

FLASH

PHOTOBITION

Case Study

Ritchies HQ -
Office Environment

Graphic Designer:
Perry Watson Design

After sampling our Wallpaper and Photoglass products, Woods Bagot Architects specified Flash to produce and manage over 300sq metres of graphics at the new Ritchies IGA Group Head Office in Carrum Downs (Victoria). Flash worked with project managers Schiavello to organise the installation.

The artwork uses products and photos from its companies history which bestows a feeling of the accomplishments Ritchies has made throughout its years of trade.

The Vutek 5300 solvent printer was used to produce graphics with exceptional print quality. Photoglass was utilised on the glass walls to allow for a translucent division between offices. Custom wallpaper, with its vibrant colour was used for the office walls. The result has created a lively and positive environment for staff and visitors to enjoy.

