

Digital Interior Solutions

Digital Wallpaper and Digital Upholstery are just two of many digital interior solutions that allow for total creativity and guarantee absolute individuality.

Digital Wallpaper

Conventional wallpaper in recent times hasn't exactly been a decorator's best friend. Those involved with renovations recently are likely to have spent more time getting the stuff off rather than on. However, by utilising the latest in digital technology, gone are the days of hideous, factory standard patterns. Through a simple yet innovative process, Digital Wallpaper can be produced straight from a digital file, allowing for total creative freedom with the traditional finish and application method of conventional wallpaper.

Digital Wallpaper patterns can be designed by our in-house art department according to the customer's brief or they can be derived from artwork provided by the customer. Either way, aesthetic preferences are simple to apply and are only limited by one's imagination.

Digital Wallpaper was used in our office kitchen/entertainment area to create a sense of separation between work and recreation. The design needed to be lively, fun and consistent with the room's purpose. A pattern of bright blue bubbles was designed in order to create a fun-filled mood and the look of bubbly soft drink affirmed it as a place for eating and drinking.

One popular trend is to have textures such as marble and wood grain scanned and manipulated into a pattern. Also popular, are patterns inspired by those on current fashion fabrics or even works of art.

Digital Upholstery

Since perfecting the art of printing high-definition digital graphics onto soft fabric, our Digital Upholstery has inspired some pretty wild creations. Imagine being able to take a photograph of absolutely anything and have it printed onto your lounge. Well, as crazy as it may sound, people are doing it.

For Brisbane City Gallery's recent 21st Century Chair Exhibition, artist and furniture maker William McMahon created a perfectly scaled replica of the ancient Colosseum as a modern lounge. McMahon created his upholstery design by scanning and manipulating sixteen holiday snaps of the Colosseum to create a single, architecturally accurate picture. The image was then digitally printed onto our Digital Upholstery fabric. Using a combination of modern and traditional furniture making techniques, the chair replicates the precise shape of the Colosseum, complete with intricate tiered elevations.

If ancient ruins aren't your thing, think about the possibility of having textures digitally enhanced to bend with the curves on your couch or being able to repeat colours and patterns found in a particular painting or vase. For commercial purposes, photographs of products and company logos can even be incorporated.

Digital Upholstery has many advantages. As well as being great fabric to work with, the inks used generate the long-lived colour crispness required. What's more, unlike conventional fabric printing methods such as screen or tumble-printing Digital Upholstery is ready for immediate output straight from a digital file.

Product:

Digital Wallpaper and Digital Upholstery

Application:

Avid home decorators, corporate environments, retail fit-outs, night clubs and restaurants.

Other digital interior solutions include:

Stretch Screens
Light Walls
PhotoGlass™
PhotoMesh™
Graphic Flooring

Available from:

Flash Photobition
Sydney, Melbourne, Brisbane
& Canberra

Sydney Office

8 Guihen St
Camperdown NSW 2050

For further information contact:

Jillian Nalty
1800 606 682
flash.aus@flash.com.au



DIGITAL UPHOLSTERY:
Colosseum by William McMahon



DIGITAL WALLPAPER:
flash Photobition, Camperdown



DIGITAL UPHOLSTERY:
Atmosphere



More information is available on our e-newsletter.
To subscribe send an email to: bulletin@flash.com.au
For Further information call **1800 606 682**