

Digital Tyger: Case Study

Description

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Keeping ahead of the game

Bespoke digital large-format graphics are the name of the game for Digital Tyger, which is recognised not only for creating colourful and diverse wall coverings but also for inspiring ceiling images.

Digital Tyger was recently commissioned by Innex Architectural and Interior Design Solutions to provide two awe-inspiring ceiling graphics at The George, a Thwaites pub in Morecambe.

Landor Phototex was the immediate choice of media because of its ease of use in such a demanding application. Chris Pitts, creative director at Digital Tyger Ltd, has used Landor Phototex for many years: â??I have used Landor Phototex for numerous projects and have found it by far the best product to use for ceiling art installations.



Landor Phototex is by far the best product to use for ceiling jobs

â??Because of its unique adhesive and durable fabric, it saves me so much time and effort when carrying out these tricky projects, without the risk of damaging the ceiling when positioning it into place.â?•

â??Using such a versatile media enables me to complete solo installations, which also helps to keep costs down for our clients, and the quality never suffers.â?•

One of the many reasons Phototex works so well on ceilings and walls is that, even if it sticks to itself during installation, it pulls apart easily without any distortion or damage to the printed media.

Chris added: â??I canâ??t imagine ever using a paste and bucket for this type of application again.â?•



Thwaites Brewery was delighted with the results and received lots of positive feedback when the pub opened its doors to the public shortly after the refurbishment.

Digital Tyger
www.digitaltyger.co.uk

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The work received the Highly Commended Award at the British Sign & Graphics Awards 2016

Category

1. Phototex case study

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