

# Wizard+Genius

The Complete Solution  
To Modern Wall Decoration

## From Woodstock to Flickr - 40 years with our finger on the pulse.

Wizard+Genius was born in 1968 as a child of the „flower power“ generation. What began as a small poster business in Zurich has grown into one of the world's leading fine art publishers in the wall decoration industry. From our head office in Oetwil am See, experienced creative and production professionals design and produce a range of collections for six product lines every year. From the outset, our driving force has been the pleasure we experience from creating unique visual worlds and the ambition we have to help our customers achieve success by means of innovative products, consistent print quality and a comprehensive range of services.



## The Wizard+Genius collections.



# Posters

## Variety and quality

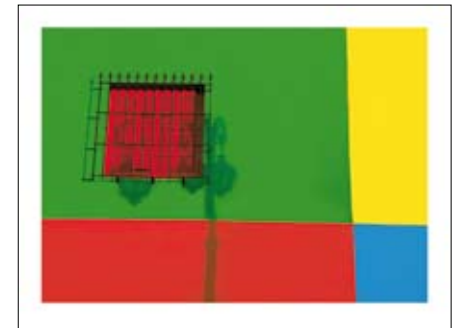
For art to make a good poster, the art first of all needs to capture the fast-moving spirit of its age with strong original images. Our experienced creative team is continuously designing new and unique ideas for posters to meet our customers' wide variety of requirements all around the world. As a result, W+G has successfully sold thousands of poster designs in millions of editions.



# KUNST GRAPHICS

## Art presented artistically

Kunst Graphics® collections are aimed at customers who place the highest demands on both image content and reproduction quality. The collection ranges from classic museum-style art through to contemporary graphics and modern photography. As a result of many years spent working closely with exclusively represented artists, a number of Kunst Graphics® classics emerged that today rank as some of the top-selling images for the entire industry.



GIANT  
ART

## Fine art – giant size

The new W+G Giant Art® collection has quickly become one of our most popular products. Little wonder, as the large-size single-piece images printed on high-quality fine art paper are great in every sense of the word. This new format option between Kunst Graphics® und Idealdecor Murals® enables any wall to be decorated quickly and economically.

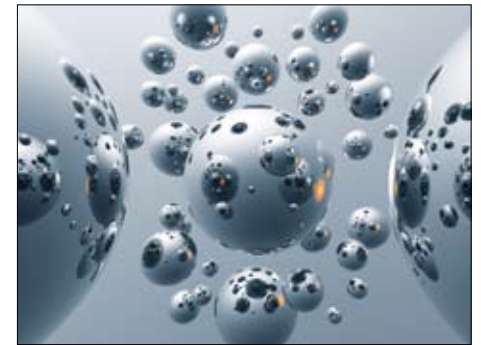
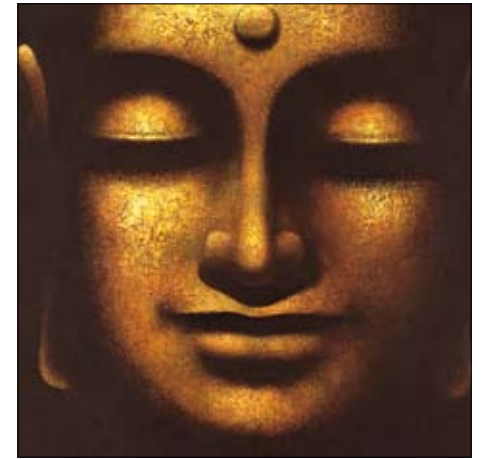
Giant Art® prints can be stuck straight onto flat walls, or, for a more sophisticated look, they can be fitted on to a variety of materials or framed.



PREMIUM  
ART

## The collection for people who love something special

The new Premium Art® Edition, with its elaborately produced special editions by well-known artists, is aimed at very demanding customers. The collection is available in a variety of formats and is constantly being extended. It is ideal for presenting in high-quality frames and looks stunning against aluminium or behind Perspex.



IDEAL  
DECOR  
MURALS

## The art of illusion

Idealdecor Murals® are more than pictures. They are perfect illusions of new and fascinating worlds. These high-quality, large-scale wall and door decorations are available in a multitude of themes, formats and colours that can be used to add an astonishing extra dimension to practically any room. The Idealdecor Murals® collection is constantly being enhanced and produced using the latest reproduction techniques and in accordance with our strict quality standards.



READY  
TO  
HANG

## Another dimension

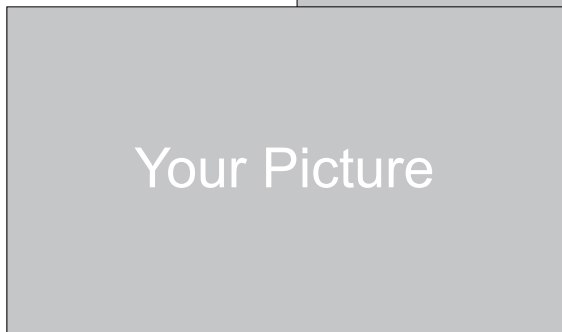
Ready-To-Hang® stands for images that we finish to suit the requirements of our distribution partners. This means, for example, that Kunst Graphics® editions are also available in shrink-wrap, block-mount, soft-block or canvas versions mounted on FSC®-certified wooden frames.





