



Winner of Mactac Creative Awards Architectural segment

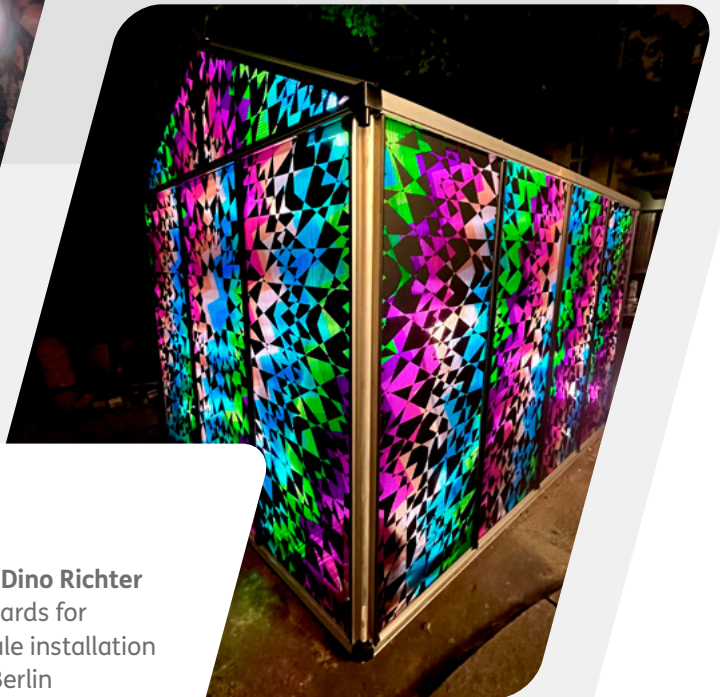
Mactac MaCal 9800 Pro Series and
MacCrystal 8400 series

Case Study



Challenge

In the pulsating metropolises of our world, a wide variety of cultures, lifestyles and dreams merge in a small space. At first glance, this urban diversity seems to be a guarantee for social networking and togetherness. But behind the iridescent facade of the big cities is often hidden a contrary phenomenon: loneliness. This project's goal was to create a powerful visual statement through art to draw attention to the issue and to encourage other people to look past the colourful surfaces and see what might be hidden.

