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## Hotel Palomar, San Francisco

**Collaboration:** Julie Coyle Art Associates and Dawson Design Associates

**Design Brief:** To create a wall graphic that spans seven stepped soffits, which cannot be clearly seen from one direction but is fully visible from the opposite

**Solution:** "The challenge was that the tree appears on two planes, which intersect at the corner. Everything has to line up perfectly, so that it reads as one tree," says principal Julie Coyle. "To ensure that everything would line up, we built a scale model and worked through the graphic placement before installing the graphics onsite."