



# Project Case Study - Advent Software

<b>Project Summary:</b> <ul style="list-style-type: none"><li>• Object – Commissioning Fine art prints for the sales office, as well as wall murals for the break out area.</li><li>• Client – Advent Software</li><li>• Sector - Corporate</li><li>• Location – London</li><li>• Status - Completed</li><li>• Date - 2012</li></ul>	<b>Services Provided:</b> <ul style="list-style-type: none"><li>• Consultation</li><li>• Planning</li><li>• Art Selection</li><li>• Procurement</li><li>• Commissioning</li><li>• Project Management</li><li>• Framing</li><li>• Art Handling</li><li>• Transportation</li><li>• Installation</li></ul>
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Advent Software invited Art Contact in to manage an art program which included commissioning fine art prints for the first floor sales office and a wall mural for the break out area; printing and framing corporate marketing material for the general offices and producing a large acrylic Advent Software brand map for the main Reception.

Within the art program there were four areas to address; a brand map; corporate poster material, fine art prints and a unique site-specific street art inspired wall mural commission.

Art Contact worked closely with a large-format printing team to have a client supplied graphic illustrating a map with global location signifiers and a timeline of Advent offices printed onto a film on the reverse of a single sheet of acrylic which was then installed onto the wall using mirror polished stainless steel standoff fixings.

The corporate posters were printed by the team then mounted into bespoke brushed silver frames with removable backing boards so that the transitory material can be exchanged when required.

On the first floor the windows face out onto the brickwork of the neighbouring building therefore Art Contact proposed to bring the outside in with commissioned fine art prints which depict the view of looking up into blue sky through branches and lush greenery. The digitally manipulated photographs were printed onto a PVC substance and fixed using stand off bolts.

Games 2012 logo to mark the year of the offices opening, against a backdrop of a London cityscape including iconic buildings, architecture and design.

A widely acclaimed aerosol artist designed initial computer graphics for client approval before spraying the artwork onto the wall. Without the aid of stencils the artist sprayed for one and a half days over a weekend creating a statement wall mural which challenges the perception of the 2-D space, enhances the corporate identity of Advent and complements the bright design of the newly refurbished offices.



Client supplied graphic printed onto Perspex



Corporate posters printed and framed



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