



Hauser & Wirth

Requirement

Since being established in 1992, Hauser and Wirth has shot to prominence as an internationally acclaimed gallery, displaying contemporary art and modern masters. The gallery now has permanent homes in Switzerland, New York and London and is currently celebrating twenty years at the forefront of the art world. To commemorate the twentieth anniversary, Hauser and Wirth wanted to turn the windows of their Savile Row gallery into an external exhibition, displaying an array of striking images

Solution:

It was established that to achieve maximum impact, the film should be applied to the external face of the glass. The exhibition is due to run for a duration of four weeks, so it was agreed that a low-tack vinyl film would be used. This film is a durable product, making it suitable for external use, whilst the properties of the film allow it to be removed quickly and mess free, essential when removing a large quantity of film.

The client supplied over 80 high resolution black and white photographs, and these were printed onto the vinyl using state of the art UV print facilities. The printing process took a total of 25 hours and over 190 linear metres of low tack vinyl window film.

Installation:

The installation required the use of a four metre tower, and took place over a three day period, with the window film covering a total of 245 square metres of glass.

Film Choice Low Tack Vinyl

Quantity 190 linear metres

Print Full colour print

Installation Three days using 4m tower for access. Complete strip after duration of exhibition