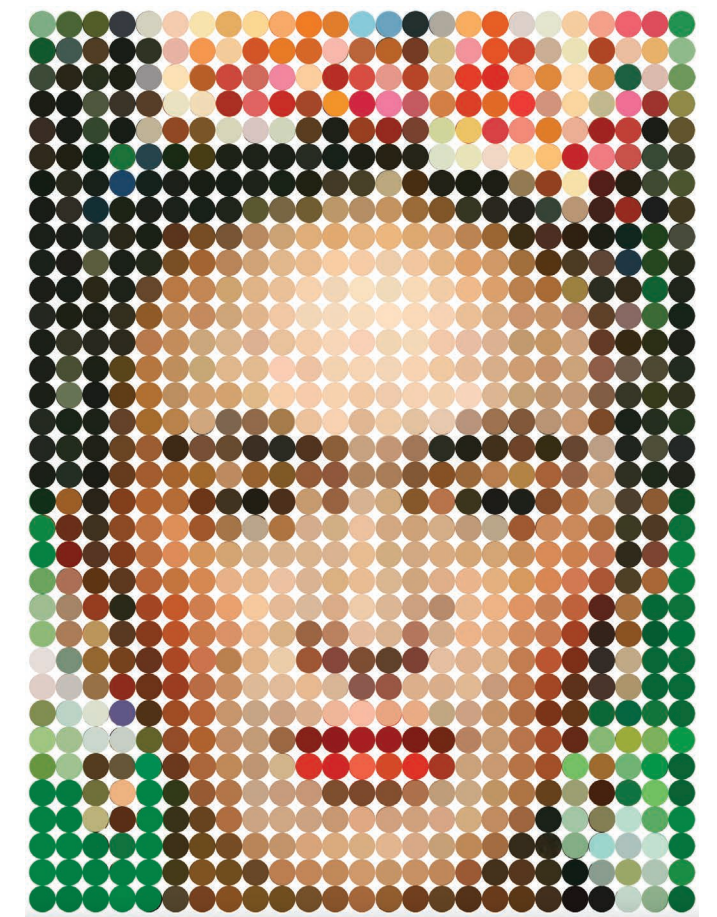
Game Night
Digital Illustration



Girl In A Crown
Digital Illustration/Digital Painting



Spring Dance
Digital Illustration/Digital Painting



Retrato Pontilhado
Digital Illustration



Figures of Speech

The human form can be represented in many different ways when it comes to art. Here are a few of our selections.

Borboletas
Digital Illustration/Photo Collage/Photo Edition



Jazz Nights
Digital Illustration/Digital Painting



DANCING STILL

Inspired by the piece “And We Danced”, by Loui Jover, these pieces explore contrast through texture, color and movement. In the foreground, the characters’ exaggerated body language brings them to life as each seems to carelessly dance the night away.

Though they are rendered in simple lines, the purposeful watercolor brush strokes in bold jewel tones stand out against the muted, textured backdrop. Words

from each aged, dampened page are visible through the skin and clothing of the painted characters, creating a whimsical atmosphere that adds a layer of interest and meaning to the piece. The artist’s skilled use of texture, color and movement seamlessly integrates the main characters into the background while also ensuring that they stand out, making this artwork an expert example of the mixed media method.



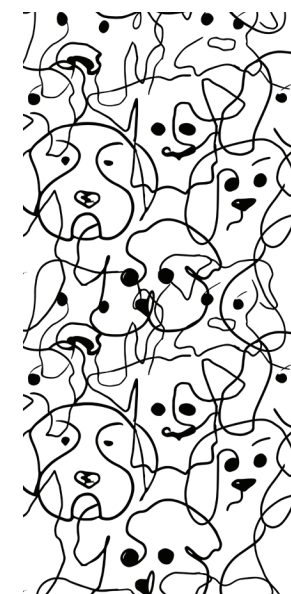


PETS
ARE
WELCOME



WE LOVE ALL PETS

Whether it's for pet stores, grooming shops, or a client who is passionate about animals, we are happy to make fun custom artwork that celebrates the curiosity and playfulness of our furry friends.



