

FREE GUIDE

7 Mistakes to Avoid When Choosing Wall Panels

What we wish every homeowner knew before ordering panels — from a studio that designs and installs feature walls across South Florida.

BEFORE YOU ORDER A SINGLE PANEL

Most panel projects don't fail because of the material. They fail because of the decisions.

A wall panel is simple. A feature wall is not. It's proportions, light, focal points, hidden cables, and the three feet of wall nobody photographs but everybody sees. Get those right and almost any quality material looks expensive. Get them wrong and even the finest veneer looks like an afterthought.

This short guide collects the seven mistakes we see most often — in client photos, in competitor installs, and in DIY attempts. Each one is cheap to avoid before installation and expensive to fix after.

Read it in ten minutes. Bring it to your consultation. Your wall will thank you.

01 Choosing texture before deciding the focal point

02 Ignoring proportions and TV height

03 Mixing too many competing finishes

04 Treating LED lighting as an afterthought

05 Forgetting outlets, cables and access

06 Judging a wall from a tiny sample

07 Skipping edge and transition details



01

Choosing texture before deciding the focal point

People fall in love with a slat pattern or a marble print and then ask where it should go. That's backwards.

THE MISTAKE

Start with what the wall should frame**: a TV, a bed, a fireplace, artwork, or a reading desk. The panel is the supporting actor — it makes the hero look better. When texture comes first, the wall competes with everything in the room instead of anchoring it.**

DO THIS INSTEAD

Stand in the room and name the one thing your eye should land on. Then choose a panel treatment that pushes attention toward it: vertical slats to lift a low TV wall, a calm stone backdrop to let art breathe, warm wood to ground a bedroom.

PRO TIP **Photograph the wall, then squint at the photo. Whatever still reads clearly at thumbnail size is your focal point — design around it.**



02

Ignoring proportions and TV height

A beautiful panel at the wrong scale looks like a sticker. Measure first, fall in love later.

THE MISTAKE

Measure the full wall and **the nearby furniture. Panel widths, seams, and breaks should feel intentional — aligned with the TV edges, the console below, or the ceiling line. A TV hung too high above a floating console, or slats that stop at a random height, instantly cheapen the whole composition.**

DO THIS INSTEAD

Mount the TV so its center sits at seated eye level (roughly 42–48 inches from the floor for most sofas). Let the panel treatment run wall-to-wall or floor-to-ceiling where possible — partial coverage is what makes feature walls look "applied" instead of architectural.

PRO TIP **Tape the outline on the wall with painter's tape and live with it for a day. You'll spot proportion problems in minutes that photos hide.**



03

Mixing too many competing finishes

Three "beautiful" materials on one wall usually make zero beautiful walls.

THE MISTAKE

Wood slats plus marble print plus metallic inlay plus RGB lighting. Each finish fights for attention, and the eye gives up. Luxury reads as restraint: one dominant material, one supporting finish, and everything else quiet.

DO THIS INSTEAD

Pick a hero material and a sidekick. Warm oak slats with matte black reveals. Calacatta-look panels with brushed brass trim. Then stop. If you want a third element, make it light — not another texture.

PRO TIP **The two-foot rule: if you can't name why a material is there from two feet away, it shouldn't be there.**



04

Treating LED lighting as an afterthought

Lighting is not decoration. It's half the design — and it must be planned before a single panel goes up.

THE MISTAKE

Adding LED strips after installation means visible wires, mismatched color temperatures, and glow in the wrong places. Worse: no power where the strip needs it, so the "backlight" becomes a battery puck stuck to the wall.

DO THIS INSTEAD

Plan channels, drivers, and power before **installation begins. Decide the color temperature up front — 2700K–3000K for warm residential glow — and keep every visible source on the same temperature. Hide drivers where they stay accessible.**

PRO TIP **Recessed channels with diffusers beat bare strips every time. Bare LEDs create dotted hotspots; a $10 diffuser turns them into a continuous line of light.**



05

Forgetting outlets, cables and access

The most expensive wall is the one you have to open twice.

THE MISTAKE

Sealing the wall and then remembering the HDMI, the soundbar power, the router, or the outlet the lamp needs. Every forgotten cable becomes a surface-mounted wire or a patch in your brand-new panels.

DO THIS INSTEAD

Map every device before closing the wall: TV, soundbar, console, streaming box, chargers, lamps. Run conduit — not just cables — so future upgrades pull through in minutes. Keep connections serviceable behind a removable panel or an access point you'll never notice.

PRO TIP **Photograph the open wall with all wiring before panels go on. Future you (or your electrician) will be grateful.**



06

Judging a wall from a tiny sample

A 4-inch swatch lies. Light doesn't.

THE MISTAKE

Approving a whole wall from a showroom sample viewed under showroom lighting. Wood tones shift dramatically between morning sun and evening lamps; a "warm oak" can read orange at noon and muddy brown at night.

DO THIS INSTEAD

View full-size samples in the room**, in its actual daylight and evening light, whenever possible. Lean them against the wall, step back ten feet, and look at different times of day. South Florida's intense daylight is especially unforgiving — test for it.**

PRO TIP **Borrow or order the largest sample available — a full panel beats a chip every time. The pattern repeat only reveals itself at scale.**



07

Skipping edge and transition details

Corners, ceilings, and baseboards decide whether a feature looks custom — or improvised.

THE MISTAKE

All the budget goes into the panel face, and the edges get whatever trim was in the truck. Raw panel edges, caulked corners, and a baseboard that no longer meets the wall are what separate a $3,000 wall from a $10,000 one in photographs.

DO THIS INSTEAD

Design the transitions with the same care as the face: mitered or metal-trimmed corners, a deliberate reveal where panels meet the ceiling, baseboards that integrate rather than interrupt. Decide how the feature wall ends before you decide how it begins.

PRO TIP **Zoom into the corners of any inspiration photo you love. Nine times out of ten, the "expensive look" lives in the edges, not the panels.**

YOUR NEXT STEP

Your wall deserves better than guesswork.

Send us a photo of your wall and our designer will create a free design visualization **— so you can see the result before committing to anything.**

1. **Take a photo of your wall with your phone**
2. **Send it at wowwallsstudio.com — takes 30 seconds**
3. **Get your free design concept by email within 24 hours**

---

(954) 504-6380

wowwallsstudio.com · info@wowwallsstudio.com

Oakland Park, Florida