

At Jamestown Square, non-descript art and wall sconces add to the atmosphere of the office with professionalism and class.



# If These Walls Could Talk >>

Wall decoration doesn't just take up space, it tells your story

WHEN YOU WALK INTO AN OFFICE AT JAMESTOWN SQUARE in Provo, the words “professionalism” and “trust” come to mind — before you even talk to someone who works there.

The trick? Take a look around.

Classy, nondescript art and sconces adorn the walls of the front entryway, lending a classic edge to the office atmosphere. It's the office's way of saying “hello.”

To have your wall décor speak to your clients and fulfill your company's purpose — whether it's classy or casual, contemporary or traditional — follow these three easy steps.

## 1. Set your style — and some goals

The first thing you want to consider when deciding what to put on your office walls is image.

“You have to decide how you want to portray yourself,” says Kristen Lamb, owner of DesignIt Boutique in Woodland Hills. “What you put on your walls will reflect your personality and tell your story.”

And don't be afraid to be different. Various businesses should embrace their unique, wall-to-wall personalities. It will only solidify a relationship with the customer.

“What's on your walls will be an indication of the kind of personal relation-

ship you want to have with the client,” Lamb says.

For example, attorneys often want to convey a sense of professionalism, high class, and trust in their office — so their walls will typically be colored with rich, deep tones.

“Non-descript art works well to show the professional relationship an attorney wants to have with a client,” Lamb says. “On the other hand, insurance agencies, for example, may want to have a more personal relationship with their clients. So they can avoid the rich tones and art, opting for the use of personal photos instead.”

Once you know the overall goal for your office image, you can focus on the smaller details that will help you reach that goal.

## 2. Put yourself on display

Awards and other “brag board” items are a big question mark for many offices. Can you still have a classy office if your awards are hanging loud and proud?

The answer: absolutely.