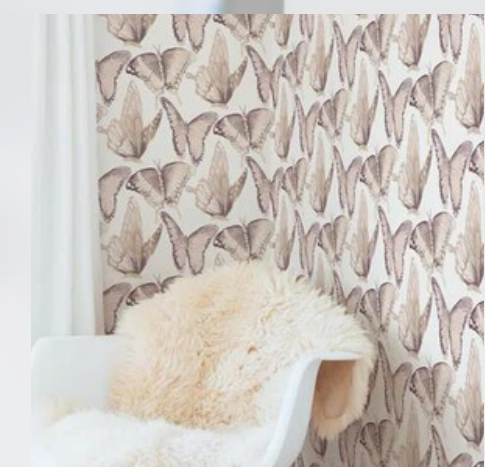
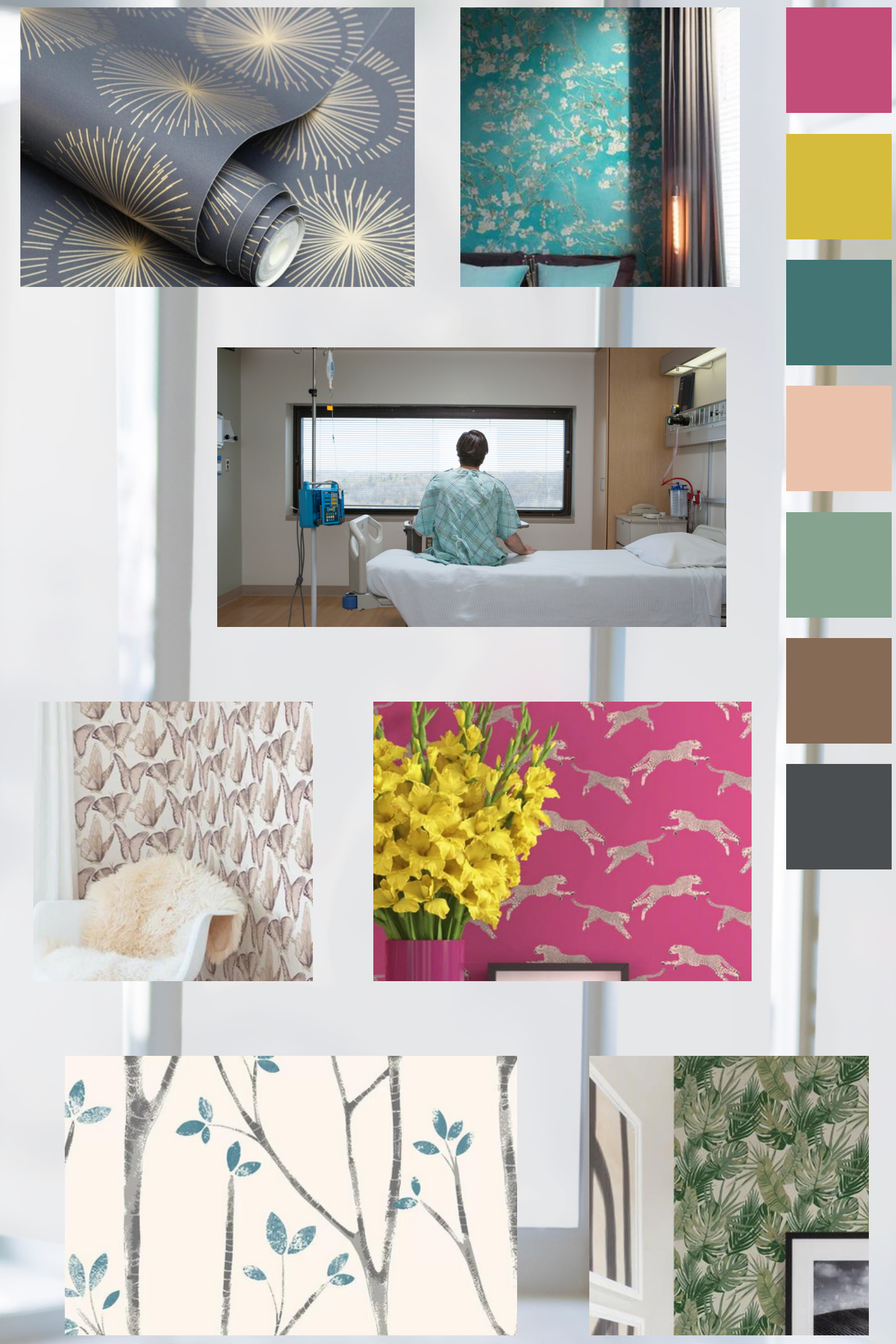


wallpaper for patients



GOALS:
AS A COMPANY WITH PLENTIFUL RESOURCES, WAYFAIR WOULD LIKE TO DONATE AND INSTALL A WALLPAPER OF CHOICE TO EVERY PATIENT ROOM AT THE MAYO CLINIC HOSPITAL. IN 2023 WE WILL LAUNCH A WALLPAPER COLLECTION DEDICATED TO THE PATIENTS AT THE MAYO CLINIC AND DONATE 50% OF THE WALLPAPER SALES TO CANCER RESEARCH!

THE IDEA:
CUSTOMIZABLE, INTERCHANGEABLE, TEMPORARY WALLPAPER FOR PATIENTS

CHALLENGE:
HOW CAN WE MAKE A HOSPITAL ROOM FEEL MORE LIKE A HOME FOR PATIENTS WHO WILL SPEND MORE TIME IN THEM THAN THEIR OWN BEDROOMS?

temporary wallpaper for temporary homes