



**“I was extremely happy with the final installations in both galleries and on both cars. The quality of Avery Dennison’s films exceeded my expectations.”**  
**- Ryan McGinness**



## Everywhere You Look: Ryan McGinness - Everything is Everywhere

Look around: on buildings, in the streets, around the corner. You’ll see Avery Dennison Graphics Solutions everywhere; companies across the globe choose Avery Dennison materials to transform their ideas into impactful messages that identify, promote and inform the world around them. We’re here to do more than empower your business. We’re here to help you push the visual limits of imagination.

### Artistic Collaborations

In April 2014, New York-based artist Ryan McGinness debuted a collection of works that spanned nearly a decade at two solo exhibitions in Amsterdam: Everything Is Everywhere at Galerie Ron Mandos, and the Art History Is Not Linear (Boijmans) at Vous Etes Ici. Inspired by McGinness’ work, Master Car Wrap Installer Justin Pate partnered with McGinness to wrap two cars to coincide with the exhibitions and the launch of McGinness’ new book, Everything is Everywhere.

## New Mediums, New Possibilities



Inspired by a generation of artists that defined modern typography, graffiti and pop art, McGinness hand-draws and digitizes his drawings that are influenced by the signs and symbols that surround us in life everyday to create colorful, engaging compositions that are open to subjective interpretation by the viewer. This culminated in the Everything is Everywhere exhibition at Galerie Ron Mandos, which featured fluorescent installations with wall paintings, vinyl and black lights that exposed both McGinness' vision and process.



As a long-time fan of McGinness' art, Justin Pate approached him with the idea to supplement his Amsterdam exhibits with two car-wrapping projects that would showcase his work in an entirely new way.

"I'm a big fan of Ryan's art, and have wanted to work with him for years, but there hadn't been an opportunity to collaborate until now," said Pate. "The way he thinks about shapes, lines and colors is really visually interesting and immersive, which makes his style a perfect match for vinyl wrapping applications. Since he was scheduled for two solo gallery exhibitions in Amsterdam and a book release in the U.S. in April, I thought it might be fun to share his work with the world in a different way, a way that he hadn't done before. These car wraps were the perfect medium to complement what he had planned for the exhibitions, so he was all for it."

## Inspiration Meets Avery Dennison Action

Stephen Sinek of Seven Sin Design worked with McGinness to format his designs for printable vehicle templates. McGinness chose his Black Holes series for the first car, an exploration of space and the time-bending nature of event horizons where matter, light and substance are cast into a single point of existence. For the second car, McGinness was more interested in sharing his process of creation, so he created a new graphic using behind-the-scenes images of his paintings being photographed.

The final wraps were printed on Avery Dennison® MPI 1005 Supercast film with DOL 1380 matte overlamine at the Mutoh headquarters in Phoenix, using a Mutoh ValueJet 1624 printer and eco-solvent ink. Installation was performed in Amsterdam by Pate days before the opening of both gallery exhibitions. The cars were unveiled on Saturday, April 12 at the American Book Center on the Spui to mark the launch of McGinness' new book, Everything Is Everywhere.

## Leaving A Lasting Impression

In addition to the car wraps, McGinness used Avery Dennison® MPI 3323 digital film with a DOL 2080 overlamine for a mural installation of his Art History Is Not Linear (Boijmans) exhibit at the Vous Etes Ici., also in Amsterdam

"I was extremely happy with the final installations in both galleries and on both cars," said McGinness. "The quality of Avery Dennison's films exceeded my expectations. Kudos to Justin Pate for approaching me with the concept to take my work into the dimension of vinyl wrapping."

To learn more about how Avery Dennison graphic solutions can help complete your vision, visit [www.graphics.averydennison.com](http://www.graphics.averydennison.com).

### Products used:

- Avery Dennison® MPI 1005 Supercast film
- Avery Dennison® DOL 1380 matte overlamine film
- Avery Dennison® MPI 3323 digital film
- Avery Dennison® DOL 2080 overlamine film

*Avery Dennison digital media is used for architectural, fleet and vehicle graphics.*