

An HP Latex Story



Over 280 images and 18 large-scale murals printed using HP Latex technology

Canadian Museum for Human Rights (CMHR) Creates Blockbuster Traveling Exhibition



CHALLENGE

- To create a sensory, immersive experience utilizing scenography and large-scale graphic elements

SOLUTION

- The versatility and efficiency of the HP Latex 3600 Printer enabled the team at Light Visions to produce the dramatic visual components of the exhibition
- The visual elements were printed with the best color consistency ≤ 1 dE2000 (95% of colors) in tiling mode

RESULTS

- The inspiring exhibits were brought to life with a variety of materials like vinyl, paper, acrylic, and fabrics to create textile banners, wallpaper, and vinyl wraps
- The graphics were printed with superior indoor and image quality, while preserving media texture
- The exhibition with its rich sensory experience and dramatic visual elements was deemed a huge success for CMHR, as indicated by the increased visitors and the time they spent at the museum
- Thanks to water-based HP Latex Ink, prints are odorless which means a better option for customers with sensitive indoor spaces such as museums

“This was our first blockbuster traveling exhibition since the museum opened. We wanted to create a sensory, immersive experience utilizing scenography and large-scale graphic elements.”

- Rob Vincent, director of design and innovation, CMHR

A LATEX STORY

The show-stopping Mandela: Struggle for Freedom exhibition is continuing its successful run across North American museums. The thought provoking exhibition was produced by the Canadian Museum for Human Rights (CMHR), Winnipeg, in collaboration with the Apartheid Museum in Johannesburg, South Africa. It debuted at CMHR in 2018. In 2019, it began travelling across North America, most recently to the Illinois Holocaust Museum and Education Center, Skokie, Ill.

EXHIBITION DETAILS

Mandela: Struggle for Freedom takes visitors through the story of Nelson Mandela and the struggle of Black and other non-white South Africans for freedom from colonial rule and apartheid. Key visual components of the exhibition were printed and fabricated using HP Latex technology by Light Visions, a Winnipeg-based specialized printing company.

Light Visions used a variety of materials like vinyl, paper, acrylic and fabrics to create textile banners, wallpaper, and vinyl wraps. This versatile use of materials contributed to the rich sensory experience featuring dramatic visual elements and original artifacts. Light Visions printed nearly 300 images, text panels and large-scale murals. All the panels made for this exhibition were purpose built. The project comprises 18 murals with the biggest one being 33 x 11 ft.





DESIGN CONCEPT

The museum's project team wanted to use materials that were relevant to the time frame and area where the story was taking place. As a result, wood and steel are used throughout the exhibition, as well as vibrant graphics and typographic treatments, explains Vincent.

The exhibition itself is divided into five chapters. The Wall of Laws anchors the "Apartheid" chapter. For the "Defiance" chapter, a living room set in the sixties shows how people were fighting apartheid. A life-size scale of Nelson Mandela's jail cell anchors the "Repression" chapter. "Mobilization," the fourth selection, is headlined by a life-sized Casspir tank to show visitors what it was like to defend oneself from tanks with garbage cans. Finally, the last chapter, "Freedom," is a celebration of South Africa's first democratic elections and Mandela's win.

EQUIPMENT

90% of the exhibition was printed on the HP Latex 3600 Printer with HP Latex technology. "We can print just about anything on the HP Latex 3600 [Printer]. It has a lot of controls. It is also eco-friendly since it is latex," said Allan Brooks, president of Light Visions.

RESULTS

The initial design plan exceeded the budget. The Light Visions project team had to fit the design vision into the budget. "One of our biggest challenges at the beginning was figuring out how we were going to produce the exhibit without losing the impact and at the same time stay within budget. I think we were successful in that," says Brooks.

Typically, exhibition panels will have to be reprinted if they are traveling to several locations, due to normal wear and tear. However, this exhibition "is still almost the same as it was, which is phenomenal," says Vincent

The exhibition was a huge success for CMHR as indicated by the significant increase in visitors. This was the largest and most complicated exhibition for Light Visions since a Jane Goodall exhibit. "We love working with CMHR because they constantly challenge us with new designs and initiatives. Rob always likes to raise the bar, and my staff loves the challenge," says Brooks.