

UPM RAFLATAC STICKER BANK

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Idea 2: Invitation and catalogue for art exhibition



Description:

Vårsalongen 2003 (translates as 'spring salon') was an art exhibition that took place at the Liljevach art hall in Stockholm, Sweden. Before the exhibition opened to the public, the best works were awarded with scholarships. Guests were invited to the award ceremony with an invitation card printed on self-adhesive laminate. The cover on the exhibition catalogue was also printed on a self-adhesive material. The same idea was used for the catalogue and invitation: two colourful spring flowers, the symbols of the Vårsalongen exhibition, could be peeled off and attached elsewhere.

Raflatac product (for invitation card and exhibition cover):

Face material:	Castgloss Board
Adhesive:	SP 3H Extra Permanent
Backing paper:	Kraft Special 90
Printing method:	Offset
End-user:	Liljevachs konsthall, Sweden

SLu 03/2005

