

When Quality Matters: Phototex Is the Artistâ??s Choice

Description

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Around the Table by Loreal Prystaj Around the Table is an art exhibition running from 7th May until 26th June at No. 20 Arts in Islington. Renowned photographic artist Loreal Prystaj has created her installation for the exhibition using Phototex, and she loves it.



Setting up for Loreal Prystajâ??s new exhibition at No. 20 Arts, Islington Renowned London-based American artist Loreal Prystaj is using Phototex self-adhesive fabric as a key component of her new and unique art installation, which opens on 6th May at No. 20 Arts in Islington. The installation is an immersive kitchen space in which Prystaj invites the viewer to consume and be consumed by its sights, scents and sounds.

â??What I Love About Phototexâ?¦â?•

â??As I was developing this piece, I knew that Phototex was the material I needed for the wall covering,â?• says Loreal, who first used this fully recyclable, self-adhesive fabric over a year ago for her degree show at the Royal College of Art (2019). â??Phototex was like nothing I had used before. It is very easy to apply, remove and then reapply. This is so important to me as it is hugely frustrating to work with products that are tricky to install and allow no margin for trial and error. **What I love about Phototex** is that I can quickly remove bubbles and creases and if it has been installed slightly crooked, it is very easy to remove and replace exactly as I want it.â?•





â??Itâ??s so easy to applyâ?• She adds, â??Phototex is really strong and doesnâ??t tear like actual wallpapers or stretch like most vinyls. As a photographer who relies 100% on photorealistic reproduction, this is absolutely vital and a key reason why Phototex is so important to my work.â?• Phototex has a receptive coating that enables highly detailed inkjet printing and produces vibrant, striking images. Its unique, patented adhesive allows fast, easy application, and it can be removed and reapplied without ever leaving residue or damaging the surface.

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Loreal concludes, â??I am very thankful to Landor UK for helping me with this project. As an artist, I want to use products that maximise the impact of my work, but this is not always possible because of budget and availability. Landor has been so helpful in making this material accessible and affordable for me, which I believe is vital to the success of this installation! I am really looking forward to having my work as part of a physical show â?? after a year where exhibitions were online and artworks seen through a screen â?? I am excited to invite people to come and enjoy the installation.â?•

www.no20arts.com

Category

1. Phototex case study

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