

WHEN A BANNER BECOMES ART



NOVEMBER 2014, SCULPTURE BY THE SEA:

Sculpture by the Sea began in 1996 with an exhibition held over one day at the Sydney suburb of Bondi, and is now an annual event. The works are spread right across the cliff from Bronte Beach to Bondi Beach via Tamarama Beach. Every year the coastal walk is transformed into a seaside art gallery. Over 100 sculptures are exhibited in the background of sea and the coastal landscape along the two kilometre coastal walk¹.

This world-class event attracted exhibitions from artists from a total of 109 exhibiting artists, including 33 international artists from Japan, New Zealand, China, Sweden, South Korea, Argentina, Czech Republic, Denmark, England, Finland, Germany, Hong Kong, Spain,

ARTIST, FRANCESCA MATARAGA:

Francesca Mataraga is an artist living and working in Sydney, Australia. Her practice is cross-disciplinary and extends into the areas of expanded painting, sculpture, drawing and installation.

Mataraga has exhibited in Sydney, Melbourne, Los Angeles and Berlin. Her work has been included in several juried exhibitions and prizes including Sculpture by the Sea, Harbour Sculpture, the Sunshine Coast Art Prize 3D, the Tim Olsen Drawing Prize, the Blake Prize and Touring Exhibition, the Woollahra Small Sculpture Prize and the Jacaranda Aquisite Drawing Award.

FRANCESCA MATARAGA AND BANNERSHOP WORKING TOGETHER

Francesca approached BannerSHOP to help create a site-specific banner for the Sculptures by the Sea exhibition at Bondi. The initial project was going to see two printed outdoor vinyl banners in two different locations, at the beginning and end of the Bondi to Tamarama coastal walk. The two banners were to be affixed to different style fences and were set to over a lengthy distance.

In briefing BannerSHOP, Francesca requested one banner, printed double-sided for the installation however there were a number of factors that needed to be considered to ensure they would meet the following criteria;

- Banner to be installed in a high wind area would be able to withstand these weather conditions
- Colour saturation
- Visibility, creating an impactful banner
- Exhibition parameters and Council regulations
- The overall length of the banner, in particular relating to site and conditions
- Timeline for production

After review of the specific requests and conditions to consider, BannerSHOP recommended an outdoor mesh banner that was large enough to wrap over the top of the fence railing and double on both sides. The outdoor mesh banner opposed to the standard vinyl banner, was recommended as it is a more durable product that would allow the wind to easily pass through it without damaging it or running its visual effect. The eyelets would meet up at the base of the fence line equally and could be held together to help address the wind overload issues posed by the site.

Having the length of the banner increased also meant that the print could be seen from both sides of the fence whether you were looking from either end of the beach or when walking directly past it. Many changes were requested. The timeline for production was significantly shortened in the end and the banner was produced in just over a week.

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case study

ORGANISERS CALL FOR MORE OF FRANCESCA'S ART

The original project brief included the production and installation of just one banner, however one week into the exhibition another banner was commissioned. This second banner was produced at 48 hours notice and was successfully installed at Notts Ave, Bondi.

Working under a tight deadline of just a few days, BannerSHOP produced another banner and project-managed the installation in time for the exhibit.

FRANCESCA ON BANNERSHOP:

'The product fulfilled the brief, was delivered on time and installed effectively. The ability to communicate with sales rep effectively and in a timely fashion, with willingness from staff to problem solve and to be responsive to customer needs, helped to re-affirm my decision in choosing BannerSHOP as the supplier' said Francesca.



About BannerSHOP:

Bannershop is one of the industry's top signage specialists – everything from retractable banners and posters to outdoor vinyl banners, window and vehicle stickers and exhibition display systems and graphic design service.

Bannershop understands that visual displays and signs are vital to your business and we can help you choose the format that is most suitable in price and effectiveness.

Sydney Office

631-635 Parramatta Road, Leichhardt NSW 2040

Tel : 02 9516 2228 - Fax : 02 9518 1092

Retail Clients : sales@bannershop.com.au

Trade Clients : Trade@bannershop.com.au

Melbourne Office

Unit 5-11 Rocklea Drive, Port Melbourne, VIC 3207

Email : melbourne@bannershop.com.au

Tel : 03 9922 6637

UK Office

Unit 27 Slough Business Park 94 Farnham Road

Slough, Berkshire SL1 3FQ

Email : wow@bannershop.co.uk

Tel : 01753 538535

Fax : 01753 536976