

Mactac® Product Spotlight



Challenge: Enrich the community by bringing art reproductions from museum's collections to local neighborhoods

Project Summary:

With the mission to enrich lives through art, the Akron Art Museum in Akron, Ohio, initiated the InsideOut project. The InsideOut project is a community-activated art project to bring high-quality art reproductions from the museum's collections to local neighborhoods. In partnership with Central Graphics—a firm specializing in production and installation of graphics, signs and wraps for a wide variety of applications—the art museum was able to share its one-of-a-kind artworks with community members who infrequently visit the museum.

After careful planning, Central Graphics reproduced more than 30 artworks through color matching and precision production. They completed wall-mounted and free-standing installations through six neighborhoods in streets, parks and other unexpected outdoor locations around Akron. The artworks were large-format printed, ranging in size from 30"x30" to 96"x144", and included custom framing constructed to the exact measurements.

In order to reflect the feel of the original artworks, Mactac REBEL® and PERMACOLOR® ColorGard™ LUV overlaminates were selected for the job due to their high-quality printability and durability when exposed to a variety of weather conditions.

"The InsideOut art project is a fun idea that opened up the museum to the community," said Chad Kress, Central Graphics. "In order to maintain the integrity of the original artwork, we needed to use products that would print well and retain perfect adhesion through the changing seasons."

REBEL is a versatile, high-performance media with excellent printability on multiple print platforms. Offering durability when used both indoors and outdoors, REBEL is designed for walls, powder-coated paint, signage, point-of-purchase displays and any general purpose application. For ultimate results, PERMACOLOR ColorGard LUV overlaminate provides superior protection and color enhancement with fast, efficient results, quick wet-out and non-silvering properties.

"We credit Mactac's quality products for helping the museum achieve its goal of increasing interest in the museum," Kress said. "The community continues to share positive responses of their run-ins with the artwork in their neighborhood on social media channels."

To view the completed project, visit www.akronartmuseum.org/inside-out.

If you have completed a project using Mactac materials and would like it to be featured, submit your project to mactac.americas@mactac.com. For more information regarding Mactac products or graphic solutions, call 866-622-8223, visit www.mactac.com/graphics or visit www.theapplicationnation.com.

- Customer:** Central Graphics, Akron, Ohio
Akron Art Museum, Akron, Ohio
- Application:** Exterior wall-mounted and free-standing installation of 30 high-quality art reproductions when exposed to various extreme weather conditions
- Solution:** Mactac REBEL® and PERMACOLOR® ColorGard™ LUV

Mactac®

Product Spotlight

If you have a project using Mactac materials that you'd like featured, submit this form to Mactac.Americas@mactac.com.

For more information regarding Mactac products or graphic solutions, call 866.622.8223, visit www.mactac.com/graphics or visit www.theapplicationnation.com

Customer Name

Company

Title

Phone Number

Email

Please provide a brief overview of the project:

What Mactac product(s) were used in the project?

Why did you choose Mactac products for this particular job?

Can you submit imagery of the installation process and completed project upon request?

Submit this form to Mactac.Americas@mactac.com