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REVIEW

SINCE 1913

OCTOBER 2006

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In the arts

Maximum Schell

'Maximilian's Schell' is a vortex-shaped outdoor installation the size of an apartment building that has been stopping traffic in front of the Material & Application Gallery in Los Angeles since its unveiling in July, 2006. Constructed with tinted Mylar™ resembling stained glass, the swirling creation functions as a shade structure above the outdoor gallery. The interior of the experimental installation creates an environment for enhanced social interaction and contemplation by changing the space, color, and sound of the M&A gallery courtyard. During the day, the canopy casts reflected sunlight in colored fractal light patterns onto the ground, while underfoot a tranquil subsonic drone emanates from an integrated ambient sound installation by composer James Lamb entitled "Resonant Amplified Vortex Emitter."

Architects Benjamin Ball and Gaston Nogues manipulated the Mylar—internally reinforced with bundled nylon and Kevlar™ fibers—with a sophisticated computer-controlled cutting machine. The transparent amber-colored film offers UV resistance through a golden metallic finish. The result is not a tent-type structure, but a unique tensile matrix. The extreme intricacy and repetitiveness of the assembly pay homage to actor Maximilian Schell's character Dr. Reinhardt in Disney Studios' classic science-fiction thriller *The Black Hole*. The installation—on display until November 26 of this year—will accompany a series of open-air discussions on design, technology and culture throughout the summer at M&A. (For more information, visit www.emanate.org.)

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Architects Ball & Nogues warp time and space with the 'Maximilian's Schell' installation in Los Angeles.





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Jeti 3318/12 RTR DS

The Jeti 3300DS (Dye Sublimation) prints bright colors and clean graphics on Polyester based fabrics. Colors stay bright and are permanent, even after months of wear and tear. Vivid colors will not wash out – even outdoors. The sublimation process, using a heat transfer press, does not delay production and the results are excellent, durable graphics.



Jeti 3318/12 Solvent RTR

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- The worlds longest banner

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3318/12 RTR Solvent

	6 color True 600dpi 300dpi
	<small>(1200lb approx) (800lb approx)</small>
Best Mode	22 (236) 44 (473)
Production Mode	32 (344) 72 (775)

3318/12 RTR DS

	6 color True 600dpi 300dpi
	<small>(1200lb approx) (800lb approx)</small>
Best Mode	16 (172) 32 (344)
Production Mode	24 (258) 44 (473)

Gandinno's "direct to flag" printing directly on several types of woven and non-woven fabrics without the use of transfer paper. This technological advancement allows the Jeti to print on just one side of the flag material directly. Then, once the material is sublimated through the press, colors appear equally as vibrant on both sides.

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