

Wall Film Canvas in Madrid's Pavilion – Spain

Bring your creative vision to life and transform spaces with high-quality, textured graphics.

The challenge

The LivinGreen Pavilion, inspired by Mies van der Rohe's Barcelona Pavilion, aimed to seamlessly blend organic motives with modern design. The challenge that the interior design studio, Welcome Design, faced was to find a material that would enhance this connection—one that maintains both elegance and durability. The team at Welcome Design sought a solution that would introduce an almost weightless effect, interacting with light and complementing the pavilion's design.

The solution

The inspiration was found in Avery Dennison's MPI 8726 Wall Film Canvas Hi-Tack, a high-quality digitally printable film designed for wall applications. The Wall Film Canvas introduced a naturally looking aesthetic that played with light, creating a delicate interplay of shadows that complemented the geometric structure of the pavilion. In collaboration with Arte y Tela, these wall films were applied to key wall panels throughout the space. This allowed light and shadow to play across them. The walls transformed into an integral part of the experience, shifting from static to dynamic. Thanks to the expertise of Welcome Design, the pavilion was transformed from a simple space into a truly immersive environment.



Product used

MPI 8726 Wall Film
Canvas Hi-Tack

Key Features

- Quick, easy and clean installation, with no noise or smell
- Excellent for refurbishment projects, when full wall coverings are needed
- Suitable for most substrates



The MPI 8726 Canvas Hi-Tack wall film transforms spaces with high-quality, textured graphics. This versatile film offers exceptional durability and vibrant printability.

Whether for commercial or residential projects, it allows you to effortlessly bring your creative vision to life, making every wall an inspiring canvas.



“To shape LivinGreen Pavilion we have looked to Mies van der Rohe’s iconic Barcelona Pavilion. In our project for Marbella Design Art, the pure lines and marble in different greens are a love letter that we send to the creator of “less is more”.

Along these lines, the platforms - arranged on different levels - create a dynamic game of heights and, at the same time, a fluid journey through the interior.

To accentuate all the beauty of the space, the pond reflects light and materials, blurring the border between interior and exterior. And as a final touch, the furniture in ochre tones closes the circle of this tribute to the Bauhaus master.”

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