

# SP 8520 Wall Paper – Inspire to Create

Creative wall graphics in  
two Dutch museums





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The creative potential of Avery Dennison SP 8520 Wall Paper was showcased in the Stedelijk Museum Kampen recently - followed shortly afterwards by a three-day event at the Pulchri Studio in The Hague. PPP Nederland installed truly original wall displays that made the most of one of the range's textures - a smooth, silky touch.



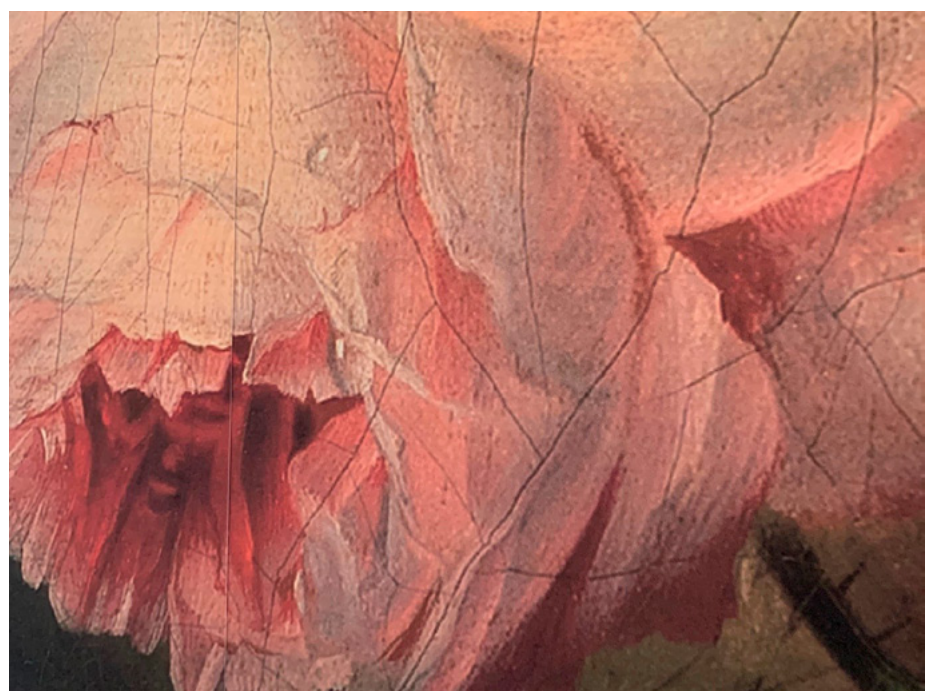
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**The Challenge**

Stedelijk Museum Kampen needed a wall-art display to make the most of an exhibition, and PPP Nederland considered a number of materials before choosing SP 8520 as the best option.

The Stedelijk Museum installation came first, followed later by a display using the same material in the Hague's Pulchri studio - decorating a 5x5 meter, 3-day exhibition of Dutch artist Christie van der Haak.





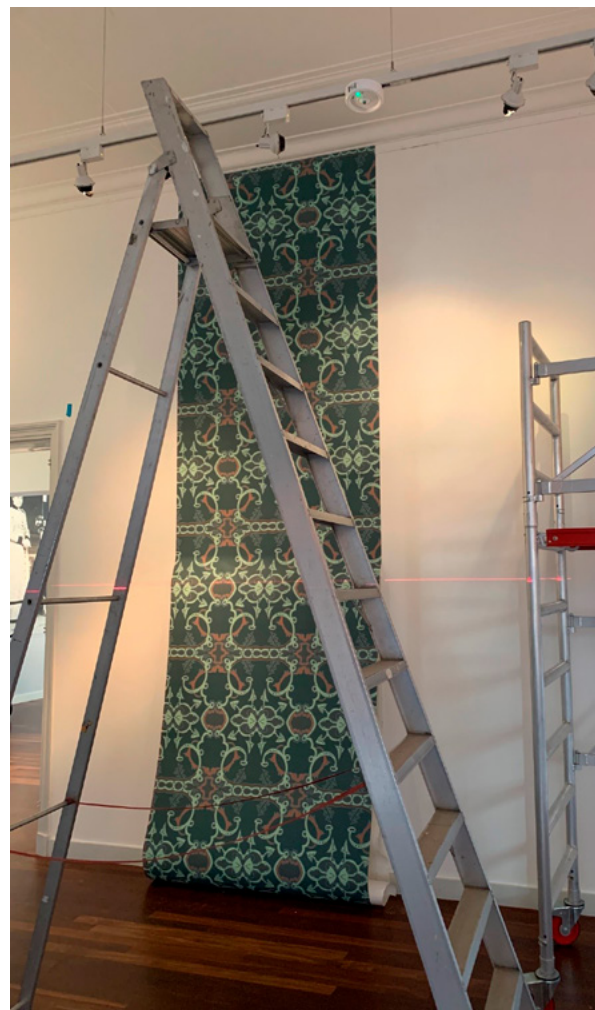
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The Solution

Avery Dennison versatile SP 8520 Wall Paper is a reinforced, high-quality paper that inspires creative wall art. As an eco-friendly solution, it brings a smooth and silky touch to premium, luxury decoration. Forest Stewardship Council® (FSC®) certification makes it a responsible and renewable choice.

Rogier Schrijer (Director at PPP Nederland) said that the material was new to them:

“ We have once again been able to create a very nice project in the Stedelijk Museum Kampen, printing and installing quite a few rolls of SP 8520 Wall Paper. I have to say that even though we hadn't used it before, the printing, processing, and finally assembly went without a hitch - a great process and stunning results.



Rick Snabel (product manager Digital Media, EMENA) noted that SP 8520 Wall Paper offers quick and easy application:

“ This material needs no primer, which makes it a great material for spaces such as exhibitions and museums. The project included four people who managed all stages of distribution, printing, application, and finishing.





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Ivo van der Lem (sales manager Graphic Solutions, Benelux) said that the availability of the innovative and sustainable FSC®-certified wallpaper was a big advantage:

“ We were able to confirm that the results, using digital print, would be very impactful. All of us were delighted to be able to contribute to such a prominent art project in the community, and the results speak for themselves.



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