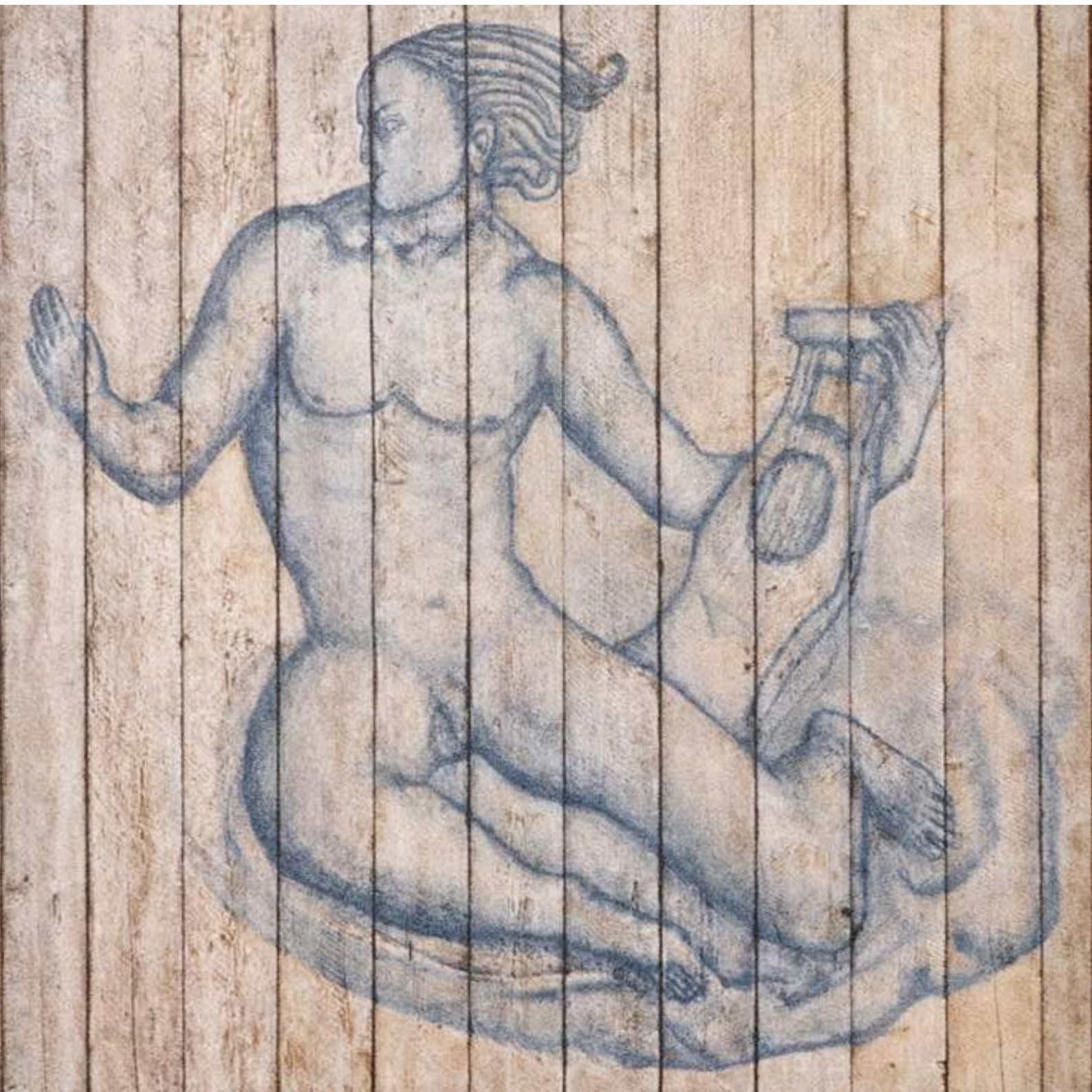


# Big Magazine

Artistic ideas brought to life  
2022





# We do artistic ideas justice.

Big Image is a culturally rooted family business within aesthetic acoustics, light solutions and premium printing – best known for creating the biggest seamless images in the world. We produce and integrate imaging, lighting and acoustics, into rooms and onto stages, for customers with the highest aesthetic standards. We've been trusted by the world's biggest stages since 1987.

To become famous for printing the biggest seamless images in the world we first had to invent our own premium printer. One that could handle seamless prints on soft materials up to 600 square meters, which corresponds to approximately 12x50 meters (40x150 feet) in size. So that is what we did!

We take pride in understanding the vision for artistic expression as well as the need for perfection. We treat all creations, no matter their size or setting, like a star's backdrop on opening night.

Let us show you some pictures!

Join us in our Stockholm Studio or Berlin Studio, where big ideas are born & bred. Meet our team of artists, printers, tailors and engineers – our craftsmen will nurture your idea to its full potential.

Environmental considerations and social responsibility – through technological progress and business culture – are woven into every aspect of Big Image. We consider the potential environmental impact of every step, from design, production, shipping, installation, storage all the way to the recycling process. Our operations are carbon-neutral and ISO 14001 certified. We offer eco-certified materials, recycled polyester fabrics and printing methods that use water-based inks.

