



## DIGITAL EXPRESSION

What if it were possible to extend the way interior designers and architects traditionally approach re-working or designing a new space? Imagine, being able to design a space with complete clarity on the look and feel, being able to get your walls, partitions, sofas, curtains or even lights to say exactly what you want them to say! A highly targeted visual language that translates directly into business results, a strong brand identity, retail concept or just pure unashamed good looks?

Graphic solutions specialists, Flash Photobition, collaborated with retail ideas specialists, Ideaworks, to transform the interior spaces of the Hoyts, Eastgardens, Sydney, and Eastland, Melbourne for all of the above reasons. Together they launched the "If its Hot its Hoyts" concept into three dimensional reality.

The brief was to step away from the tired and traditional concept of 20s and 30s Hollywood chintz. The re-design modernises the space and transforms it into one that inspires people to want to spend more time meeting and relaxing before and after the movies. The winning ingredient came in the form of over several hundred square metres of colourful 'graphical and multiple exploding' digital wallpaper, and digital drapes (yes, digital drapes) with interspersed cinematic references.

With the same sheen as conventional wallpaper, same feel, scuff resistance, washability, fire resistance, and approval by all the Australian Building standards, Digital Wallpaper's great advantage is that it derives from a digital file, with all the limitless design possibilities this opens up!

Digital Drapes also shares this same creative liberty. Unlike conventional forms of fabric printing, such as screen or tumble printing, the digital production process means that Digital Drapes are ready for output straight from a digital file. The resolution is picture perfect. Intricate detail can be reproduced with stunning impact.

With an aptly 'Star Wars'-sounding name, the solvent based inkjet 'Vutek' printer is the only machine able to produce both Digital Wallpaper and Digital Drapes with long-lived colour crispness and can do so at a capacity of up to five metres in breadth and just about any length. Flash Photobition's Vutek is one of only two in Australia.

01 CINEMA CAFE, HOYTS, EASTLAND, VICTORIA 02 CINEMA ACCESS WALKWAY, HOYTS, EASTLAND, VICTORIA.

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