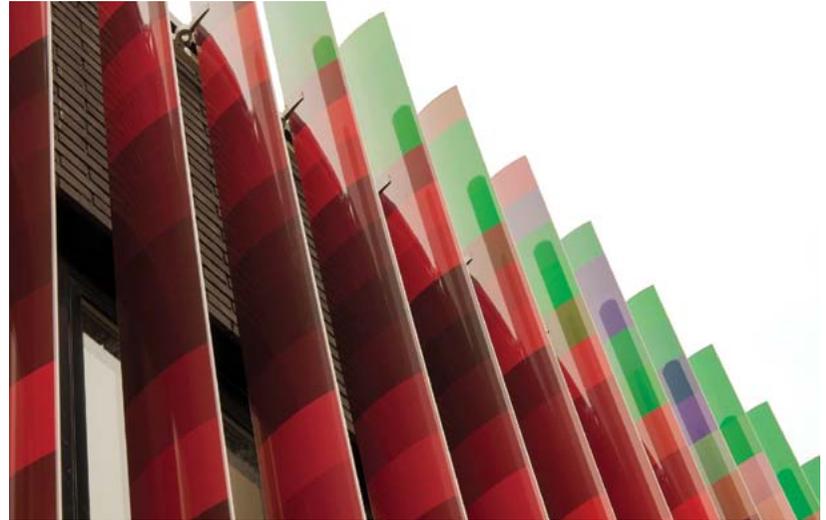


# Bold exteriors

Dutch company **M2uur** specialises in creating unique, colourful digital printwork for outdoor spaces as well as interiors.



M2uur's striking artwork covers all four sides of the Academy for Sports and Education in Goes, the Netherlands.



**M**2uur is a well-known partner in the building and construction industry. For more than 20 years, it has been responsible for numerous uniquely designed digital printwork projects on a wide range of underlay, such as integrated print on HPL and MDF,

wall vinyl, screen-printed glass, printed tiles and enamel on steel. The company produces work for indoor as well as outdoor use, such as facades, public space or artwork.

Freekje Vervoord, M2uur director, says, "The objective is to create

artwork that visually enhances the identity of the location. These specific designs form an integral part of the architecture or purpose plan. We can process all artwork into a unique, digital design."

In order to achieve the best possible result, M2uur teams up with artists, photographers, typographic designers, illustrators and graphic designers, and has a clear view of the wishes and desires of its clients.

"We are responsible and in control of the whole process; from the briefing to the montage of the prints," Vervoord says. "The great advantage for our clients is that they can limit themselves to just one intermediary. This will not only save them time and money, but also guarantee them the best price/quality ratio. Our concept is unique and we are very proud of our high-quality, professional yet personal service."

The Academy for Sports and Education in Goes, the Netherlands, has a remarkable exterior. As an architectural choice, 6m-high blinds with a depth of 40cm are mounted all around the building. The blinds feature printed cast graphic film that gives the building an eye-catching look, while the prints represent the sporting character of the academy. On all sides of the building, four traditional sports are powerfully captured.

"Because of the height of the blinds, we have chosen large-scale unicolour blocks of 40x40cm," Vervoord explains. "At first you will see an abstract, colourful design. But from a certain distance and the right angle, you will see its purpose. This way, as a viewer, you will be challenged, surprised and informed." ●

**Further information**  
M2uur  
[www.m2uur.nl](http://www.m2uur.nl)