## Exclusive editions tailored to your individual needs

With Just-4-You®, W+G will design and produce smaller, individual editions in practically any format and finish required by the customer. Just-4-You® offers our customers the option to make their own range of products even more exclusive.



## Quality without compromise. Made in Switzerland



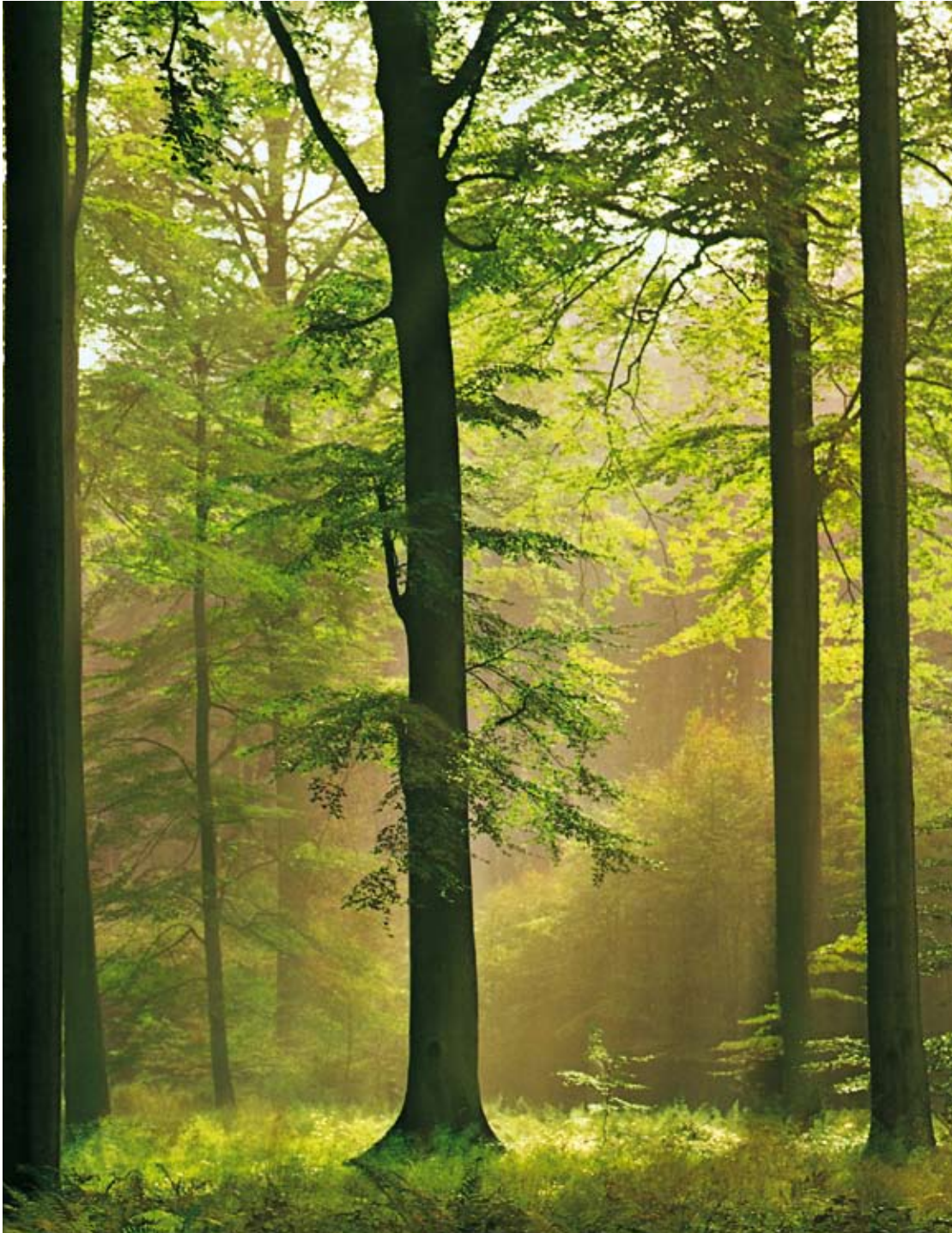
The creative, administrative and logistics headquarters of Wizar+Genius is located in the heart of Europe, close to Zurich.



All titles from the current collections are stored in our large warehouse, thus ensuring a high level of product availability and minimum lead times.



W+G can also provide attractive display solutions on request. Ask us about our range of display systems and options.



## No compromises: the best quality in tune with nature



As well as the high demands we place on product quality, dealing with natural resources in a responsible manner and correspondingly sustainable production standards are key priorities for us. As an FSC®-certified company, W+G works exclusively with partners who also comply with these standards. This ensures a consistently sustainable production chain from the preparation of raw materials through processing and transportation right up to printing.



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