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Fotografiska, Stockholm. Exhibition: The Changing Room by the visual artist Tobias Gremmler. Mirrors with projection. Photo credit: Filip Ramström





Fotografiska, Stockholm. Exhibition: Between these folded walls, Utopia by Cooper & Gorfer. Installation of adhesive foil to enhance the walls. Photo credit: Filip Ramström



# Avicii Experience

## When the analog & digital sings together

*The Avicii Experience is a tribute museum dedicated to one of the true icons of modern popular culture. The interactive exhibition gives the audience a closer look at the life of the artist Avicii and the person, Tim Bergling.*

For this exhibition Big Image built lightbox constructions, integrated with sound absorbers. We also premium printed the images. The constructions made it possible to integrate digital solutions.

Ingmarie Halling is the exhibition's curator. After a successful collaboration with ABBA The Museum, the choice to turn to Big Image again was easy.

*"I wanted to tell the story of Tim Bergling, but I didn't want it to be a sad exhibition, his tragic ending must not take over the joy he brought with his music."*

Emotions are essential to Ingmarie, when working with an exhibition. She is looking for the thing that catches your attention and compels you to carry it with you.

*"I want to find that "wow" factor. But not only wow as in massive, big and wide – but also in the little things. That's something that you guys at Big Image understand." ...*











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### Rethink and think again

A big view of the L.A. skyline plays an important part of the exhibition, a view that Tim Bergling spent many years of his life gazing over. The original plan was to use a big LED screen with a film that shows how the view changes over time, from dusk till dawn. But it felt misplaced and Ingmarie was afraid that the heat from the screen would harm the many original instruments in front of it. Instead, they decided to use a big lightbox with sound absorbers.

*"It turned out great! I hadn't worked with light boxes before, but now we were able to create a room in the room. It's exciting how to rethink and think again. That you can use old techniques and get a better result than you originally imagined."*

### Only imagination puts an end to what can be achieved

Everything was ready in time for the opening, ready for both new and old fans to experience and remember Tim Bergling and his music.

*"I can't think of anyone who wouldn't enjoy working alongside Big Image," says Ingmarie. "It's only the imagination that puts an end to what can be achieved!"*

### For a better day

Today the Tim Bergling Foundation advocates for the recognition of suicide as a global health emergency, and supports science-based organizations engaged in research and preventative actions against mental illness and suicide, particularly among young people.



Imagine an exhibition inviting  
you to the unknown.



Stockholm House of Culture & City Theatre.  
Exhibition: Aquanauts. Premium printed cotton  
drop and light boxes. Sculptures, drawings,  
scenography & direction: Pompe Hedengren.  
Photo credit: Cecilia Ramström





Kollegienkirche, Salzburg. Travelling art exhibition  
in celebration of easter, printed on our delicate  
Trevira Voile. Designer: Andrea Maria Reiser.  
Photo credit: Andrea Maria Reiser & Alex Ast



Imagine ballet in a floral paradise.



The Royal Swedish Opera. Production: Laboïte  
à joujou/Carmen. Premium printed and crafted  
garland (cut out drop) on cloth. Set designer:  
Bea Szenfeldt. Photo credit: Markus Gärder





*The Gothenburg Book Fair 2022  
Aluminium constructions with premium print.  
Design, concept and construction: Sture Exhibition.*





Iceland Dance Company. Production: Crevasses. Translight  
 Magic double sided backdrop on Cloth, backdrop on Muslin  
 and a flooring. Set design: Júlíanna Lára Steingrimsdóttir.  
 Photo credit: Ragnar Axelsson (RAX)



