

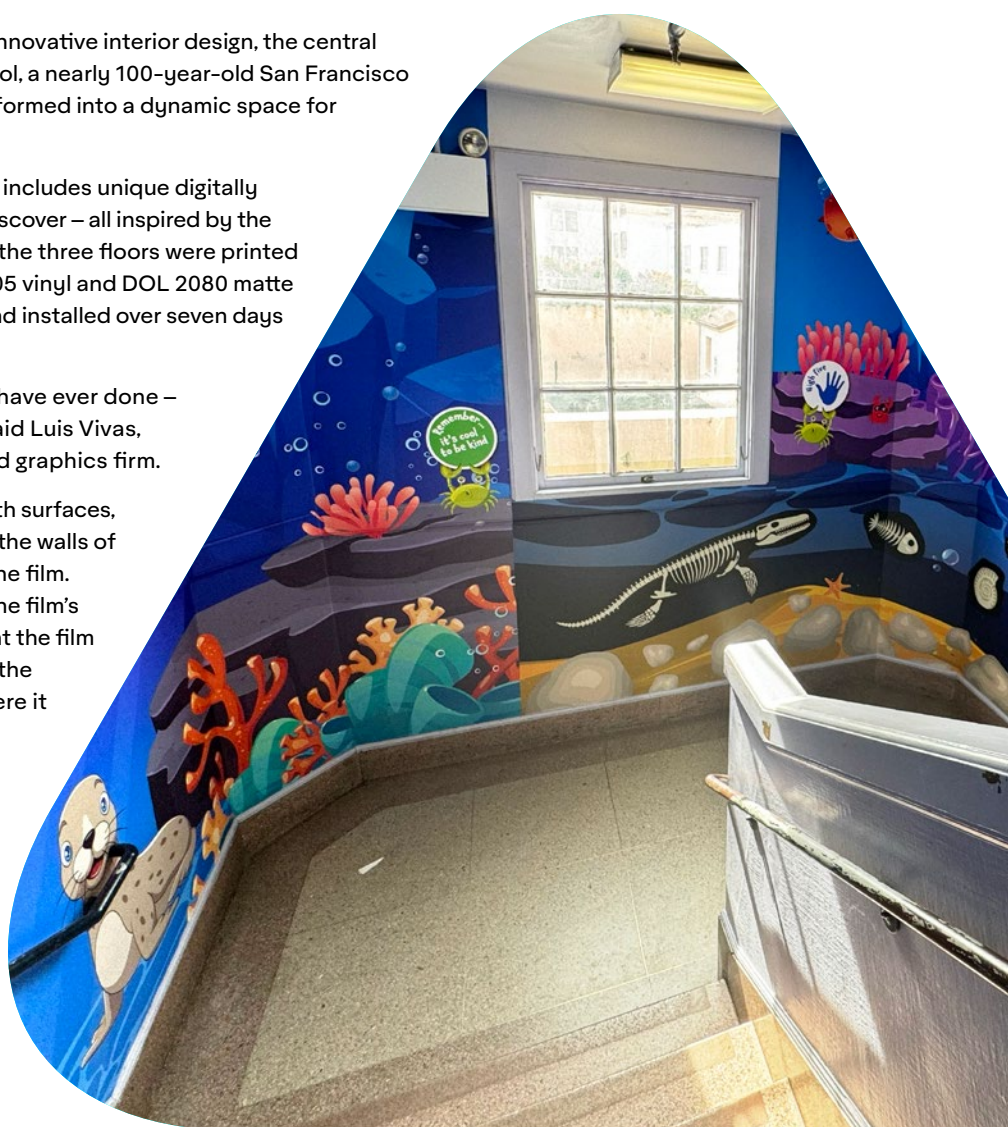
San Francisco Elementary School's Immersive 'Stairwell of Imagination' Features Wallcoverings Printed on Avery Dennison® Film

In a project aimed to promote inclusivity through innovative interior design, the central three-story stairwell of Sherman Elementary School, a nearly 100-year-old San Francisco Unified School District K-5 school, has been transformed into a dynamic space for students of all backgrounds and learning styles.

The mixed media installation spans 2,900 feet and includes unique digitally printed graphics and 3D elements for children to discover – all inspired by the students' ideas. The rich, colorful wallcoverings on the three floors were printed on Roland DG printers on Avery Dennison® MPI 2105 vinyl and DOL 2080 matte overlaminate at San Francisco-based VIVAS Inc. and installed over seven days by VIVAS and Lane Displays.

"This was one of the most ambitious projects we have ever done – a four-floor staircase, full wrap, top to bottom," said Luis Vivas, founder and owner of the eponymous 14-year-old graphics firm.

"We usually use Avery Dennison MPI 2105 on smooth surfaces, but like many historical buildings in San Francisco, the walls of the school had a little bit of texture, so we tested the film. It worked perfectly. My production team praises the film's print clarity. The feedback from the installers is that the film was amazingly easy to install. It conformed well to the wood molding that runs all along the stairwell, where it was initially not going to be applied," he said.



"We were also very happy with the DOL 2080 overlamine. Some other film manufacturers' matte overlaminates tone down the colors of the underlying film, but with the DOL 2080, the colors on the walls remain bright and vibrant," Vivas said.

"This project has transformed a very dull staircase into a multi-sensory learning experience for our students," said Sherman Elementary Principal Helen Parker Leigh. "It's stunning! We hope it will have an incredibly positive long-term impact on our students as they interact with all the elements that have been thoughtfully added. We are looking forward to finding all the ways we can use it to teach and reinforce our academic and social-emotional curricula.

"Sponsoring the film for this project and seeing it come to life has been truly rewarding," said Tamara Baumann-Sharell, Regional Sales Manager (CA/TX/HI) at Avery Dennison Graphics Solutions. "Seeing the power of our materials used for such a positive and impactful cause is inspiring. We are grateful for the relationship with key partners to play a part in transforming Sherman Elementary School's stairwell into a vibrant and inclusive space for students to learn and grow."

To see a "before and after" of the installation as well as hear from educators, the installation team, and the children themselves, watch the video at <https://bit.ly/3WP6h3W>.

For more information on Avery Dennison wall films, visit graphics.averydennison.com.

