

Artistic Expressions

How Custom Decorative Film Is Redefining Office Design

By Katie Jasmin

In a world where architectural glass is expected to perform beyond structural and daylighting functions, custom decorative film has emerged as a powerful tool, delivering both aesthetic and practical value. A major tech company based in Austin, Texas, found this potential through a unique collaboration among the national art platform ArtLifting, and the custom window film experts at Source One Digital.

From Canvas to Glass: Expanding the Medium of Inclusive Art

ArtLifting, a for-profit public benefit corporation, has spent over a decade bridging the gap between underrepresented artists and corporate clients seeking more meaningful artwork.

By showcasing work from artists with disabilities, they enable social impact through design.

ArtLifting's corporate installations traditionally featured original paintings, framed photography, and large-scale murals. But in 2023, the organization began exploring new mediums, prompted by a client in Boston seeking a decorative solution for lobby windows that suffered from glare despite standard tint applications. To address the issues, Source One Digital, manufacturers of Creative Fx custom window films, proposed a solution that reduced glare and transformed the windows into etched-glass-like art using optically clear printed film.

This successful experiment sparked a larger creative vision, which found full expression at the tech company's Austin campus.

A Window Into Experience: Artistic Privacy in the Modern Office

To enhance the visual identity of its Austin office, the tech company wanted to personalize a series of all-glass huddle rooms,

or pergolas, manufactured by Haworth. Each pergola presented an opportunity to showcase a unique work of art, using glass as the medium. Haworth influences the office furniture industry through innovation, design excellence, and a commitment to creating inspiring workspaces that adapt to the evolving needs of businesses and their employees.

"The application of ArtLifting artwork on Haworth pergola glass is an incredible way to further customize these flexible collaborative spaces," says Jason Helmer, Haworth sales director. "Our products empower people to thrive and work their best, and the collaboration with an impactful social enterprise like ArtLifting is a great example of how we can push the limits of design while centering the human experience."

Working closely with ArtLifting's curators and selected artists, Source One Digital brought these visions to life through CreativeFx window films. The films are printed with white, full-color and clear inks to deliver rich detail and visual depth. The result features vibrant, large-format artworks printed directly onto optically clear polyester-based film and installed onto interior glass partitions.

Three featured installations highlight the project's creative range:

- "Pedernales Spring Yellow" by Nancy Wood: A soothing composition filled with color glazes and abstract motion, offering privacy and inspiration.
- "Moving Through Emotions" by Sierra Barnes: A dynamic and colorful reflection of healing and resilience by a Texas-based artist and brain tumor survivor.
- "Mystic Mountains" by Jude Chase: A stunning visual journey by a former IT professional who rediscovered her artistic voice after a traumatic brain injury.

Each piece is more than decoration. It is a storytelling element that infuses each glass pergola station with emotional connection and creative identity. ➔



Pedernales Spring Yellow

"I choose and adjust colors, move and edit shapes, apply tints and glazes and become completely engrossed in thinking visually about the image."

-Nancy Wood



Moving Through Emotions

"I am an artist, writer, blogger, and brain tumor thriver creating in a beautiful world full of chaos."

-Sierra Barnes

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“In 2010, I suffered a traumatic brain injury and was in a coma. Before the injury, I was lead clerk in the IT Department at Contra Costa Elections Department in California. When I woke from the coma, I didn’t know how to turn on a computer. I did, however, remember how to paint and draw.”

-Jude Chase



Precision Meets Possibility: Behind the Scenes of the Installation

The CreativeFx films are produced using digital printing technology that blends layered white and colored inks with a high degree of clarity. This technique allows the artwork to mimic the look of etched or back-painted glass but at a lower cost and with significantly more flexibility.

For the Austin project, Source One Digital partnered with National Glazing Solutions, an installation specialist and client, to apply the film to interior surfaces.

Designed for first- or second-surface applications, the optically clear film was customized with dual-sided printing in areas where depth and layering were required.

Prototypes and sample prints were reviewed and refined collaboratively by ArtLifting, the artists, and the client’s design team. The final results met the privacy goals

and aesthetic vision for each space.

“In a world where every material is asked to do more, glass is no exception,” says Steve Crow, president of Source One Digital and CreativeFx Custom Window Films. “When utilizing the option of custom decorative film, you’re not just defining space, you’re curating an experience. By specifying smart and designing with intention, you unlock the full potential of every pane and raise the standard for architectural expression.”

With this groundbreaking project, the expert team of artists, glass and film manufacturers, and film installers proved that glass can be more than a transparent barrier. It can be a platform for storytelling that provides a visual journey highlighting the stunning translation of original artwork into architectural form. **USG**



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