# History in the making

## Meet a new guest at the Nobel Banquet

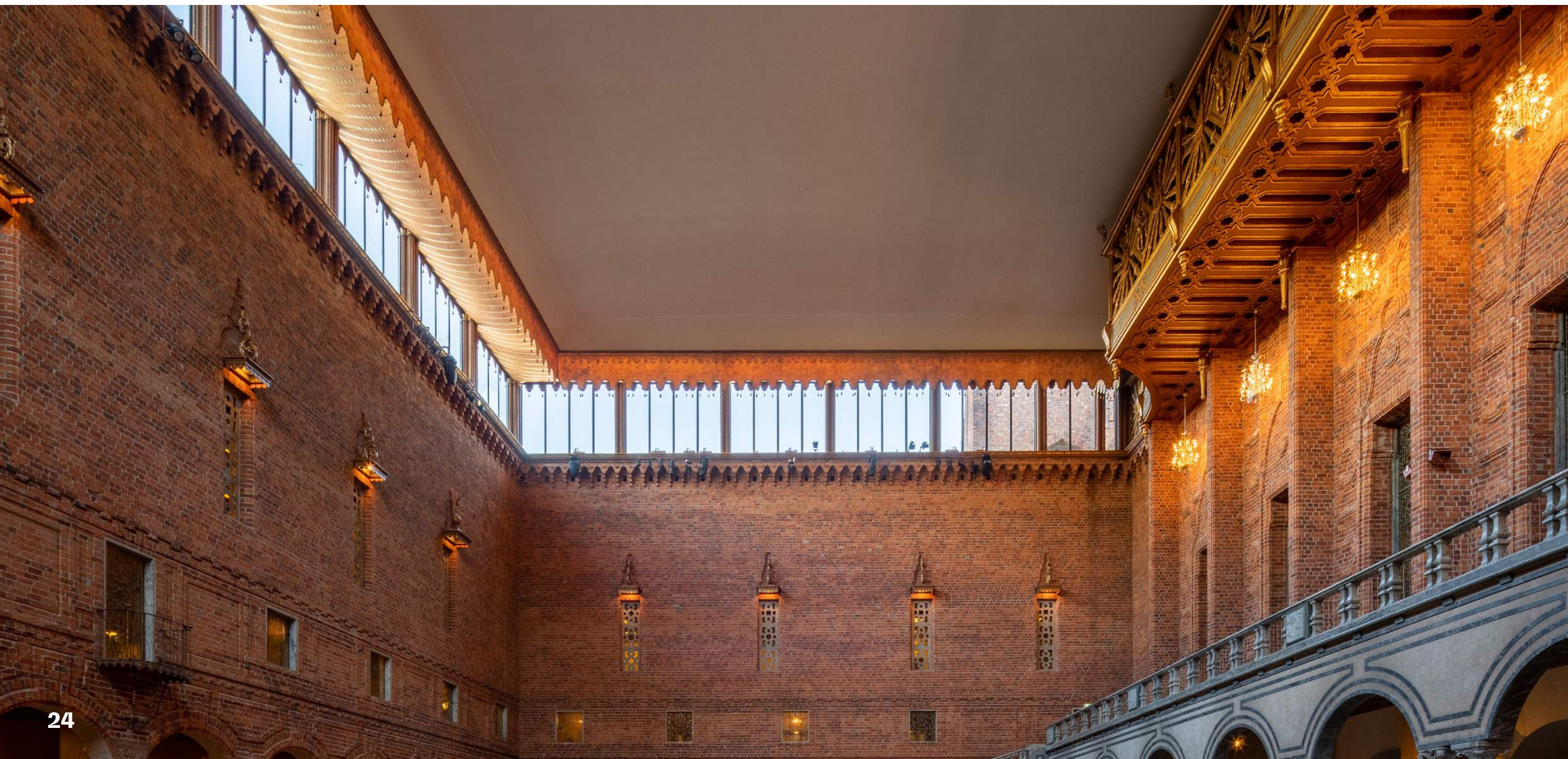
*The Stockholm City Hall is one of Sweden's most famous buildings and is the venue of the Nobel Prize Banquet. For the 100th anniversary, the City of Stockholm turned to Big Image in order to create an exact duplicate of the lambrequin hanging in the Blue Hall.*

Since the building's completion in 1923, a lot has changed, and it was already announced in the 1990s that the entire lambrequin and canopy needed to be replaced. They intended to look into the viability of producing a copy of the originals using digital printing for the

centenary. Then, Ann-Charlotte Backlund, a senior antiquarian at the Stockholm City Real Estate Office, got in touch with Big Image. According to her, this called for the comprehensive approach that Big Image is known for, including the digital print, the creative working style, and last but not least, documentation and follow-up. Big Image is there all the way.

The first step was to cut out a piece of the lambrequin and photograph it. Then the work began to find just the right color and material. It took multiple attempts to find the perfect balance between the front and backside.

It was a very exciting process to follow, says project manager Andreas Nilsson. ...









...

*"This was something we've never done before. At first it didn't match the original at all so we had to try several different methods. I am very impressed with that work, it felt very professional and we could rely entirely on your expertise."*

The solution was to use double sided premium printed cotton where details were hand painted with gold paint, then cut out and sewn according to the original. The nearly hundred meter long lambrequin and canopy required 800 square meters of fabric and about 30 liters of gold paint.

#### **Flying high with balloons**

The final test was made thanks to helium balloons where we were able to fly the balloons together with the test print the 22 meters needed to reach the windows.

Because the Blue Hall is used almost daily, it was important to fit in the short moments it was available. When it was finally time to take down the originals and assemble the new ones, Big Image only had two weeks. But thanks to all the preparations, there were never any problems, says Andreas.

*"It went way beyond expectations! It may not sound so difficult to replace some fabric, but with all the trips it was a very extensive work. Thanks to Big Image's solid preparation, everything went on very smoothly. It felt very safe."*





Stockholm City Hall, restoration of the outdoor ceiling artworks. Printed on the polyester fabric Eco Frontlit. Image restoration made by Nina Sandberg and Fotoskolan STHLM. Photo credit: Josefin Jönsson





The Dior Men's fall 2022 show. 84 meter long and 5 meter wide double side printed cotton drop. Runway made together with Artefatto & Redstudioallegamenti. Photo credit: Dior









Scan me!

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