

# PROFILE *guided imagery design*

TRANSFORMING WALLS AND CEILINGS  
INTO MAGICAL SCENES.

## Guided Imagery Design & Productions

SINCE 1978, CHIEF DESIGNER LINDA HOFFMAN OF Woodside, CA-based Guided Imagery Design & Productions, has turned stucco walls into Tuscan villas, transformed ceilings into old-world textured frescos, and created magnificent gardens inside hotel lobbies; all without “noise, mess and the ordeal of the permit process,” explains Hoffman.

Hoffman’s recipe for success combines artistic talent, a vivid imagination and a savvy business sense; add a heap of creativity, a few gallons of paint and a dash of computer assistance. Mix well and you have a high-end, custom-painted or limited-edition mural; a mural completely unique to your needs. Collections that have graced walls, floors and windows in the hospitality, architectural and design industries include winery vistas, petite fruit trees (in niches), old-world libraries, Tuscan aviaries and ceiling dreamscapes.

Using ancient and advanced painting and computer generated methods, Hoffman is in the business of transforming. Her impressive client list includes children’s paradise, F.A.O Schwartz and computer giant, Intel.

It’s no wonder she is the proud recipient of this year’s ADEX Platinum Design Award in two major categories; Old World Libraries Mural Collection won for New Product, and Porto Santo Stephano Mural Collection won for Wallcoverings/Trompe l’oeil. “These awards underscore the tremendous response our custom handpainted murals and limited-edition mural collections have received from customers around the country,” says Hoffman.

Maria Petrakis, owner of Menlo Park, CA-based Acorn Restaurant hired Hoffman to do several

paintings in her Mediterranean restaurant. Upon entering, customers are greeted into a European villa where images of sea, sun and garden put them in another time far away from home.

“We’ve had customers actually try and pick up the glass of wine sitting on the ledge in the mural!” exclaims Petrakis. “Hoffman’s murals look so real, you think you’re enjoying a meal in the south of France. The peaceful mood is brought on by the

mural’s inviting colors; terra cotta, blue and green.” Hoffman also coordinated the entire restaurant’s ceiling moldings. “I’ve never seen anything like it,” says Petrakis. “It’s impossible to tell that the moldings are handpainted.”

As far as service goes, Hoffman only gives forth the best to each customer. Acorn suffered rain damage at a time when the restaurant was reserved for a very important function. “Hoffman went out and found an artist to redo the entire painting in one weekend,” explains Petrakis. “She went out of her way to complete and redo the project at a time that was convenient for us. That is very hard to

find in today’s world!” And, if a client doesn’t want to wait or interrupt construction for painting, Guided Imagery is happy to produce mural wallpaper off-site that can be easily installable in just a few hours.

Currently, Guided Imagery Design & Productions is developing a new collection called SSF’s Whimsical Windows, based on their current public art project for the city of south San Francisco. It’s a set of 17 handpainted trompe l’oeil windows that will be available soon.

For additional information, call (650) 324-0323; or e-mail [murals4u2c@aol.com](mailto:murals4u2c@aol.com). 



*Old World Libraries:* The original trompe l’oeil murals are in the private collection of a Silicon Valley entrepreneur, and were used as a backdrop for the A&E biography of Bill Gates. We have developed Artistic Borders and a Limited Edition Mural Collection from these original Works

Photo: John Carlsman