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01 LILYFIELD PRINTING GROUP – REGENTS PARK PREMISES: GRAPHIC IMAGING, PRODUCTION AND INSTALLATION BY FLASH PHOTOBITION. 02/03 AMP – SYDNEY OFFICE: GRAPHIC IMAGING BY AMP DESIGN, INTERIOR DESIGN BY GEYER, GRAPHIC PRODUCTION AND INSTALLATION BY FLASH PHOTOBITION.



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"DRIVING US IS THE DESIRE TO CONSTANTLY BRING OUT NEW SOLUTIONS... WE HAVE LEARNED A LOT OVER THE YEARS AND WILL TRY ANYTHING."

GRAPHIC IMAGINATION

Fred Uden, Director of Flash Photobition says "we are passionate about graphics." Those of you that had the chance to talk to Fred (and see the outrageous, digitally printed suits adorned by the team) at this year's DesignEx will know that applying visual solutions to just about any surface is spot on the mark.

Much respect has to be paid to the company that changes their name at such an exhibition (Flash Photobition became Atmosphere) to create a sense of intrigue, stop existing clients in their tracks, and get them talking about new opportunities.

The intrigue deepened and so did the desire to see what happened behind closed doors of the massive Guihen Street warehouse space in Camperdown. In true "Willy Wonka and the Chocolate Factory" style, the inconspicuous frontage didn't give away any clues as to the hub of activity happening within.

Forget chocolate rivers, the massive 6000 square metre factory stretched on and on with areas including artwork, production, management, and the new showroom, all a colourful explosion of past work and work in progress.

To sum up their work is difficult task, also given the fact that Flash Photobition have proven to be successful at constantly growing new areas of the business. Fred says, "Bringing out new creative solutions is what drives us. We have learned a lot over the years and will try anything."

Flash Photobition use the latest photographic laser imaging, inkjet printing and scanning equipment to create screens and wall coverings, graphics on glass, display stands, signage, graphic light, furniture and custom images.

A great deal of thought goes into where graphics are placed and what effect that will have. Take PhotoGlass™ for example, which uses transparent, translucent or one-way vision effects to enhance an image as the light shines through the window. Another concept, LightWalls, have the effect of creating ambience in the room and enhancing colours in the image by illuminating the graphic from behind. And when you want big - Flash Photobition can create UV colour-resistant and waterproof outdoor graphics such as billboards, banners or flags that cover the entire length and breadth of a building.

The important message to take away?
You are limited only by your imagination...

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