My graphic designs offer a powerful way to enhance large vertical surfaces, without overwhelming the space. Design motifs can be adapted flexibly in color palette, shape, sizing, and cropping to optimally fit the client’s concepts, thus flowing naturally into architectural or interior designs. I provide a wide aesthetic variety, spanning from looks inspired by classic mosaic traditions all the way to very abstract, modern works.
150 of these designs are currently being installed at the Sheraton Hotel in Jiading, China. Noteworthy about these works is their visual impact in small as well as large sizes. In addition, viewed from a distance the pieces look like paintings. When seen close-up the viewer will appreciate detailed lines and shading of a very modern, abstract graphic design.
Works in darker hues can create a very calming effect, especially in a bright, minimalistic space.
ART DECO IN THE 21ST CENTURY
ABSTRACT WORLDS
Large-format images can greatly shape the atmosphere of a space. Such designs can have a cooling or warming effect. The right image creates a feel of a wide expanse, thus offering a simple solution for visually opening up small rooms, or enhancing spaces lacking attractive views.
ABSTRACT EXPANSE
FLORAL & ABSTRACT
My work focuses on artistic and creative solutions for wall designs. I create large-format photographic imagery, which achieve a room-enhancing and space-expanding effect. With some series I specifically intend to provide calming, relaxing, invigorating and refreshing environments. These works have been successfully installed in wellness resorts, hotels, medical facilities and hospitals, as well as in offices.
I achieve great impact by combining theme and light in an approach I specifically developed. **goodmoodFrames** are wall-sized, lit photographs, the themes of which create the perception of expansive spaces and a positive and energized frame of mind. The good mood is caused by association. Our unconscious mind receives optical impressions and creates emotions based on its visual environment. The image of a large goodmoodFrame shapes the feel of a space profoundly: the bright and inviting energy of the image causes a positive mind-shift in the viewer.
Water themes generally create a feel of relaxation in the viewer. The images appear somewhat abstract, are timeless and provide depth to a room. Even though the image itself is of movement, their effect is calming. In hot-climate locations the visually cooling atmosphere of the image provides an added benefit.
RICA BELNA

Rica Belna, Austrian, born 1973, has called Berlin, Germany her home since 1993. At the age of 16 Rica started to work with photography, gaining a first experience with professional cameras through her membership in a photo-club. This initial interest and involvement in photography as a hobby, originally mostly black and white as well as portraits, led to Rica’s full-time artistic work starting in 2004.

In 2006 Rica switched to digital photography, which opened up an entirely new venue of artistic and creative work. She now uses DSLR and medium format cameras. The opportunity to aesthetically affect and control the quality of her work right away is very important to Rica. It provides great possibilities and capabilities in her creation of large format artworks. In addition Rica developed original photo-techniques, which produce the unique style seen in her photo-design works.

Latest developments in digital cameras, image editing and printing processes directly support the top quality requirements Rica puts in her art, as well as her preferences for working on large size imagery in her assignments. She says: “My creative potential grows with the possibilities that come my way”.

Starting in 2008, Rica has been developing unique photographic designs for large-format printing. These pieces have been up to 25 meters long (approx. 75 feet). Many of these artworks have been installed in 5-star hotels, office buildings as well as wellness-resorts.
CONTACT
In addition she completed about 650 more projects of art installed in offices, hotels, residential homes, cafes, day spas, doctor’s offices, etc.