



"NRGY Camp is powered by creating a world where our collaboration with the camp into a dynamic unified vision of motion, energy and life into. Here, creativity never sleeps."

# Mactac Creative Awards Q2

Automotive Category Winner - Live Tape Art Performance at Lowlands Festival for KIA

Artist: Stephan van Kuyk

TAPE OVER (RØB, ANNA, TEKO, ONE THU, EGD)

# Case Study



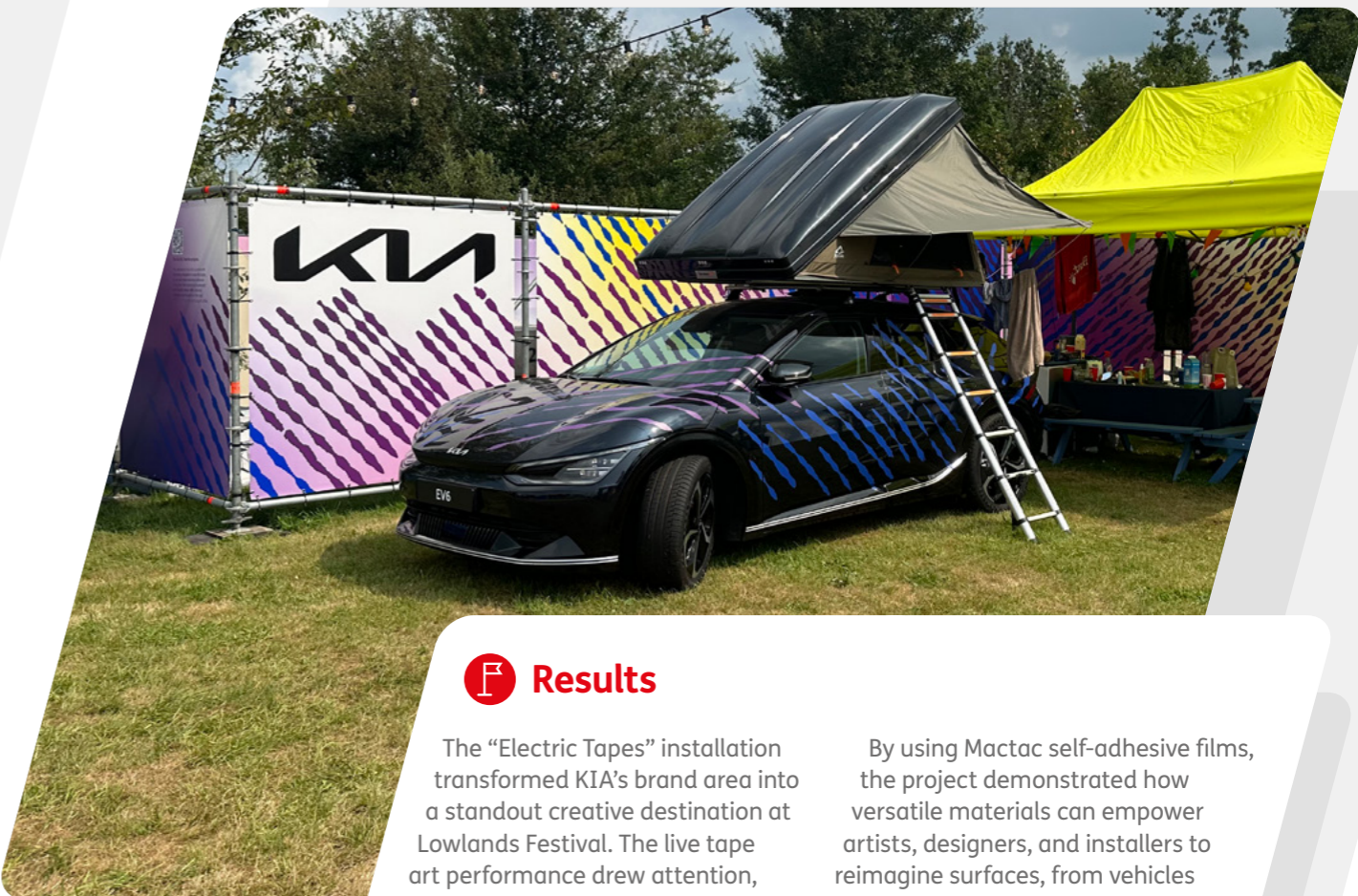
## Challenge

KIA wanted to make a memorable impression at the Lowlands Festival in the Netherlands, one of Europe’s most vibrant music and culture events, so it teamed up with tape artist Stephan van Kuyk and the TAPE OVER collective. They wanted more than conventional brand presence, their goal was to create an interactive and artistic experience that would connect emotionally with people at the festival. Their challenge was to bring together urban art, vehicle design within a full site transformation in a festival setting, ensuring that the execution is bold, interactive, and most importantly memorable. To meet these objectives, the project needed materials that were flexible, easy to apply, durable in outdoor conditions, and capable of delivering vivid colour impact across vehicles and architectural structures alike.

## Solution

Tape artist Stephan van Kuyk (TAPE OVER) came up with “Electric Tapes” as a live art performance that transformed KIA’s presence into a creative show. The installation featured three of KIA’S new electric models, each one was converted into a rolling canvas with a unique and vibrant tape design, especially tailored for the car shape and identity. Beyond the cars, the surrounding backdrop structures were wrapped in bold, geometric compositions, extending the artwork into the space and creating colour-coordinated zones that radiated movement and energy. Each zone was defined by its colour theme and visual patter, which reflected movement, energy and the spirit of the electric mobility.

In order to bring this concept to life, the team used Mactac MACal 8900 Pro, 8200 Pro, and 9800 Pro Series coloured films. The high performance self adhesive films were chosen for their outdoor durability, flexibility as well as strong adhesion on varied surfaces. The extensive colour range of the films offered the artists the creative freedom to experiment and achieve the vibrant tones and precise lines during the live installation process. The installation merged street art, design, and brand storytelling, turning KIA’s festival presence into an open experience that blurred the line between product and performance.



## Results

The “Electric Tapes” installation transformed KIA’s brand area into a standout creative destination at Lowlands Festival. The live tape art performance drew attention, invited interaction and transformed KIA’s electric vehicles into visual statements.

By using Mactac self-adhesive films, the project demonstrated how versatile materials can empower artists, designers, and installers to reimagine surfaces, from vehicles to architectural backdrops, as tools for storytelling. The result: a bold, colourful, and memorable artistic intervention that redefined how brand experiences can be created with creativity, craftsmanship, and the right materials.



## Product used

Mactac MACal 8900 Pro, 8200 Pro and 9800 Pro Series

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