

Laura Bauer

STUDIO FOR ART ILLUSTRATION & ARCHITECTURE

Window Design
XMAS SPECIAL

2023

*Choose
your unique
Christmas
style
this year*



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Hi nice to meet you!

I'm an illustrator from Austria and have moved to Taranaki to live here with my kiwi husband. I have a background in interior design and architecture and focus on murals & shop window designs. In many European cities custom window illustrations have been a trend for a few years and I would love to bring more of this to New Plymouth. They are a unique and fun way of communicating with you customers especially during Christmas time.

Have a look through my portfolio and let yourself be convinced of the magic of window designs!

Let's create something special together this Christmas season.

I would love to collaborate!

Laura



WHAT A WINDOW DESIGN CAN DO FOR YOUR BUSINESS

- Increases recognition value (stays in your head)
- Shop identity is presented outside and easily visible for people passing by
- Attracts new customers - your window is a built in bill board
- Social-Media-Magnet
- Highlight on the street
- Creation process can be turned into a live event & visitors can capture it and post on social media (personal level added)



Mockup

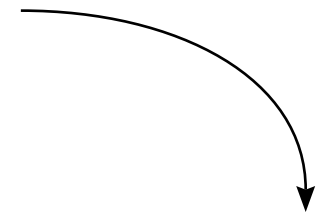
*Design packages & Prices**



What does Christmas look like for you?

Family, delicious food, presents, being in nature, quiet time or loud parties...Christmas can mean so much to us and everyone celebrates their own unique way. To make sure you can express your shop identity best and get those christmas vibes I have prepared different design packages for the 2023 season. You are very welcome to have a browse and see what Christmas looks like to you!

Pick your style!



Window Design 01

Timeframe

4-6 weeks from booking



Santa is coming to town...

Design



* You can find more information about prices and down payment in the FAQ section below.