“WE ALWAYS LOOK FORWARD TO COLLABORATING WITH JVA.”

“JVA has been an exceptional group to work with and has successfully accomplished a wide variety of art for our projects. Together we have produced everything from framed pieces, to custom digital wallcoverings, neon signage, and even a 10’ tall sculpture! They have proven their diligence and professionalism over and over again by showing up on time and striving to please the client. At JCJ, we always look forward to collaborating with JVA.”

Nicole Brown, Interior Designer
JCJ ARCHITECTURE

OXFORD SUITES JANTZEN BEACH
PORTLAND, OR



Black, brown and metal for the win

FOR THIS PROJECT, WE WERE ASKED TO DEVELOP art concepts that depicted unique abstract representations of the iconic Gateway Arch in St. Louis, MO. Our artists were encouraged to get creative by exploring substrates similar to the metals used in the arch, and we chose a color scheme of black and brown hues in order to foster an industrial feel. Because this property was positioned in a very hip, artsy area right outside of St. Louis, it was imperative that we explored art options that echoed the surrounding cultural scene. The custom collection of sculptural elements, framed art and photography that we curated for this space creates a fully immersive guest experience.

OUR UNIQUE process begins with selecting images from our extensive photo collection. Then, under direction and feedback from our clients, we let our creativity flow. By adding fun overlapping elements and textures to stunning existing imagery, we at JVA create custom pieces that set us apart.



JVA at
WORK



LOVE
TYPE
LOVE
TYPE
LOVE



MIXED MEDIA ALL AROUND

JVA CREATED AN ARRAY OF OUT-OF-THE-BOX PIECES for this Kimpton Huntington Beach property, located just a few steps from the Pacific Ocean. Instead of regular room numbers, we fabricated custom wood surfboards with metal number details that stand 5' tall in each hallway. We sourced and framed vintage bathing suits to complement the beach bungalow vibe that flows throughout the entire property.

We also created 3D textile weavings, framed printed fabrics and a one-of-a-kind serape flag. The custom made "STAY WILD" neon sign reminds guests to enjoy their beach getaway to the fullest.





WE ARE
GLOBALLY
LOCAL

RIO DE JANEIRO, BRAZIL



SEATTLE, WA

We are known to travel the world to capture the perfect shot. If a project requires photos that we do not already have in our photo library, or if there's a specific photo needed for your project, we will travel and do a custom photo shoot.





I CAN ALWAYS COUNT ON JVA TO BRING FRESH IDEAS THAT ARE BUDGET APPROPRIATE.

“Working with JVA Art Group has been a game changer for me. As an independent design consultant, I have been able to rely on them for their expertise and creativity, and the collaboration has been effortless. Each project is unique and I can always count on their art director to bring fresh ideas that are budget appropriate and on time!”

