

Case study

Artproof creates durable wallpaper exhibit for Estonian National Museum's 'Echo of the Urals'



HP Latex 360 Printer produces durable, non-toxic wallpaper that can be applied floor-to-ceiling

Challenge

- Create durable, high-quality wallpaper that can withstand scratches and cleaning
- Ensure optimal quality with a matte finish
- Eliminate odors and health risks for exhibition visitors

Solution

- Artproof used the HP Latex 360 Printer with HP PVC-free Durable Smooth Wall Paper to create over 1,000m² of striking images to complement a new, permanent exhibition at the Estonian National Museum

Results

- HP PVC-free Durable Smooth Wall Paper is long-lasting and scratch-resistant, enabling Artproof to meet the stringent demands of the museum
- Image quality is clear and true to life even in the large-format required by the museum
- Production is simple with no toxic chemicals or fumes and no need for special ventilation, simplifying Artproof's production process
- The HP Latex 360 Printer can use almost any material for printing, from silk to canvas, giving Artproof the versatility it needs to explore new markets



“The quality is impressive and the client is very happy; now we can look to future applications for the HP Latex 360 Printer. We’ve already experimented with a multitude of substrates, it can print on practically anything – from silk flags to canvas.”

– Eero Valge, partner and project manager, Artproof

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We can provide the proof.

When the Estonian National Museum was planning a new exhibition, 'Echo of the Urals', it wanted to incorporate floor-to-ceiling photographic prints. Local fine art and print specialist, Artproof, recommended using the HP Latex 360 Printer and HP PVC-free Durable Smooth Wall Paper for non-toxic quality, resilience, and speed. The result is 1,000m² of vibrant images that recreate the people and local landscapes of the Finno-Ugric people.

“Water-based inks are much more sustainable and help differentiate the HP Latex 360 Printer from a traditional solvent print. At the same time, the HP PVC-free Durable Smooth Wall Paper is flawless and thick so it can cover imperfections in the underlying plasterwork.”

—Eero Valge, partner and project manager, Artproof

Industry:

Sign & Display, decoration

Company name:

Artproof

Location:

Estonia

HP equipment:

HP Latex 360 Printer

HP PVC-free Durable Smooth Wall Paper

Website:

artproof.fi



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Challenge

An alternative to solvent printing

Founded in 2006, Artproof is an art printing laboratory that works with artists to print their vision as imagined, and deliver it framed for private or public exhibition. It produces over 60 photo exhibitions every year for artists from all over the world. The resident Print Master is a professional photographer and trained color management expert, while the in-house sales consultants have degrees in Fine Arts from the Estonian Art Academy.

The company was invited to tender for a major new exhibition at the Estonian National Museum, which required durable, high-quality prints to create non-toxic wallpaper. As its existing solvent-based printer was aging and created noxious fumes that required a dedicated, ventilated room, Artproof wanted to find an alternative way to produce sharp, permanent images that could be applied to the museum's five-meter-tall walls.

“Echo of the Urals’ is a permanent exhibition so we needed to be sure the prints would last and could be easily applied to the concave and convex surfaces within the museum,” explains Eero Valge, partner and project manager, Artproof. “It was vital that the wallpaper was odorless, scratchproof and didn’t fade after cleaning.”

Artproof has had two HP DesignJet Z6100 Printers since inception so it explored what HP could offer. It became clear that a Latex rather than solvent-based approach would provide the ideal robustness, combined with sharp quality and the ability to produce a matte-finish.

“None of the other platforms had a competitive edge so Latex print seemed the natural choice as it combines quality, durability and non-toxicity with the ability to print massive format,” adds Valge. “HP is the only vendor that offers Latex technology and we have a long and successful relationship, so that formed the basis of our proposal.”

Solution

Creating a 360° wrap-around exhibition

Artproof hired a similar space to trial the HP Latex 360 Printer with a test wall to sample the wallpaper. This proof of concept helped convince the museum that Artproof was the right partner for this important exhibition.

“Originally, the museum had considered using adhesive film but it quickly became apparent that using HP PVC-free Durable Smooth Wall Paper would be more flexible with beautiful end results,” continues Valge. “We then planned the design for four separate rooms, each with its own distinctive wallpaper representing the landscapes and habitations of the Finno-Ugric people.”

The HP Latex 360 Printer produced 1,000 square meters of indoor prints for the museum on HP PVC-free Durable Smooth Wall Paper; it can also print on a variety of traditional signage substrates – even textiles.

These high-quality, durable prints provide scratch resistance comparable to hard-solvent inks. At the same time, using water-based inks is cleaner, safer and more sustainable than solvent solutions, simplifying ventilation requirements.

“Water-based inks are much more environmentally responsible and help differentiate the HP Latex 360 Printer from a traditional solvent print approach, which requires the use and disposal of toxic chemicals,” comments Valge. “At the same time, the HP PVC-free Durable Smooth Wall Paper is flawless and thick so it can cover imperfections in the underlying plasterwork.”

Results

Stunning art on an enormous canvas

The exhibition has been an enormous success, winning the ‘Best Permanent Exhibition of the Year’ award at the Estonian Museum Awards. The museum is delighted with the results. Striking matte images create a panoramic surrounding for the other exhibits, bringing the interior space to life – even on curved walls.

“The quality is impressive and the client is very happy; now we can look to future applications for the printer. We’ve already experimented with a multitude of materials and it can print on practically anything – from silk flags to canvas,” says Valge. “This versatility gives us and our clientele the ability to try abstract and extraordinary creations. We work primarily with artists and photographers so the potential for new applications is very attractive.”

The new printer has also made life in the studio much more pleasant. The old solvent printer needed a dedicated room with ventilation, the HP Latex 360 Printer can sit alongside the rest of the fleet because it is safe and clean in the work environment.

“There’s no potential health risk and no need for costly ventilation, which makes a huge difference compared to the old printer, which was in a room no-one wanted to enter,” remarks Valge. “No other vendor could provide the certifications that HP has worked hard to achieve.”

With the permanent exhibition now in residence at the Estonian National Museum, Artproof is looking to the future. It expects demand for Latex-based prints to rise and, at the same time intends to replace the aging HP DesignJet Z6100 Printers with newer models that will drive increased speed, reliability, and quality.

“We are growing 30% year-on-year and the HP Latex 360 Printer will help fuel that growth in new areas,” concludes Valge. “HP has been with us since day one and we are sure it will always be part of our journey as we strive to become the biggest large-format fine art lab in the Nordic region.”

Learn more at
hp.com/go/latex