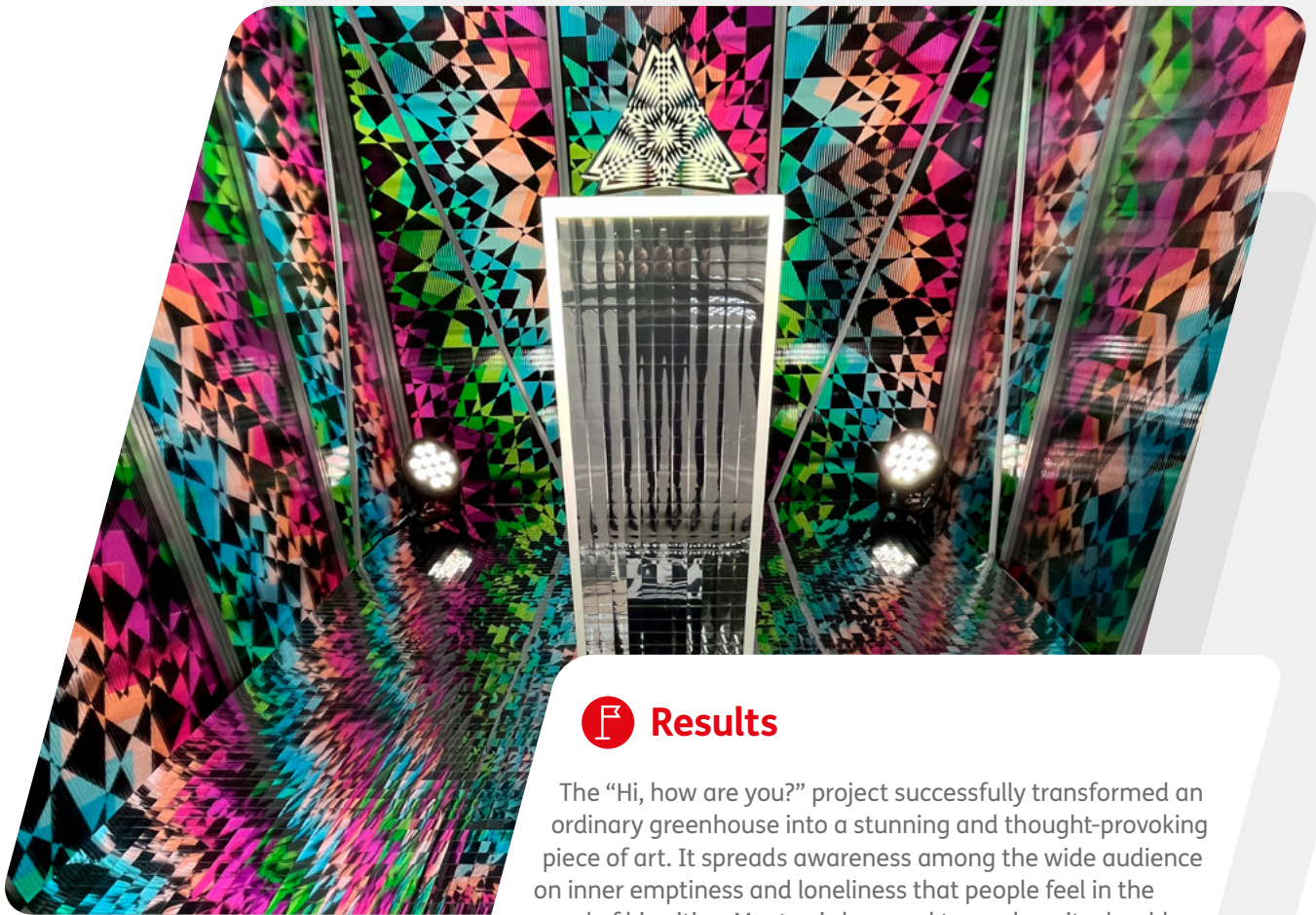


Solution

To draw awareness towards the problem, **Dino Richter** - a quarterly winner of Mactac Creative Awards for Architectural segment - created a large-scale installation for the Urban nation Summer Jam 2024, in Berlin (Germany). He has transformed a simple greenhouse into an amazing piece of art with the **Mactac MaCal 9800 Pro Series** and **MacCrystal 8400 series**.

The vibrant palette of opaque and transparent films, available for both series, beautifully interacts with the natural light and creates layers of depth, giving the greenhouse a new look. The combination of glossy and transparent finishes enhances the contrast between light and shadow, reflecting the idea of openness and vulnerability that the artist aimed to convey. Thanks to the films' excellent conformability and ease of application, Dino was able to cover curved and delicate surfaces seamlessly, achieving precise colour transitions and a refined final result.





Results

The “Hi, how are you?” project successfully transformed an ordinary greenhouse into a stunning and thought-provoking piece of art. It spreads awareness among the wide audience on inner emptiness and loneliness that people feel in the crowd of big cities. Mactac is honored to see how its durable and versatile products were chosen to not only elevate the exterior but to speak a meaningful message through art.

Product used

Why MacCal 9800 Pro?

With a palette of over 99 vibrant colours, the Macal 9800 Pro series offers endless creative possibilities for window graphics, signage, and decorative designs. Renowned for its long-term outdoor durability, it ensures colours stay vivid and surfaces flawless - even in challenging conditions.

Why MacCrystal 8400?

The MacCrystal 8400 series is specially developed for illuminated and transparent applications, such as light boxes and creative interior projects. Available in 10 bright transparent shades, it delivers a striking interplay of light and colour with up to 3 years of outdoor durability.

“Look behind the colorful curtains and dare to take a deeper look inside your friends and relatives and just ask from time to time. Hi, how are you?”

– Dino

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