

A modern lounge interior featuring a large, patterned carpet in shades of blue, white, and yellow. The room is furnished with a blue velvet sofa, several green velvet ottomans, and grey armchairs. The walls are decorated with large, stylized floral wall art in white and blue. The ceiling is white with recessed lighting and several pendant lights with clear glass shades. The overall aesthetic is contemporary and sophisticated.

**CREATE.
COLLABORATE.
CURATE.**

JVA

STRATEGIC
ART DESIGN

Listen, Collaborate,
Create, Curate,
Manufacture, Print,
Frame, Install,
Follow-up, Guarantee.

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BEYOND ART, A CONVERSATION.

Our Creative Team

VISIONARY VIRTUOSOS



JANET VAN ARSDALE
Founder | President



DANIEL NORTHRUP
Principal | Vice President



KELLI NORTHRUP
COO



SARAH SOTO
Art Director



BRIANA STERBAKOV
Senior Designer



NICOLE HARTER
Designer



MARLYN JOHNSON
Production Manager | Designer



MYLES BRACKEN
Production Assistant | Designer



DAN EUES
Designer



AVERIE WEHR
Design Assistant



SKIP WEITZEN
Director of Business Development



JOHN KASIAN
Director of Finance

Our Story: A Vision Since 1970

JVA Art Group has been in business since 1970. Our company was started by Janet Van Arsdale as an art gallery and art consulting firm, which over the years transitioned to who we are today.

We were inspired to create JVA Art Group after being approached by an interior designer who was unable to find the perfect artwork to complete her design story. Janet made it her mission to travel the world and create an exclusive high-resolution photography library and by bringing on a staff of graphic designers, we create custom artwork to fit every design need. **Today JVA has over 650,000 digital, high-resolution images in our photo library waiting to be customized for your next project.**

Our Mission

At JVA Art Group, we are devoted to your vision. We understand the challenges and complexities of the custom art world, and how difficult it is to communicate a vision definitively. Therefore, we commit to close collaboration, strategic processes, and extensive sample collections. This ensures that not only will your art be cherished, but the journey will as well. It is our mission to be an extension of you, to create intellectual art that connects, delights, inspires, and communicates. **JVA will become your first choice for strategic art design.**



What We Do

JVA Art Group creates original works of art for some of the world's leading designers and brands. With concierge-level service, your vision, however eclectic or ambitious, will be brought to life seamlessly to seduce, shape and evoke an extraordinary impression.



Listen, Collaborate

Interior Designers have an idea of how they want the artwork to tell the story of their space. JVA provides exclusive imagery and initial art ideas based on the designers' thoughts. From there, **JVA works one-on-one to brainstorm and come up with a personalized game plan for your customized artwork.**

Create, Curate

Our staff of graphic artists take the time to fine-tune all artwork until it is exactly what the client desires. Making adjustments to artwork to ensure it's perfect for your space is what we do! In addition to creating in-house masterpieces, we have an extensive library of outside artists to curate pieces that will complement any space. There's no request that is too off-the-wall for us!

Manufacture, Print

JVA's team follows your artwork from vision to completion. We are the ones proofing, printing and manufacturing each piece of artwork that goes out the door. Our hands-on approach ensures that the quality is always perfect before being shipped out or installed.

Frame, Install

We offer full framing services for every size project, with access to thousands of different moldings from all framing vendors and a line of custom milled JVA frames, **you will always receive value-engineered pricing to fit your budget.** JVA's art installers are also on-hand to travel if installation services are needed.

Follow-up, Guarantee

When your project is complete we will follow up with you to ensure that the final product is exactly what you were envisioning. **At JVA Art Group, we pledge to deliver the highest standards of integrity and professionalism; to only make decisions that are in your best interest; to commit ourselves wholly to your needs and be sensitive to them; to be highly responsive, reliable and forthcoming; and to do what we say we are going to do, when we say we are going to do it, without surprises and without excuses.**



ARTISTIC STYLES

- Abstract
- Collage
- Geometric
- Photography
- Paintings
- Letterism
- Pop Art
- Urban
- Minimalism
- Vintage
- Macro
- Mixed Media
- Surrealism
- Photo Mosaic
- Environmental Graphics

MEDIA

- Paper
- Framed Art
- Canvas
- Acrylic
- Metal
- Wood
- Wallcovering
- Mirrors
- Lightboxes
- Custom Fabric
- Gloss MDF
- PVC
- Sculpture
- Mixed Media
- Digital Art
- And more...



