



Transforming a building interior with tape art: 'Urban Metropolis'

Mactac materials have been used to transform the appearance of a huge former insurance building in Germany.

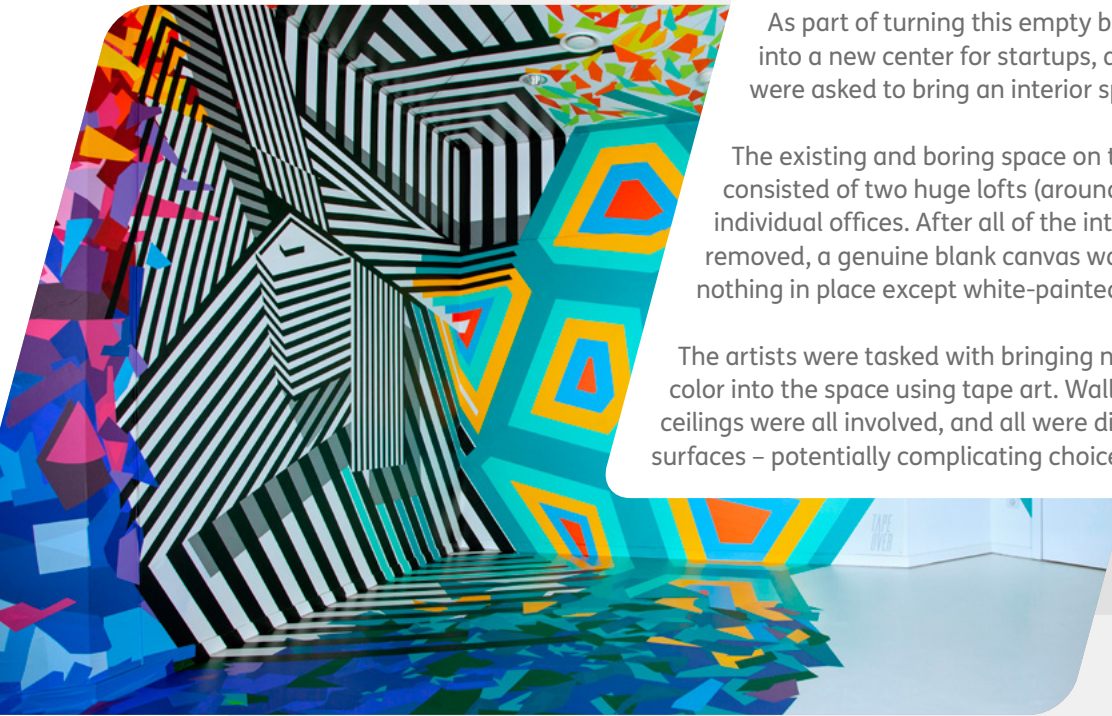
Case Study

Challenge

As part of turning this empty building from the 80s/90s into a new center for startups, a group of tape artists were asked to bring an interior space to life.

The existing and boring space on the top floor initially consisted of two huge lofts (around 300 sqm), with 12 individual offices. After all of the interior walls had been removed, a genuine blank canvas was left behind, with nothing in place except white-painted walls.

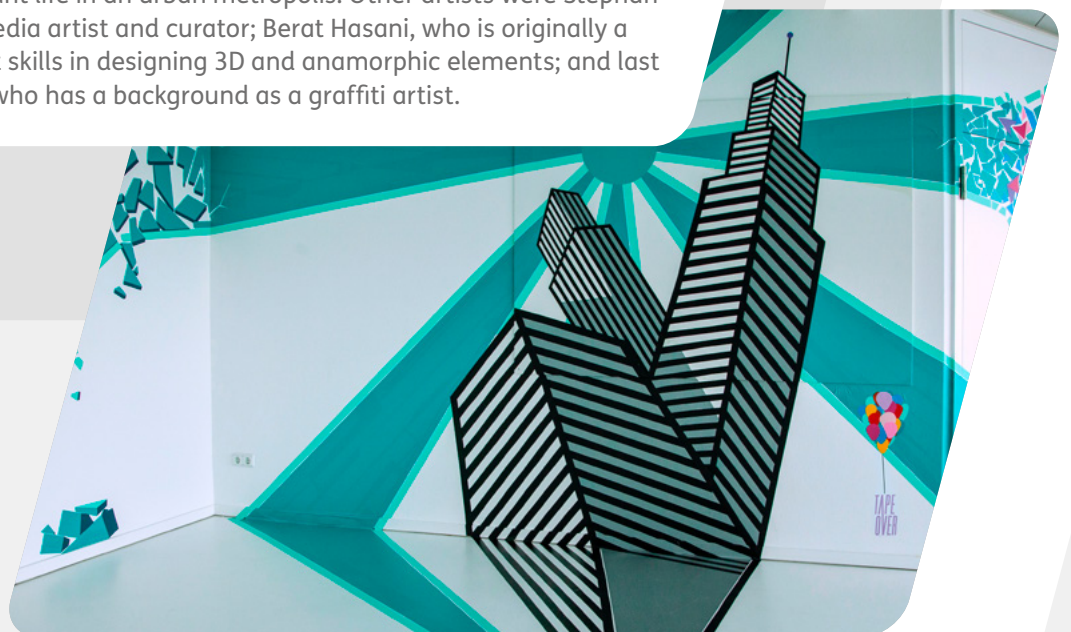
The artists were tasked with bringing new life and color into the space using tape art. Walls, floors, and ceilings were all involved, and all were different physical surfaces – potentially complicating choice of materials.



Approach

The first step was to find a way to combine many different individual styles and ideas, bringing them together under a unifying concept. The team of artists settled on an overarching theme of “Urban Metropolis”. It allowed them to play with all kinds of creative concepts in terms of colors, shapes, patterns and their dynamic interplay. They then selected tape materials that could cope both with the artistic demands and the nature of the building itself.

Creative director Robert König (aka RØB) came up with the creative concept in terms of colors, along with the main idea of combining different abstract styles that symbolize vibrant life in an urban metropolis. Other artists were Stephan van Kuyk - a multimedia artist and curator; Berat Hasani, who is originally a painter and has great skills in designing 3D and anamorphic elements; and last but not least Gomez, who has a background as a graffiti artist.





Solution

Mactac Signage Portfolio provided the range of colors needed, along with the versatility in terms of application on varying surfaces and durability. A total of 24 colours were used from the MACal 8900 Pro Series.

These different colors were sorted into matching combinations, creating a nice gradient. Separate teams then started working in two different places in one room. Robert König also worked on finishing touches, making sure that each piece of tape art had a different dynamic, and that all the different styles and elements added together – merging into each other as if they were connected as things are in a metropolis. He suggested some integration and combination and finishing touches.

Entire roll widths were used to cover larger parts of walls with one color. This acted as the first coat/primer, with other patterns and colors on top, which looked like individual stripes of two colors in two different widths.

For the patterns, rolls of Mactac film were used that were already cut to the sizes needed – mainly rolls of 3, 4 and 6 cm width. Strip lengths were estimated by eye and torn off by hand before application and cutting for clean edges. For 3D shapes, the artists used cutting mats and metal rulers.



Results

Individual artists' interpretations were brought together very successfully, in a compelling new space that invites tenants to make the new building their home from home. By adjusting their mood boards and sketches as the project continued, the artists were able to make the most of the space itself, and the many colours available in the Mactac portfolio.

"This portfolio of Mactac tapes was great to work with, giving us both the creative scope we needed and the performance on many different surfaces including metal, wood, concrete, and wallpaper. We know for certain that we will find it easy to use these materials for all types of projects in future."

- Robert König



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