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LISTEN TO THIS STORY WITH YOUR EYES

For over 50 years Duggal has had the privilege to work with world's top artists, photographers, retailers and corporations. Through that collaboration amazing things have happened. We inspire each other and work together to make our customers stand out through our unique mix of old world craftsmanship and the technology of tomorrow. This booklet tells the story of the artwork in our booth as well as the technologies utilized by our artists.

The artistic process is notoriously opaque. Makers disappear into their studios for days and weeks at a time and then reappear when they have something to declare. In the meantime — they work. They search for appropriate materials and substrates. They probe the materials' capacities, test them, pushing them just as they are pushing themselves, exploring, sometimes going to places where they are not permitted; asking surprising questions, raising our consciousness of ourselves as political and social beings.

Each artist has his or her own way of seeing the world, and the nuances of their diverse types of visualization are fascinating. But the focus here is on the process part of the story: the knitting together of ideas, curiosity, material forms and labor. This brochure deconstructs and demystifies the methods and techniques these artists use to achieve their singular, exceptional works.

Duggal has taken decades of professional practice to focus on building a diverse range of capabilities based on stunningly new technologies — so this partnership is precisely what is needed to make these capabilities manifest. Both partners ask themselves how it's possible to get to higher echelons of creativity, vision and innovation. They put their minds and resources together, and they went to work.

FABRIC FRAMES & LIGHTBOXES

Duggal has been at the forefront of manufacturing UL listed eco friendly LED light boxes. Together with our vast array of fabric printing capabilities we provide our customers a total solution to provide consistent, color balanced high impact visuals and displays. Being the manufacturer of both the light boxes and the graphics that are inserted into them allows us to produce consistent color balanced visuals for our customers. We utilize our own OEM manufactured LED lights that binned to be consistent with vibrant clean white light, and our UL certified personnel and components combine to provide consistent maintenance free performance. Duggal produces everything from single custom light boxes to thousand store rollouts for top global brands.

The slotted extrusion framing systems we utilize allow edge to edge visuals with no unsightly hardware distracting from your image. Non illuminate fabric frames are also available. All of these frames can be wall mounted, suspended or free standing to meet your needs.



DREW TAL

Personal Statement: "My art is an intimate investigation across cultural boundaries into the underlying human themes and common spiritual threads found in religious, mythological and sexual expression".

LASER OPTICS



These flexible fiber-optic lit strands simulate neon. They bend, curve, and wrap and may be used to suspend objects. Laser Optics are brightly illuminated for a high-impact, colorful display that can act as both a centerpiece and an entrancing accent.

The background is a complex collage of urban and industrial imagery. On the left, there's a dark, high-contrast image of a 'Coke' sign and a horse sculpture. On the right, a vibrant, colorful grid structure, possibly a sculpture or architectural element, is visible. The overall aesthetic is gritty and artistic, reflecting the artist's work with found objects.

TOM FRUIN

Working with found objects, plexiglas, steel, plastic and scrap material, Tom Fruin takes on recognizably urban objects such as houses, billboards, flags and the like and elevates their form to an emblematic status. Based in the city of New York, Tom weaves assortments of reclaimed objects into newly organized grids, patchwork quilts or architectural forms to recall and represent not only his own community, but also the energy and syncopation of the city itself.

MERCHANDISING SYSTEMS



This diverse section consists of pedestals with changeable shrouds that can be laser cut, or routed into graphics and knock-out patterns, or graphically treated. They include wall flats with large-scale printability, and can be cut into dynamic, layered shapes. These setups offer flexibility by way of ceiling-mounted systems and graphical backdrops.

The background is a complex collage. A central figure is a man's face, partially obscured by a white pocket square and a watch. The watch has a white face with black hands and a gold-colored case. The collage is composed of numerous postage stamps from various countries and eras, including the United States, featuring figures like George Washington and Benjamin Franklin, and various denominations and themes like 'WILDLIFE CONSERVATION' and 'AMERICAN OF LIBERTY'. The overall style is reminiscent of mid-20th-century pop art.

