



Stay Beautiful Huntington Beach

Keeping a city beautiful is a major point of civic pride. Throughout the United States and Canada, major cities and small towns have put in place initiatives to showcase local culture and artists by “prettying up” less glamorous everyday objects and spaces. The benefits of these renovation programs are obvious - they leave visitors with a better impression of the area and give local residents a greater sense of pride around their hometown.

Included in this trend, some municipalities have used wall murals and untouched canvases, like traffic boxes and utility stations. Huntington Beach, California wanted to bring attention to a part of the town that most would rather forget about - its dumpsters. With the help of the Huntington Beach Public Art Alliance (HBPA), 30 local artists, a local vinyl film installer and Avery Dennison overlaminates, this unconventional project became a huge hit.

Preserving Creativity

Michael Dmytrow's of Surf City Graphics prowess with vehicle and architectural wraps caught the eye of the HBPAA when it wanted to wrap electrical boxes throughout the city. Due to the success of that project, HBPAA looked to Dmytrow again to help install for their Dumpsters on Parade project. The event brings together 30 artists who transform dumpsters from dingy eye-sores, to eye-catching works of art. HBPAA asked Dmytrow to protect the artists' work with an overlaminates that prevented graffiti but would not obscure the artists' creations.

Dmytrow brought multiple brands of anti-graffiti overlaminates to be put to the test for the HBPAA. In the end, Avery Dennison® DOL 6060 Anti-Graffiti was able to repel paint and oil-based markers without suffering lasting residue. The choice was simple for HBPAA and the artists themselves appreciated the impact of the Avery Dennison product as well.

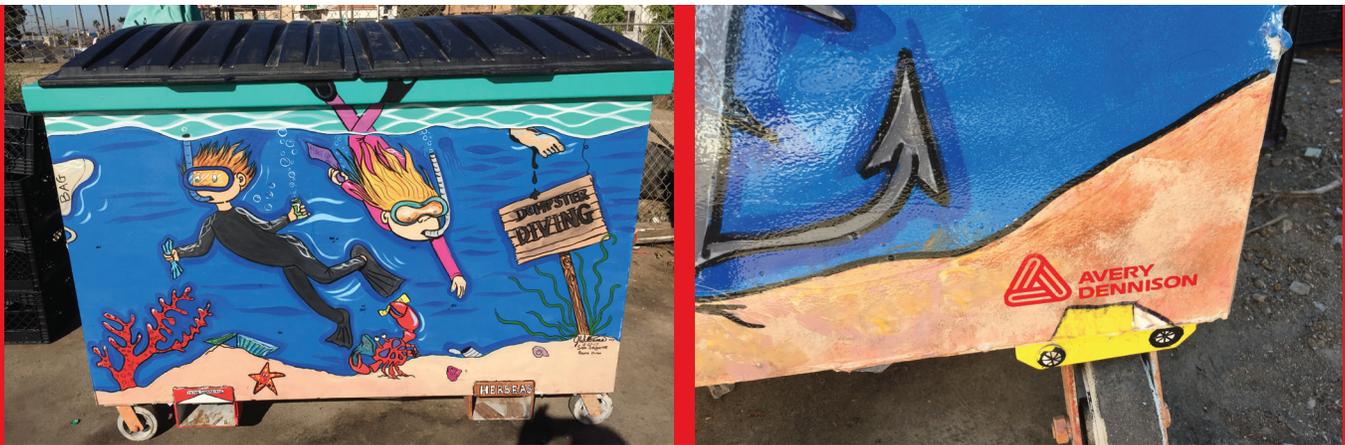
"Everyone was happy with the end result and it gave the people who put so much work into painting the dumpsters the peace of mind that their work couldn't be permanently tagged over with graffiti," says Dmytrow. "DOL 6060 fit with the final product so well that many artists didn't notice the film until they were told about it, and several were excited about how the colors popped."

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Michael Dmytrow,
Surf City Graphics



Front and Center

Before being placed around town, the finished dumpsters got their own parade procession through Huntington Beach. Over 4,000 people, including the city's mayor, attended the family-friendly event to see one of the most innovative beautification projects to date.

"The public absolutely loved it, and we're excited to see what creative initiatives come from this in the future," says Dmytrow.

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Products used:

- Avery Dennison® DOL 6060 Anti-Graffiti
- Avery Dennison digital media is used for architectural, fleet and vehicle graphics.



Graphics
Solutions

Asia Pacific

460 Alexandra Road,
PSA Building
#28-02/03, Singapore 119963
+65 6430 7000
graphicsap.averydennison.com

Europe

Willem Einthovenstraat 11
2342 BH Oegstgeest
The Netherlands
+31 85 000 2000
graphics.averydennison.eu

South America

Rodovia Vinhedo-Viracopos,
KM 77 CEP 13280-000
Vinhedo - SP, Brazil
+55 19 3876-7600
graphics.averydennison.com

North America

8080 Norton Pkwy
Mentor, OH 44060
800.282.8379
graphics.averydennison.com