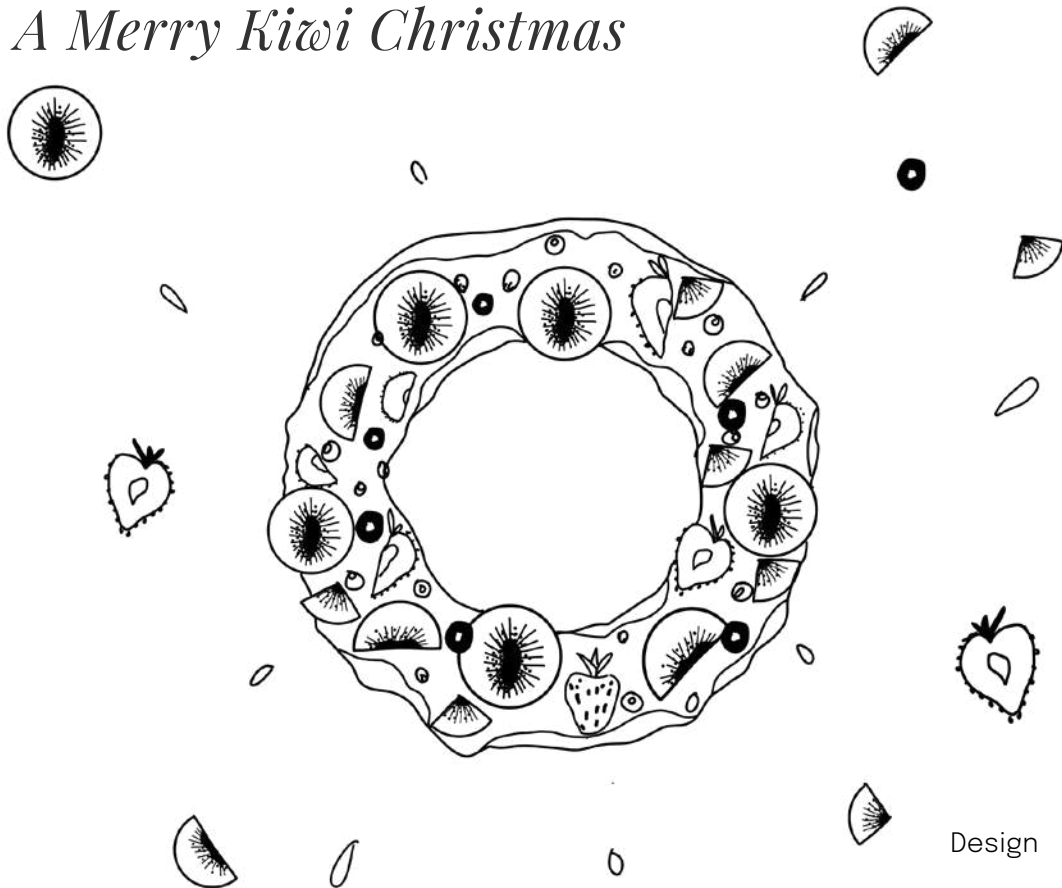
from NZD 1.200,-

Window Design 02

Timeframe

4-6 weeks from booking

A Merry Kiwi Christmas



* You can find more information about prices and down payment in the FAQ section below.

from NZD 1400 ,-

Photo by Enes Karahasan: <https://www.pexels.com/photo/bakery-with-a-display-window-14125162/>

Window Design 03

Timeframe

4-6 weeks from booking

Meri Kirihimete



* You can find more information about prices and down payment in the FAQ section below.

from NZD 1400,-

Photo by Kübra Arslaner: <https://www.pexels.com/photo/woman-with-a-white-bicycle-standing-in-front-of-a-fashion-store-13446969/>

Window Design 04

Timeframe

4-6 weeks from booking

Jolly Season

*Tis the season
to be jolly!*



Design



Photo by Tembela Bohle: <https://www.pexels.com/photo/barts-store-signage-1884573/>

Mockup

* You can find more information about prices and down payment in the FAQ section below.

from NZD 950,-

Window Design 05

Timeframe

4-6 weeks from booking

Kiwiana Xmas



Design



Mockup

* You can find more information about prices and down payment in the FAQ section below.

from NZD 950,-

Photo by Feyza Nur Demirci: <https://www.pexels.com/photo/showcase-of-souvenir-shop-with-sculptures-7554039/>

All packages include

Individual Design Consultation

After you have chosen one of the styles from the packages below, I will adapt the design to make it a perfect fit for your shop window + add special touches if required. There is one round of revisions in the design process included in the package price.

Material & Travel Cost

For my window illustrations I work with high quality acrylic markers in different sizes. All markers, tape and covering materials are included in the price as well as travel cost in and around New Plymouth.

Photo Documentation

The creative process turned into a memorable event that you can use for your social media presence and website. Before and after photos, tagged stories on social media during the process and a timelapse video.

Installation

At the start of the project we will agree on a date to create the magic. I work with your opening hours either live when you are open - to engage with customers - or while you are closed. With all my projects I leave no trace behind and bring covering materials etc. To ensure a smooth flow and the perfect outcome I kindly ask you to have all windows cleaned before the installation day.

*Please note that package prices are only valid Christmas 2023 within the explained booking period. Additional fees apply for express services.

Bookings, Process & Timeframe

To make it as easy as possible for you to get your hands on a window design, I have put together a timeframe. Each step is explained on the right. If there is any questions please don't hesitate to contact me via email laurafellerart@gmail.com

01 • First consultation (Free!)

Never really seen window illustrations before or not sure if this is something for your shop? I'm happy to have a chat and see what your possibilities are + answer all questions you may have before you make a decision.

02 • Booking

I want you to make the most out of the window design throughout the whole Christmas shopping time. Therefore I can only take bookings up to October 15th to ensure a high quality standard for all customers. If you have any hesitation or questions about booking please get in touch any time!