LUIGI RODRIGUEZ

Luigi Rodriguez is a Pop Artist from Caracas, Venezuela who is constantly traveling to the past to find inspiration in historic people, places and symbols that have influenced his life, to turn those feelings into modern works of art by transforming each iconic image into a complex collage by cutting and pasting used stamps from his father's collection. His work explores themes of identity and movement, and the journey symbols take across time.

3D



Lenticular printing provides a holographic/shifting image effect. This technique has the breathtaking ability to show movement and depth in an essentially static image.



CMOON VIEW

Cmoon View is a Switzerland-based, landscape photography artist who photographs the natural environment while on exploratory hikes. Cmoon begun working with photography early in 2015, impelled to show the beauty of the world as she sees it: a combination of nature and imagined dreamscape.

CUSTOM FRAMING



We have an extraordinary in-house framing shop capable of amazing fine art frame construction. Whether a modern, ultra deep shadow-box, or a minimalist gallery frame is needed, this is the place. Additionally, through the use of a light-guide plate, a framed image can be illuminated as if within a lightbox, giving a thoroughly modern approach to framing fine artwork.



KIRSTY REEVES

Kirsty Reeves is a fine art photographer residing in New York. Compulsively making photographs from a young age, her main sources of inspiration are the people she encounters in every-day life—people who she can see part of herself in. Using these individuals as her subjects in the studio, Kirsty strives to evoke a feeling she had out in the world—each image thus created is a reflection of herself.



HD C-PRINTS

Our revolutionary new HD C-Prints produce the highest resolution prints possible with an astounding 6,100 apparent dpi, more than twice the resolution of standard photographic prints. These continuous tone prints provide outstanding detail and dimensionality. The sharpness and unrivaled resolution truly bring the work to life, immersing the viewer in stunning color and definition.

A hand is visible on the left side, holding a large, glowing green triangle. The background is a dark, textured surface with a dense, chaotic pattern of thin, glowing lines in various colors, including blue, red, and yellow, radiating from the right side towards the center. The overall aesthetic is futuristic and artistic.

VICTOR THOMAS

Victor G. Thomas is a Brooklyn-based photographer who combines his photo practice with urban exploring, "Urb-Ex," producing work that expresses a palpable passion for what he does. His photographs and video don't merely depict adventures; they are adventures in themselves. Victor is a self-taught artist who is inspired by those who break limits and go against the machine.

FABIAN OEFNER

Fabian Oefner's desire to visually express the normally invisible effects of universal forces and the properties of time is the genesis of his photography, film and kinetic installations. His art encourages us to conceptualize energy and motion in new ways, and to accept that art and science do not exist on opposite ends of the experiential spectrum, but rather inform each other in powerful ways.



SOLUTION WALL

The Solution Wall is a material library showing off all the astounding possibilities that Duggal offers regarding substrates and surfaces. The options here range from the traditional to the utterly unexpected, for example, printing directly into metal and wood. This section will feature every artist in some fashion, displaying all the myriad ways we help clients bring their imagery to life.

QUINN TIVEY

Quinn Tivey is a recent MFA graduate from the School of Visual Arts and based in New York. Quinn is fascinated by the boundaries between the real and the represented, and explores them by employing innovative technology such as stereoscopic imagery, photo-sculpture hybrids, and light installations. His work is not only visually mesmerizing; it also demonstrates the slippage between in-person experiences and their digital representations.

DIMENSIONAL PRINTING

A 3D printer nozzle is shown in the process of printing a small, raised orange triangle on a dark, flat surface. The printer's frame and other components are visible in the background, rendered in a dark, semi-transparent style.

This process uses a unique application of multi-layered printing to make images jump off the substrate on which they are printed. By utilizing this technique, prints can not only be enjoyed visually with true depth but also by tactile sensation. Not only does the relief effect invite viewers to touch the prints, it also creates a dynamic play of light and shadow.



JANNE PARVIAINEN

Janne Parviainen is a 35-year-old artist from Helsinki, Finland. He is one of the most well known light painting artists in the world, and has had his work featured in several publications including: National Geographic, The Guardian, The Daily Mail, Wired, Juxtapoz, Spiegel Online, Metro News and Yahoo News. Janne has also worked with prominent brands such as Adobe Systems, Olight and Nippon Television, producing sophisticated artistic material for commercial use.

