



## City Art Gallery Wellington

### S U C C E S S S T O R Y

#### **3M New Zealand**

Commercial Graphics Business, Display & Graphics Division

#### **Product**

3M IJ8624 Textured Surface Film

*(Digital Graphic Film for direct application to brick, concrete, cement etc)*

#### **3M Facilitator and Coordinator**

Justin White, CG Sales Specialist

#### **3M Authorised Applicator – Facilitated printing and Application**

Shayne – SignSquad Ltd, Petone, Wellington

In May 2009, 3M was approached by the Director of the Wellington City Art Gallery, for sponsorship of an amazing project.

From October 2009, the City Art Gallery is to showcase the fantastic Art and Works of Yayoi Kusama, an internationally renowned artist, famous for her visual perception and sensory type flavour.

Her fixation with repetitive patterns and forms, her iconic use of dots, her dizzying installations, mixing Op Art, Pop Art and sculptural practice and her all-enveloping room-installations are mirrored to infinity. They are hallucinatory, surrealistic, and utterly unlike anything else you will experience in the world of art.

To support this exhibition and the city of Wellington on the world stage, 3M in conjunction with SignSquad Ltd (the applicator and a loyal member of the 3M Authorised MCS Graphics Applicator Network in New Zealand) and the City Art Gallery, embarked on a world first – The largest ever Textured Surface Digital Graphic Film Application.

Over 150 meters of film was printed, cut and applied methodically over the entire structure, this application is unique, amazing and the biggest of it's kind to date.

The entire Art Gallery Building is covered, in the theme of Yayoi, with colourful, vibrant dots!

3M is proud to be associated with this amazing exhibition, proud that we have a Graphic Film product that has performed excellently, and most of all, we are proud to support Wellington City and the local community.



YAYOI KUSAMA: MIRRORED YEARS