03 • Meeting & Design Phase

Communication and planning is key for every creative process. Before we get started on the design I'm happy to come in for a chat to hear about you ideas and discuss the installation date. I will also measure the window space and then create a draft design for you. Once finished you will have time to give feedback before I create the final design.

04 • Installation

After you are 100% happy with the design I'm getting everything ready to transfer the illustration to the window & prepare material. The installation will take approx. 1 day (time can vary depending on design) and I'm working with your schedule to have a smooth installation process that doesn't interrupt your business.



Thank you & I hope you enjoyed

seeing what's possible with window illustration and that you have a good idea of what a collaboration with me will look like,

Get in touch if this has sparked your interest -
I'd love to create something special for your business this Christmas season!

Get in touch



laurafellerart@gmail.com

To book a free consultation call please send an email
and I get back to you within 1-2 working days.

Laura

FAQ

How long does a window illustration stay in place?

I work with acrylic markers from Molotow that are durable and just made for this purpose. The illustration always happens on the inside to make sure no dust from the street affects the white colour of the marker. It can stay there for months without any problem.

Can I clean my windows?

Yes! You can give your windows a light clean whenever you want to the marker won't wipe off too easily. When the time has come and you want to remove the window painting it just requires some window cleaning agent and a bit of a thorough scrub.

How do you calculate your prices?

Good design is definitely an investment and you might wonder how my packages prices are added up. Several factors play a role when calculating creative projects, I have listed a few on the right that might not be as obvious as others.

Time

Great illustrations and design take time - a lot of time. Many many hours go into the creation of my window design packages and the individual adaptation of each design. My pricing considers the extensive and thorough work and time that is behind each project.

Value

Design has a major impact on your business. You might have ordered flyers or other print products before. A wall or a window presents a major opportunity to be used to advertise your brand and products. Good design will make your business stay in the heads of customers and make them come back. All my experience in illustration, graphic design and interior design goes into every project. Your collaboration with me is an investment in the future of your business and this value is reflected in the pricing of my products.

Experience

It is my goal to have pricing that is fair for everyone involved. After 7 years of experience in the field and 2 years self-employed work I have a good assessment what my education, experience and skills are worth in the industry.

What's not included in the package price?

Most packages come without hidden costs, nevertheless I want to be fully transparent about what's not included in the prices above. If you require any services on the right e.g. font licensing or extra revisions please let me know so I can include it in the quote.

All prices are stated "from" in case you want major additional illustrations to one of the packages or your site requires any other time-consuming unforeseen services. We will discuss all of this before we get started.

Font licensing

Print costs

Extra Revisions

User rights for print & web

Revisions & Deadlines

What happens if I want an additional round of revisions?

To keep packages costs practical I include 1 general round of revision for every design concept. Each additional round is priced at NZD 100 that will be added to your total.

What happens if there is delays?

For our project there are a few key deadlines to ensure a pleasant co-operation (See page 6). It's in my best interest to deliver the final product to you in time. Past projects have shown that 3 days are a good time for my clients to come back to me with feedback or that we find a date & time to discuss any changes. If delays happen on your side (e.g. waiting on feedback, additional files or information) I cannot guarantee to meet the agreed deadline.

How does the pricing work?

You don't have to worry about any hidden costs. Each style comes at a package rate that also includes material and travel cost in and around New Plymouth. To get started on the project I require a downpayment of 20% of the packages price when booking.

Pricing & Down Payment

PAST PROJECTS

MURALS AND WINDOWS FROM AUSTRIA AND NEW ZEALAND



Down to Earth Organic Store | New Plymouth | New Zealand | 2023



Apflbutzn Store | Organic & Preloved Fashion | Graz | Austria | 2022



Aeijst Gin Destillery & Apflbutzn Store | Organic & Preloved Fashion | Austria | 2021



The Flowercart | New Plymouth | New Zealand | 2020