

The Nelson-Atkins Museum of Art

NELSON ATKINS MUSEUM OF ART PICASSO EXHIBIT

The Nelson-Atkins Museum of Art in Kansas City, Missouri is known for its neoclassical architecture and extensive collection of Asian art.

In 2007, Time magazine ranked the museum's new Bloch Building number one on its list of "The 10 Best (New and Upcoming) Architectural Marvels" which considered candidates from around the globe.

THE PROBLEM

INSTALL A LARGE WINDOW GRAPHIC WITHOUT OBSCURING THE VIEW

The Nelson was hosting a major exhibition coming up entitled, "Through the Eyes of Picasso", which explored the great artist's fascination with African and Oceanic art. To promote the event they wanted to install a massive window decal of Picasso on their conference room windows, but didn't want to obscure the view from the inside looking out. The NextPage Account Executive proposed a special material and process that would meet the clients' objectives.

They wanted something that would bring attention to the exhibit with a unique and bold graphic, without sacrificing interior visibility.

THE SOLUTION

AN 80/20 PERFORATION RATIO DECAL

A challenge with some window graphics installed on the interior facing out is window tinting, which can obstruct or distort the graphic. Most window films / substrates have a 60/40 or 70/30 perforation pattern (which means that 70 percent of the material is printable area and 30 percent is perforation). The higher the percentage of printable material, the more visible / vivid the graphic.

The Account Executive researched and tested a substrate using a perforation ratio of 80/20. This created a vivid, striking image on the outside, and still allows for great visibility from the inside looking out.





THE FEEDBACK

Shirley Harryman, Graphic designer for the Nelson, was very pleased with the results. “We wanted something unexpected to promote the upcoming Picasso exhibition beyond our usual street banners people have gotten used to seeing. The image by Robert Doisneau (1912–1994), Pablo Picasso in his workshop, Mougins, showing him looking out a window just lent itself to the project. The conference room window overlooking Rockhill Road was a prominent location we hadn’t used before. Being a conference room, we didn’t want to block the light, or cause inconvenience, this perforated product worked perfectly.

*From the inside – it’s nearly invisible;
from the street, it’s stunning.
Everyone loves it.”*