Libby Gould, Design Consultant
DESIGN MATTERS

CORPORATE OFFICES
SAN DIEGO, CA

ALL ABOUT LOCATION



BALBOA PARK | SAN DIEGO, CA
SKETCH + WATERCOLOR PAINTING



HOUSES IN NEW ORLEANS, LA
ILLUSTRATION + DIGITAL PAINTING



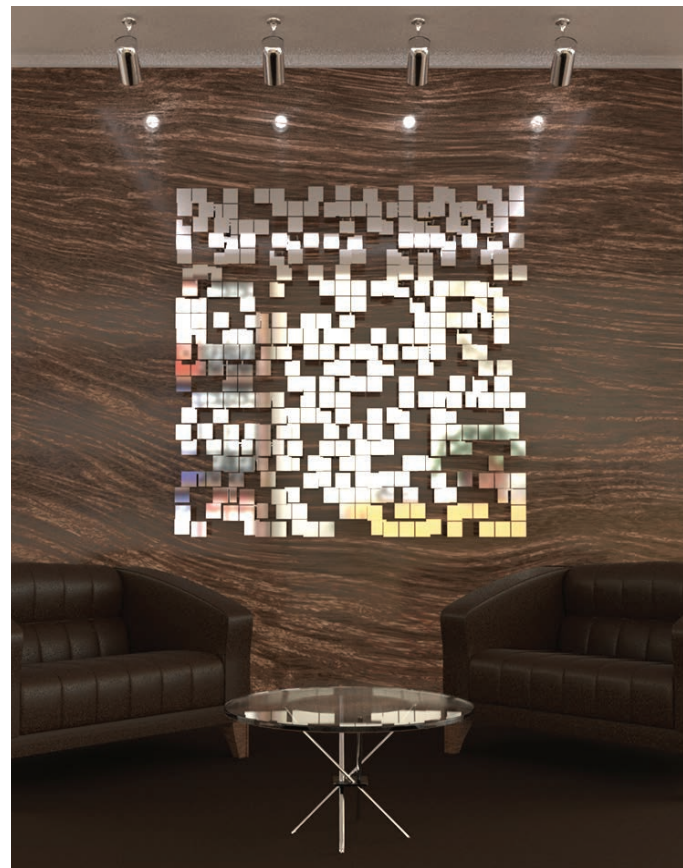
LOS ANGELES VINTAGE MAP
ILLUSTRATION



EXPANDING
our
PERSPECTIVES

FROM TOP TO BOTTOM

Top left: Custom metal wall sculpture for a hotel in Madison, Wisconsin
Top right: Metal mesh hanging sculpture for Guam Naval Hospital
Bottom right: Fragmented Reflections Multi Level Mirror Wall Sculpture



JVA WAS APPROACHED BY THE LE BON boutique hotel in Hollywood, CA to create guestroom art and public signage that transports guests to the glitz and glamor of Old Hollywood. Artwork in every room was framed in shadowboxes to resemble vintage cinema poster marquees, and oversized wayfinding pieces in the corridors were created in the style of the film leader countdown. We chose bright, warm colors in order to emulate the luxurious nostalgia Hollywood gives to its guests every time they come back.

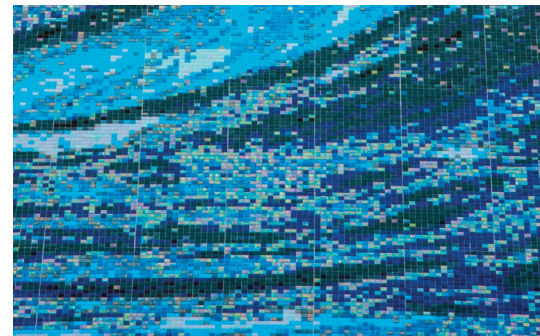
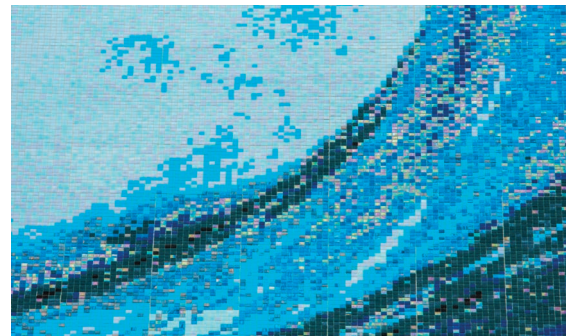
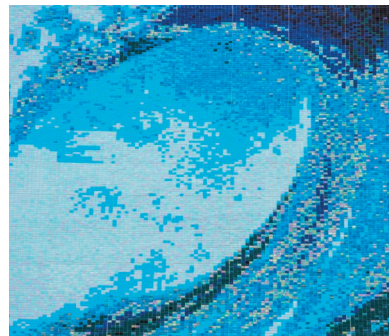


The Perfect Wave

WE WERE GIVEN AN AMAZING OPPORTUNITY to create a stunning 50'x20' outdoor tile mosaic mural for the luxurious Paséa Hotel, located in the heart of Huntington Beach.

The hotel hosts annual international surfing competitions, so the large wave is an eye-catching and meaningful addition to the facade of the building. Each color of tile was placed to create an impactful impression that spans the side of this beautiful beachfront property.

