

BIG PICTURE

THE BUSINESS OF WIDE FORMAT

Expert Guide:
ISA 2015

Phablet Frenzy

Rotterdam's
Printed Market

CHERRY ON TOP

March 2015 | bigpicture.net

wide angle

Horn of Plenty

Markthal Rotterdam is an all-in-one shopping, working, and living space that sits underneath a 40-meter-high arch made of natural stone and glass windows, covering an area the size of two large soccer fields.

“Horn of Plenty” by artist Arno Coenen features images of oversized produce that line the interior walls of the mixed-use development. Designed by Rotterdam architectural firm MVRDV with property developer Provast and architect Winy Maas, the indoor market opened last October in the Netherlands.

TS Visuals (tsvisuals.nl), a specialized hard-substrate printing company based in the Netherlands, printed the images onto 4000 coated aluminum panels each measuring 1.5 x 1.5 meters. Individually designed by the shop’s research department, the panels are lightfast, bendable, and can be cut into any shape imaginable.



