

Phototex Self-Adhesive Fabric on Display at the Imperial War Museum

Description

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An impressive mural, designed by Kirsty MacDiarmid, has been installed by Eastern Exibition & Display.

Phototex was specified by the Imperial War Museum in Manchester for this mural as part of the Ukraine Exhibition. Phototex is a unique self adhesive fabric that is particularly easy and quick to install and provides several advantages over any other alternaive when installing wall graphics. Its unique, no residue, and stable adhesive ensures it is always removable as many times as you need it to be.. This significant benefit makes it easy to install, reposition, remove and even re-use if you like and if you dont have another use for it you can recycle it.

Landor provided the Phototex Opaque version which makes the install even easier with overlaps that cannot be seen, and makes complex graphics much easier to line up during installation. A similar exhibition is planned for early next year in London.

** Â© IWM Installation shot of Ukraine: Photographs from the Frontline by Anastasia Taylor-Lind at IWM North (14 October 2022 â?? 2 January 2023). Photo: Andrew Brooks.*

Category

1. Phototex case study

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