**Paséa Hotel
Huntington Beach, CA**

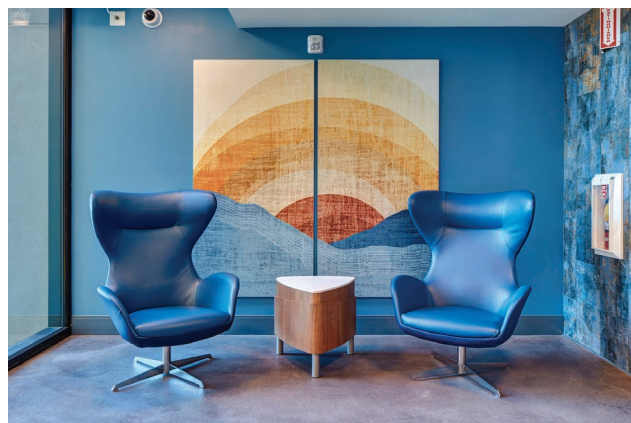




CUSTOM ACOUSTIC WALL

ART for GOOD

JVA IS PROUD TO HAVE BEEN A PART OF THIS INSPIRING project for Trinity Place Apartments in San Diego, CA. The facility is a supportive housing development for seniors that have experienced homelessness or have chronic health issues. Focusing on the theme “ascendance in tandem”, we selected calming shades of blue and purple, accented with warm shades of orange and yellow, in order to emulate rising from the deep sea to the sunny sky. The framed art, wallcovering patterns and geometric acoustical wall are thoughtful representations of the strength of every single one of TPA’s residents.



“WE LOVE WORKING WITH JVA AND OUR CLIENTS HAVE BEEN PLEASED WITH THE FINISHED GRAPHICS.”

“JVA is always so easy to work with and provides timely quotes, renderings, and strike-offs. They also are very good at taking vague direction and bringing our vision to life and making revisions as needed. We love working with them and our clients have been pleased with the finished graphics.”

Jenna Sagen, Designer
studio4D



BEYOND THE DIGITAL CANVAS



HEALING NATURE

WE UNDERSTAND THAT BEING SURROUNDED BY ELEMENTS of nature can bring us down to earth and instantly lift our spirits. By identifying design trends such as biophilia and incorporating them where appropriate, JVA can develop healing nature-inspired art concepts that immediately improve the mood of a room.



FOR THE ALISE HOTEL IN SAN FRANCISCO, to go along with our exclusive black and white photography collection, we created a hand-painted, 6'x8' canvas focal piece.



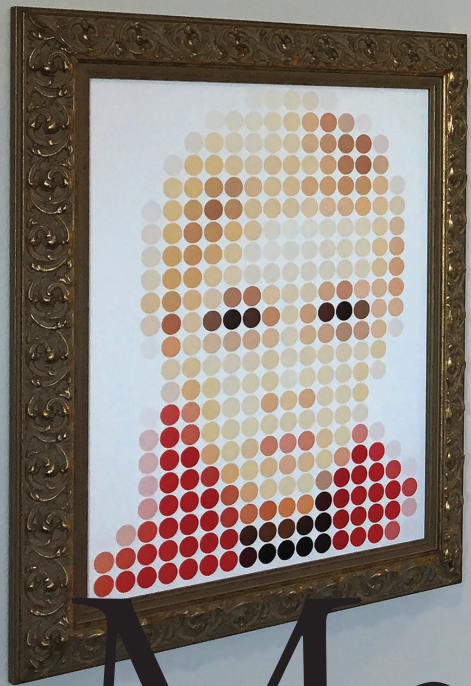


Grounded in the Desert

JVA TRULY ENJOYED DESIGNING THE FOCAL ART pieces for guestrooms at the Boulders Resort & Spa in Scottsdale, AZ.

