

# Wraps Projects

Sign & Digital Graphics presents some of the industry's latest wrap projects. If you have a recent project that you would like to share, please send a sample of your wrap project to Matt Dixon at [mdixon@nbm.com](mailto:mdixon@nbm.com).





## Rolling Art

This wrap project was designed by artist Ryan McGinness for his art openings in Amsterdam this past April. McGinness has had his work shown in many places, including the Museum of Modern Art in New York and the Virginia Museum of Fine Arts.

This project is part of a larger concept by wraps educator Justin Pate to wrap cars with designs created by well-known artists.

"I ran a trial run with Mark Dean Veca in Los Angeles last year and then streamlined it this year with Ryan McGinness with his opening," Pate says.

"One wrap is on my car and I have received the best reactions to a wrap so far. Something about having an actual artist work on a car really does something to people."

The work was installed by Pate and employs Avery Dennison 1005 EZRS film with DOL 1380 overlaminates. It was printed on the Mutoh ValueJet 1624 – 64" Eco-Ultra printer.

"Mutoh prints great," Pate says. "I use the SpectroVue Spectrophotometer to get exact color matching as the artists are very particular about color."

Setup and design assistance was provided by Stephen Sinek of Seven Sin Design.

**SDG**