ACRYLIC BESPOKE FABRICATION

Our acrylic fabrication department featuring an array of laser cutting equipment allows us to create gorgeous dimensional pieces. From dimensional lettering to intricate 3D forms, it's all possible.

JUAN GERSTL

The background features a complex geometric composition. A large, bright pink triangle is positioned on the left side, partially overlapping a dark, textured area. To the right, a structure made of thin, parallel wooden slats is visible, forming a series of nested, angular shapes that create a sense of depth and movement. The overall aesthetic is modern and architectural.

Since childhood, Juan Gerstl, who now lives in Madrid, Spain, was attracted to symmetry and order within movement. Today he is still haunted by the challenge of creating harmony through form, volume and light. He makes art he calls "Geometric Poetry," essentially a reinvention and new conceptualization of kinetic art that uses the interaction between the piece and the viewer to create a meaningful union.

MAGNETIC SOLUTIONS

Thanks to our ability to print on magnetized materials, we can offer easily changed, layer-able graphics and imagery. Materials can also be incorporated into custom displays with shelving. The advantage of magnetic graphics is, while rollable for shipping they have a beautiful “lay-flat” appearance without the need for frames or hardware.

RAISSA VENABLES

Personal Statement: "My photographs are experiential visions of our environments, whether interior or exterior, mundane or opulent. At first glance they may seem to be realistic images or entrances into existing places. A print of a life-size staircase hangs on the wall as if the viewer could actually ascend beyond its luminous surface and up into space. Upon further investigation, a surreal and magical narrative unfolds with unpredictable nuances, distortions, twists and turns, all without human presence."



The background features a dark grey grid pattern. A large, bright pink, irregular polygonal shape is positioned on the left side, partially overlapping the text. A large, 3D-rendered pink sphere is located in the upper right quadrant. At the bottom, there is a dark grey horizontal bar with five circular elements on top, resembling a film strip or a control panel. On the far right, a vertical pink rectangle is visible within a grey frame.

DIGITAL INNOVATIONS

This wide-ranging section is composed of many dynamic and multi-media technologies:

Surface Tables

A bespoke, centerpiece table with two embedded 42" touch-screen monitors. The aim is to have interactivity between the touch screens and the surrounding interactive elements, allowing you to "throw" content from the table screens into the environment.

Chat & Charge

Another bespoke element of the booth, these stations provide mobile-phone charging in collaboration with Powermat, and an example of our fixturing.

Media Mirror

This interactive media mirror provides social media integration in a fun and eye-catching package.

Low Bezel Displays

These ultra-high-definition screens have an infinitesimal border which lets them be panelized to create high-impact, motion-driven video displays.

Pixel Cubes

These are high density, modular, video-driven displays. With a pixel-pitch of 2.2 mm, they can be tiled to create bright, dynamic showcases. They are comprised of 20" w x 20" h display surfaces.

Transparent Media Curtain

This technology consists of modular lattices of pixel-based displays. The image luminance controls the perceived opacity of the screen, allowing you to "drop the curtain" and incorporate up to 80% transparency in motion content. This startling and dynamic display may occupy an entire window bay. This is prime time.

LASER CNC HEAT BENDING


Augmenting our display department is a comprehensive fleet of precision cutting devices used for dimensional lettering, box making, fine art cutouts, topographical displays and unique pieces. Our laser cutters and router cutting machines are capable of X, Y and Z cutting on a wide variety of materials including acrylics, Sintra, Gatorboard, rubber, fabrics, mirrors, wood, leather and beyond. We also offer drape forming and heat bending capabilities.

HANK WILLIS THOMAS

Hank Willis Thomas is a New York-based conceptual artist of extraordinary insight who makes work focusing on themes of perspective, identity, commodity, media and popular culture. While he has an international exhibition record, and is collected by prestigious museums including the Whitney Museum, The Brooklyn Museum, the Museum of Modern Art, and the Guggenheim Museum, his work often takes a collaborative form, looking to engage the surrounding community.





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