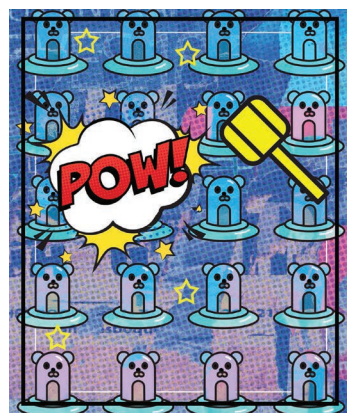
For this Southwest-inspired design, we were faced with the not uncommon challenge of budget constraints. The client wanted an art piece made up of multiple types of wood that revealed a geometric pattern through different colors and textures. Because this method was costly, our artists recreated the client's vision digitally instead. Using knotted wood textures, stain overlays, and an acute attention to detail, JVA was able to achieve the appearance of real planked wood. The final art piece is a digital print on top of one sheet of 3/4" engineered birch placed within a small black frame. The natural tones and textures of the artwork lends a sense of rustic warmth to every guestroom.

**Boulders Resort & Spa
Curio Collection by Hilton
SCOTTSDALE, AZ**



Make it POP

THE POP APARTMENTS LOCATED in Bothell, Washington called on JVA to create themed pieces for every floor of their sporty, pop art inspired space. Each floor of the building had a designated sport and color scheme assigned to it, which gave our artists plenty of inspiration to get playful and have fun with their designs. Our colorful out-of-the-box ideas were welcomed, and the unique array of framed art and wayfinders made the space lively and exciting.



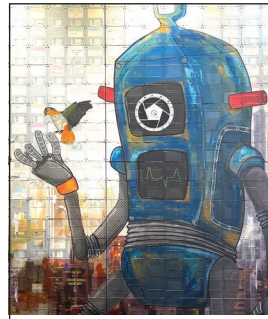
“FINDING A TEAM THAT YOU CAN COLLABORATE WITH IS CRITICAL, AND WE HAVE FOUND THAT WITH JVA.”

“CBH Design Studio has worked with JVA Art Group for many years on hospitality projects all over. The collaboration we have to create life in our designs comes so natural when working with their Art Director and crucial to the success of our storytelling through her creative interpretation of our concepts. Her communication and ability to create and source pieces that enhanced our design is exceptional. Finding a team that you can collaborate with and make your job smoother is critical in one’s overall success... and we have found that with JVA Art Group.”

Nicole Labastida, Project Manager
CBH DESIGN STUDIO INC.

RIVERFRONT PARK
TRAVEL APARTMENTS
SPOKANE, WA

OUR SUBSTRATES



MIXED MEDIA



MDF/PVC



ACRYLIC



WALL COVERING



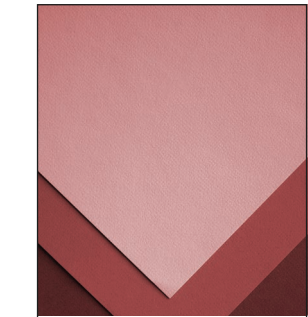
FABRIC



SCULPTURES



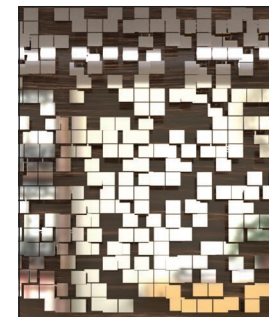
METAL



PAPER



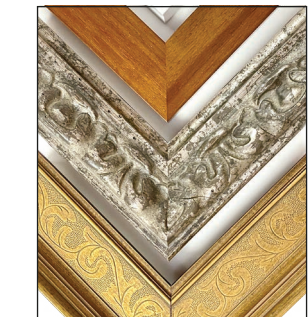
LIGHTBOXES



MIRRORS



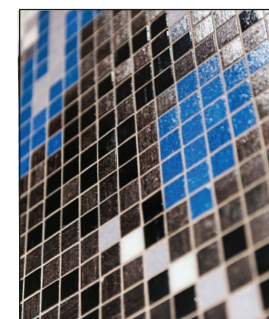
WOOD



FRAMING



MOSS



MOSAIC



ACOUSTICAL



CANVAS

JVA

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