



PUMPED UP AND IMPACTFUL

Voodoo DesignWorks gets to grips with some engaging photo-murals...

Blank expanses of wall space invite treatment of some sort to liven them up a bit and, thanks to digital print meeting materials that can be applied to walls easily, the options know nothing of limiting creative possibilities - unlike a bucket of paint or conventional wall coverings.

That's a message that's reached the ears of the creative team at Bristol based Voodoo DesignWorks. Voodoo, as it's popularly known, is no stranger to what were once just called 'wall graphics.' The company has produced landmark-scale printed and applied murals for clients in the retail sector and is an equally big advocate on behalf of the technology's ability to perform anywhere there's a wall doing nothing more than holding up the ceiling.

While some of the mural work Voodoo undertakes is big enough to keep its fleet of HP Latex printers humming for days, the company is just as proud of the transformative qualities of the work it undertakes on behalf of smaller projects. The impact's just as large, they argue, and the real point is, it's an option more should consider.

Among the most recent of the wall-covering works Voodoo has undertaken a powerful supplied design for a client in the leisure sector sprints to mind. The work transformed an available and otherwise anonymous space into a 'spin studio' surrounding its clients with motivating renderings to help get pulses raised. The graphics cover floor to ceiling and, as is the nature of photo-murals, totally transform the space in visual and very engaging terms.

Such murals can be applied to most sound surfaces, but leaving nothing to chance, the Voodoo team first got on better than equal terms with the challenge by priming all application surfaces with **Metamark Silver Bullet**. This specialist formulation provides a chemically compliant key for the pressure sensitive adhesives that will adhere the graphic to the wall.



The job was printed on Metamark MD-WA, Metamark's textured Wall-Art film expressly for mural work. It's an MD-Class film so in expert hands delivers optimal results with modern digital ink species such as HP Latex. Application is a manual undertaking and something the Voodoo team obviously knows well. Great job.

Digital print and applied murals achieve a great deal in space transformation and do so with little physical disruption and at prices within the means of most enterprises. Voodoo has supplied such murals to restaurants, schools, government facilities and lots of retailers.

Maybe anyone considering promoting a business with signs, should add 'and graphics' to the shopping list too. On an impact to expenditure ratio, the score is hard to beat.

The job was printed on Metamark MD-WA, Metamark's textured Wall-Art film expressly for mural work.



DecorMark  [®]
INSPIRING SPACES

Metamark DecorMark - Wall and Floor Decor
www.metamark.co.uk/digital-media/wall-floor-decor

Digital print brings vibrant colours and bespoke changeable graphics to decor wall and furniture coverings. Whether within cafés and restaurants, leisure or offices, the range of Metamark products have been developed to offer ease of use, and durable high quality, vibrant coverings with performance you can trust every time.

Metamark (UK) Limited

Luneside • New Quay Road • Lancaster • LA1 5QP • Tel +44 (0)1524 387132
Metamark House • Genesis Business Park • Woking • GU21 5RW • Tel +44 (0)1483 571111

sales@metamark.co.uk
www.metamark.co.uk