

# Wrapper Turns Town into An Outdoor Art Gallery Using Avery Dennison® MPI 1405 Premium Supercast Film

Residents of Oshkosh, Wisconsin, woke up one Saturday morning to an amazing sight: The city's first outdoor art gallery had appeared downtown literally overnight. Large colorful murals displaying original works from 20 local artists transformed exterior walls around the downtown into textured canvases of brick and cinder block.

The works of art on exhibit in the Oshkosh Mini Mural Project were digitally printed onto weather-resistant Avery Dennison® MPI 1405 PVC-free, digitally printable film by Oshkosh-based Art City Wraps, an Avery Dennison Certified Wrap Installer. With permission of the property owners, the sheets were applied by a volunteer team led by Joshua Marquardt, vice president and partner in Art City Wraps and an internationally recognized competitive wrap installer.

Mimicking a museum or art gallery experience, the Mini Mural works are hung at eye level and spread around downtown. Using their smartphone, visitors can access a specially created Google map to find all 20 locations. The overall project works like a walkable art gallery that is perfect for the era of social distancing.



## Easy to Apply

To install the murals, the printed sheets are unrolled and quickly pressed to the textured walls, then heated using a torch and sealed with a roller, Marquardt explains.

The Avery Dennison 1405 film made the application process easy, he says. “The film has great color pop and really conforms to the brick and cinder block surfaces we were working with. If you didn’t know, you would think these were all painted on the walls. We’re grateful to Avery Dennison for donating the rolls of film for this project.”

“MPI 1405 is one of our MPI 1000 Series of Premium Supercast Films,” Avery Dennison Senior Marketing Communications Specialist Daralyn Baldogo says.

“All the films in this line have superior conformability and maximum durability for substrates with curves and recesses. MPI 1405 is specifically designed for tough, textured surfaces, so it was what we recommended for this project. It also incorporates our Easy Apply™ RS technology, which means it can be repositioned if you don’t get the sheet on straight the first time.”

And the MPI 1405 film is really durable. “That was important because this project is intended to attract and inspire visitors for a long time. And when the murals eventually need to come down, the film is designed for clean removal, so there will be no residue or damage to the buildings, many of which are historic,” Marquardt says.

“The Visitor’s Bureau promotes Oshkosh as Wisconsin’s Event City. Starting this week, we hope people will also start to think of Oshkosh as Wisconsin’s Mural City too.”

**To learn more about Avery Dennison Graphics Solutions films, including MPI 1405 Series Film, visit [graphics.averydennison.com /MPI1405](https://graphics.averydennison.com/MPI1405).**



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