



TREND
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Large Format Printing

Christo was the first to highlight the beautiful forms of buildings and objects by wrapping them. With the further development of digital inkjet technology for printing on large textiles and plastic sheets, art in construction is gaining a new dimension, as this attractive way of 'concealment' is becoming a feature of the cityscape: Construction sites and buildings undergoing modernisation are hidden behind enormous photos for the duration of the works. This prevents scaffoldings from becoming eyesores and provides advertising space in XXL format.

Novel UV resistant inks combined with tear-proof, printable textile fabrics and plastic sheets have replaced the ugly sights of the past, and an entire industry is making good profits in printing and advertising.

Photo Art in Construction

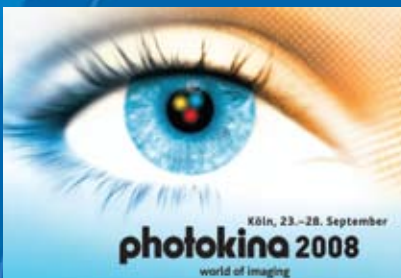
Scaffolds and hoardings are the mainstays for this new dimension of photo art in construction. Printed pictures in gigaprint format on facades are ideal for advertising in the 'big way', which is certain to attract attention and to convey messages. There is ample room for XXL prints in oversized format as eye-catchers - not only at construction sites but also on lorry tarpaulins, bridges, flags and floor spaces for 'floor graphics'.

Prerequisites for the permanent outdoor use of these XXL advertising media were the development of large format printers and the availability of

extremely robust substrates and inks that can brave all weathers and environmental conditions. Floor graphics have proven their worth also indoors, for advertising at points of sale. Even museums and galleries have discovered large format printing for reproductions of their pictures. Stand builders at trade fairs rely on the effects of large photos, too. The same holds true for window dressers who use large format prints to create optimal backgrounds and surroundings for displayed products.

Modern wide format printers can print photos on practically all types of materials, e.g. photo papers with special coatings, sturdy textiles with specifically treated surfaces, plastics, adhesive films or tarpaulins. The large format printing industry offers substrates for nearly all purposes, with an almost unlimited number of media for large format prints. Their high-resolution quality invariably fascinates viewers indoors and outdoors alike, which makes these prints not only a successful advertising strategy but also an adornment in their own right.

Over the last five years, digital large format printing has developed into a huge industry worldwide, which includes manufacturers of wide format printers, substrates and printing inks, advertising agencies, owners of buildings, and church and cultural organisations under public and private management.



photokina 2008
Köln, 23.-28. September
world of imaging

photokina 2008 from 23-28 September in Cologne will look into the manifold technical and creative possibilities opened up by large format printing, with exhibitors giving a full overview of this industry to interested audiences.

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