For Complete Look Book Visit: jvaartgroup.com



Our Standard.

“

**Make it
Visually Powerful,
Intellectually Elegant
and Timeless.**

Daniel Northrup
Vice President, JVA Art Group

**Rooms that create
conversations and a
multi-dimensional
experience.**

The Dimensional Difference.

Hotel Republic, San Diego | Autograph Collection Hotels

For this San Diego nautical themed hotel, we had the privilege of designing everything from the front lobby sculpture to the guestrooms, suites and public spaces. We created and manufactured the stunning front desk wall sculpture from polished stainless steel in gold and silver. It embodies both movement and the mood of the ocean, which is just blocks away. Carrying the theme throughout the hotel we created full-scale wallcoverings in the corridors, and nautical themed framed artwork in the guestrooms and suites. This charming space truly captures the beauty of San Diego.



Enchantment Lives

Hotel Indigo, Metropolis | Los Angeles Downtown, CA | Flagship Property

When JVA was engaged to design the Flagship Hotel Indigo, Metropolis in Downtown Los Angeles, we were mesmerized by its elaborate narrative. IHG Hotel Indigo brands focus on different design “stories” for each of their properties, to create memorable experiences for it’s guests. This narrative was about the life of Anna May Wong, the first noteworthy Chinese-American actress living in Downtown LA during the time of the Fiesta de los Flores Rose Parade in the 1920’s. This property stands out because of the vast amount of custom artwork that fills every inch of the hotel. All artwork was created by JVA to follow the Anna May Wong story down to the very last detail. JVA created custom fabric for the lobby sofa made from real 1920’s newspaper articles about the Fiesta de los Flores. Historical photos, clippings from movie scripts and custom created murals incorporating Anna’s story touch every surface.

JVA had the pleasure of adorning all areas of this property: lobbies, restaurants, guestrooms, suites, restrooms, all public areas and even selected accessories. As guests approach the lobby elevators they are entertained by an animated digital “flip book” motion wall, which brings to life some of the vintage parade route characters of the Fiesta de los Flores. Every space has a piece of history tied into it. Step onto one of the elevator cabs, and the large-scale graphics will transport you back to the times of secret doors to 1920’s Speakeasies. The artwork and design create a truly enchanting experience that will read like a storybook.

Every Wall Is An Adventure.

Paséa Hotel | Huntington Beach, CA

JVA was given an amazing opportunity to create a stunning 50' x 20' Outdoor Tile Mosaic Mural, "The Perfect Wave," for the luxurious Paséa Hotel located in the heart of Huntington Beach. This beach town hosts the US Open of Surfing competitions. So the large wave is an eye-catching and meaningful addition to the facade of the building. Each color tile was placed to create an extremely impactful impression that spans the side of this beautiful beachfront property.

“

**JVA has the rare ability to
translate complex ideas into
simple and elegant designs.**

”



Looking Out The Window Is So Overrated

Custom Photo Shoots Are Just The Tip Of The Iceberg



JVA travels the world to capture the perfect shot. If a project requires photos that we do not already have in our JVA photo library, or if there is a specific shot needed, we will travel and do a custom photo shoot. We want our clients to be 100% happy with the artwork on their walls. If that requires a plane flight, long hours, late nights, or camping out in order to get that shot, we will do it. The end result is the perfect image!





The Art Of Exquisite Hospitality... Begins With Exquisite Hospitality Art.

JVA truly enjoyed designing the focal art for 165 guestrooms of the amazing Boulders Resort & Spa in Scottsdale, AZ. For this Southwest-inspired design, we digitally created the pieces to look like natural wood using variations of dark and light digital wood panels. Knots and rustic textures were added to incorporate an authentic look in the overall design. Although it gives the appearance of real planked wood, this was actually a digital print of wood planks on top of one sheet of 3/4" engineered birch which was placed within a small thin black frame. The artwork creates a sense of warmth to the room which flows through the entire property.

Boulders Resort & Spa | Curio Collection by Hilton | Scottsdale, AZ



Mind-Altering Art Intended To Distract.

Marriott Vacation Club Pulse | San Diego, CA

This downtown delight was one of JVA's favorite projects. Each of the guestrooms was adorned with a custom JVA gear sculpture made of routed steel and burnt wood. A large San Diego collage above the beds and an abstract incorporating the local flare over the seating area.

