

PROJECT Museums



Wall & Floor Graphics

 Impressions	Over 40 million
 Sector	Museums
 Geography	Worldwide
 Product Type	Floor, Wall, Signs, Display, Windows, Ceiling
 Service Type	Logistics & Installation Included:: Artworking, Colour Management
 Experience	★★★★★ 5/5

Background

From the largest museum institutions in Greece, Spain and Russia to the smallest in London, MediaCo works with more than 30 museums in Europe, the Middle East, Asia and America. Some museums were founded in the 18th century, others were just opened in the last few years and most of them shared common challenges.

While our customers focused on attracting over two million new visitors and improving the overall experience, many concentrated on integrating the latest technology and capturing curiosity. A highly important part for their permanent, temporary or travelling museum exhibitions and collections was to fulfil health and safety guidelines and to meet strict fire safety standards.

Up to 30.000 artefacts should be displayed to deliver an aesthetic and joyful experience and to educate visitors of all ages. Our role became important when museums' curators, managers and designers started to plan, schedule, design and budget their space.

We value long and loyal relationships and we are happy to extend our support to contribute to the creation, build and installation of museum exhibitions and collections with 100% bespoke graphics and displays.



Wayfinding Graphics

Needs

Our customers looked for a swift communication process and fast order turnover. Environmental and climate control played an important role including how well emergency and security plans were run during the exhibitions. Space had to be used efficiently and errors were to be prevented at all times.

As the artefacts represent a specific culture and history, the overall design needed to

create a fitting theme. While lights and vibrant imagery were effective, all solutions had to meet three requirements: a high durability, fire rated materials and a very fine graphic quality.

Floor graphics had to withstand traffic of several million people without deteriorating and wall graphics had to be lightweight and should allow an easy and fast installation.

All museum objects needed interpretative support to assess and communicate their scientific or historic importance while the theme and message should underline the beauty, identity and culture the artefacts represent.

Our customers also needed ceiling graphics including display systems and large format banners for outdoor promotions.

PROJECT Museums



Wall Graphics & Special Build

Wall & Window Graphics

Challenges

Since all museum projects were executed under different time schedules, we also worked at weekends. The communication and planning process was different with each museum team. Since the lead times were short and many projects were completed worldwide, we made sure that all project members were kept up to date with the latest project state. In order to guarantee a smooth and swift process, we formed a museum support team who not only adapted

to our customers' work systems but made it possible that each participant had a full understanding of all stages until and after completion.

Although many museums had tight budgets, we have sourced and tested our museum substrates carefully to meet challenging cost requirements and still deliver an excellent graphic performance. While we provide all our customers with fire certificates and reports, we were happy to include material

booklets of our museum substrates as these can help identify the best graphic materials for future projects to save both time and money. Part of our display systems were also replicas which recreated museum objectives as long it could be reproduced with the materials of our 60+ substrate list.

Our Quality Control Team was documenting the production and completion process and triple checked the graphics before dispatch to prevent errors and delays.

Graphics For Museums

The hurdles for delivering an excellent museum exhibition or collection are high. We are one of the few graphics and display companies who specialise in museums and consider the impact each graphic has in its environment including light effects and how it appears in light or dark spaces. We support our customers and museum curators in their approach to deliver great aesthetic pleasures and allow visitors to access subject and meaning of the exhibition for areas up to 60.000m².



Display & Special Build



Wall Graphics & Display

PROJECT Museums

Our Approach

We have worked with our museum customers and partners to create a truly bespoke solution. Some of these were flexible and updatable graphics and display systems to respond to changing visitor habits and the latest engagement trends. Since each solution is unique, it went through its own planning, preparation, quality control and installation process to reach the best possible outcome.

Wall graphics were cut into the right form and were often printed and finished on rigid substrates such as Foamex and Correx to create the finest image quality. In some occasions an anti-graffiti coating helped to extend its lifespan and so that they could easily cope with a very young and curious

audience. Dibond graphics extended the lifespan further and were effective for wayfinding purposes.

A highly popular solution for museum visuals and display systems were fabric graphics due to their cost effectiveness and great ability to create exciting and mysterious themes while appearing elegant to the eye. Next to ceiling covers and an occasional use as wall graphics, fabric substrates were also highly effective as backdrops and furniture or structure dressings. PVC substrates were effectively used to cover complete buildings or as large format banners for outdoor promotions.

The most durable floor substrate is made of a solid layer of impermeable natural salt-based polyvinyl which acts as a heavy-duty damage-resistant clear cover. Graphics are printed underneath this material so that it can withstand the weight and force impacts of large crowds. It is even suitable for outdoor applications.

We have also produced bespoke builds, replicas and display boxes and our lightbox systems were used for backlit graphics to intensify the effect on the visitor in darker areas of the museum.

All Solutions are Fire Tested and fulfil strict European and International Fire Safety Standards



Special Build & Wall Graphics



Ceiling Graphics & Display



Ceiling & Wall Graphics



Backlit Graphics



Wall Graphics & Display



Wall/Window Graphics & Display



Wall Graphics



Wall & Floor Graphics



Wall Graphics

PROJECT Museums

Results

Our customers used the opportunity to save both a large amount of costs and time. It was even possible to reduce the complexity of managing and coordinating the project due to our communication process and specialism in museum graphics and displays

The projects have been completed on time and all our customers succeeded in delivering excellent museum exhibitions and designing collections which received several hundred thousand positive reviews.

Their exhibitions have been heavily recommended by the global media including political leaders and museum experts in Europe. We are regularly referred as a graphic and display solutions provider to art and museum professionals.

Museum Designers rate us:	Museum Curators rate us:	Customer Satisfaction:
5/5	5/5	5/5
★★★★★	★★★★★	★★★★★



MediaCo is a multi-accredited, customer-focused and high-quality driven Large Graphics, Installation and Display Specialist who offers the most flexible and quality controlled in-house service from printing, artworking and finishing to logistics and events. All clients benefit from a wide range of extra-mile services and support including loyalty schemes, colour management, opportunities to save costs and 24-hour production cycles.



Worldwide Applications

No matter where our Clients are, we deliver cost-effective solutions to any country in the world



If you are looking for a museum graphics specialist who understands the challenges of delivering excellent museum exhibitions, don't hesitate to contact us now.