

Light, privacy and a natural feel for a store in Ireland

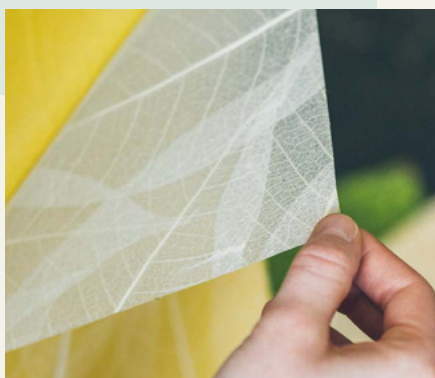
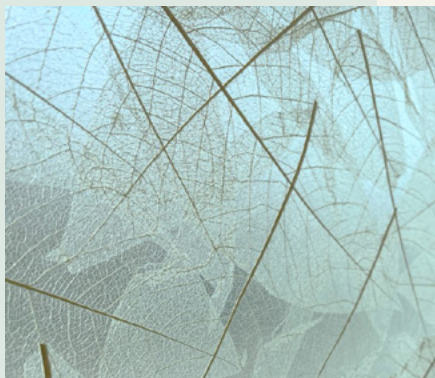
Product used:
Organoid Skellett Leaves

Brown Thomas Dundrum
Dundrum Town Centre,
Dublin, Ireland



The Challenge

In April 2022, the Brown Thomas store in Dundrum, Ireland, wanted an unconventional window film to transform the rear of their shop (which overlooks the Dundrum Bypass). They needed something stylish and alternative which would mirror their brand, and it had to allow light in while also ensuring privacy inside. The project included a requirement for a sustainable window film that would nonetheless not compromise on aesthetics.



The Solution

The installer, Carlow Graphics, turned to the Avery Dennison® Organoid Natural Surfaces portfolio for a high-impact solution. Their resulting installation in April 2022 revealed the potential of the portfolio for bringing nature-inspired surfaces into a building. Skellet Leaves Translucent film was chosen from the range not only for its elegance, but also because it allows a lot of light to come through.



Rolls of the Skellet Leaves film were not the same width as the window panes, so each roll was lined up to a matching leaf pattern on the adjoining roll of Organoid. Expert matching and some careful alignment meant the installers were able to successfully match the patterns between rolls. The job was completed in less than four hours.

The Results

The final installation looks like one single piece of film spanning the windows. Real dried rubber tree leaves, with their green color removed, are now revealing a delicate leaf skeleton and conveying a feeling of lightness - with daylight illuminating the film. Both privacy and a sense of 'bringing the outside in' have been achieved, turning an unattractive and difficult window into something much more appealing to customers.



a sense of
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