The public space of this hotel creates a fun, industrial chic feel. Each elevator lobby has a custom large-scale graphic so you can see what floor you have arrived on. Everything about this hotel makes you want to stay a little longer and explore!



You Can Fill A Space... Or You Can Create A Conversation Piece

Kimpton Shorebreak Hotel | Huntington Beach, CA

JVA created an array of out-of-the-box pieces for this fun hotel located steps from the beach. We sourced vintage men and women's bathing suits which were framed to compliment the beach bungalow vibe that spills through the entire property. Instead of using regular room numbers we fabricated custom wood surfboards with metal number details that stand 5' tall in each hallway, with wood and metal room numbers outside each door. JVA also created 3D Textile Weavings, framed printed fabrics and a custom flag made out of serapa fabric. The custom created "Stay Wild" neon lightbox, reminds guests to enjoy their beach getaway to the fullest!





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We have the ability to take the “Story” of what you envision... and through collaboration and creative talent, bring your vision to life.”

Janet Van Arsdale
President, JVA Art Group

The Alise San Francisco | Union Square

Custom printed and framed gallery wall with custom hand-painted 6' x 8' framed canvas focal piece.

Art With Attitude

Exactly What You Didn't Know You Needed.



We Bring So Much Dimension...

Vertigo Warnings Accompany Our Art

JVA creates custom three-dimensional sculptures for guestrooms, public spaces and all indoor and outdoor areas. Whatever size, substrate or look you desire, our JVA designers will create a spectacular focal piece that will leave a lasting impression in your space.





Highball & Harvest

The Ritz-Carlton | Orlando, FL

This original piece by JVA was 23' x 4' and made of 11 separate Aged Cedar planks, which we printed on, grouped together, and installed with interlocking panels. The artwork printed on the panels was made up of Historic Orlando Photos that were collaged together with Janet Van Arsdale Photographs. We love working with innovative substrates like reclaimed wood to make the ordinary... extraordinary.



Turning Room And Bored...
 Into Walls To Explore

JVA created this custom wallcovering pattern made up of gas lamps from the Alexandria area. The detail on these is stunning, when the lights are low they give the feeling that they are glowing. It's a show-stopping addition to this out of the box design.

The Alexandrian, Autograph Collection | Alexandria, VA



"Rich and Norm"
- Isabelle Alford-Lago

Curate.

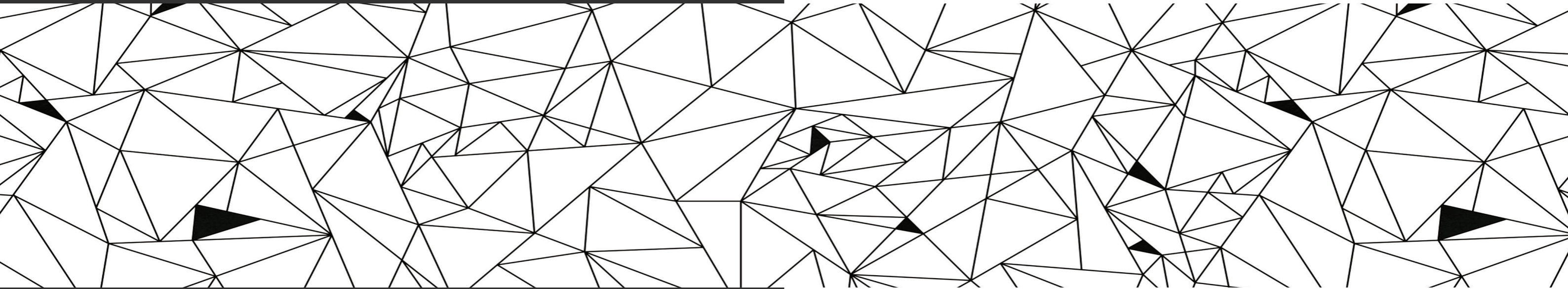
In addition to creating in-house masterpieces, we have an extensive library of outside artists from which we can curate pieces that will complement any space. By working as art consultants for over 45 years, we have built great relationships with some of the world's top artists. There's no request that is too off-the-wall for us!



"Free Bird"
- Bill Mayer



"Decline of the Planet of the Apes"
- Scott Listfield



Our Pledge

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For More Name Dropping
JVAartgroup.com

JVA

STRATEGIC
ART DESIGN

Beyond Art, A Conversation.

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