

Product Showcase

Tension Fabric Structures & Graphics

One of the hottest trends in the exhibiting industry is the use of tension fabric structures. Vivid dye-sublimation printed fabric graphics mount to lightweight frames, and the result is a unique design for your marketing message. In addition, these designs can spill into your office space, including lobbies, meeting rooms, and reception areas. Tension fabric structures can add a splash of color or a focal point to a room. Used in conjunction with informational graphics, empty space can now be used to help you highlight your brand image and inform your customers, visitors, and employees of your products and services.

Environment



An excellent example of the use of tension fabric structures and graphics, designed and produced by Blue Goose Exhibits, in a non-trade show setting is within the newly remodeled public Education Center at the National Renewable Energy Laboratory (NREL) located in Golden, CO. NREL hung custom "wave" shaped tension fabric structures, along with direct print graphic panels, to convert a rather vacant room into a space full of life, interest, and visual excitement.

Reception Area Signage

This three-dimensional and direct print combination sign greets clients and visitors at the Washington, D.C. office.



Informational Graphics

Whether the exhibit is used for trade shows, visitor centers, or showrooms, the primary purpose of your graphics is to educate and inform the viewer.



In their Washington, D.C. office, NREL used the direct print process onto metal and Sintra panels to inform the general public about the size of the campus and the nature of the research taking place at the Golden, CO location.

Direct print graphic panels enliven a hallway and provide more in-depth information about the work being done at NREL.



Tension fabric structures and graphics can turn a bare office space into a bright and informational environment. Although the process of redesigning or converting office space may seem a bit daunting, here's what Ivilina Thornton, Public Affairs Spokesperson for NREL, had to say about the experience, "The artwork is extraordinary and the install was handled with utmost professionalism and attention to detail. I am thrilled that the final touches went without a hitch, mirroring the experience all along. By all accounts the result is a beautiful and inviting space that will attract diverse groups of visitors to the NREL Washington, D.C. office. This has been an enriching and rewarding project for me and your participation enhanced the experience and ensured our success."