



## NELSON-ATKINS MUSEUM OF ART PICASSO EXHIBIT

Located in Kansas City, Missouri, the Nelson-Atkins Museum of Art is celebrated for its neoclassical architecture and world-class collections. In 2007, Time magazine ranked its Bloch Building **#1 on “The 10 Best Architectural Marvels” list**, honoring new and upcoming designs worldwide.

**PROJECT:** *Through the Eyes of Picasso*  
Exhibit Promotion



### THE CHALLENGE

#### Create a Bold Exterior Window Graphic Without Blocking the View Inside

For the *Through the Eyes of Picasso* exhibition—highlighting Picasso’s fascination with African and Oceanic art—the museum wanted a massive window decal of the artist for its conference room overlooking Rockhill Road.

The display needed to:

- Draw attention from the street
- Preserve natural light inside the conference room
- Avoid blocking visibility for staff and guests





## THE SOLUTION

### Custom 80/20 Perforated Window Film

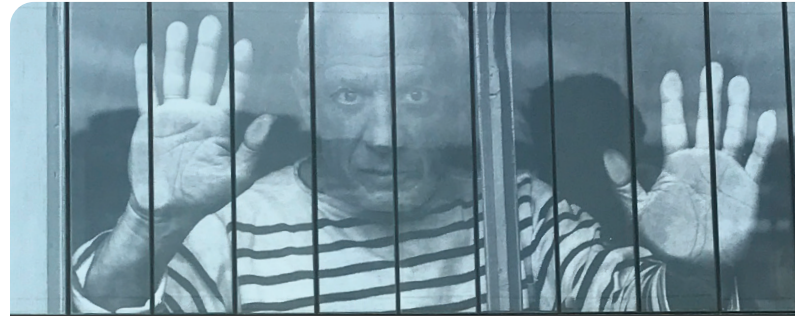
Most perforated window graphics use a 60/40 or 70/30 pattern (print area to perforation). The NextPage team sourced and tested a film with an 80/20 perforation ratio—offering:

- Richer, more vivid imagery from the street
- Clear, unobstructed views from inside
- Compatibility with tinted glass, avoiding distortion



## THE RETURN

- High visual impact on a prominent building façade
- Unique promotional placement beyond traditional street banners
- Preserved natural light and interior visibility
- Positive public and staff response



## PROJECT HIGHLIGHTS

- LOCATION:** Kansas City, MO
- GRAPHIC:** Robert Doisneau's photo of Picasso in his workshop
- OBJECTIVE:** Bold exhibit promotion without obstructing views
- SOLUTION:** 80/20 perforated window film

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