



Striking Graphics From Crush Creative Help Keep Noah's Ark Afloat

Crush Creative Produces Dynamic Graphics for Noah's Ark Exhibit At The Skirball Cultural Center in Los Angeles.

For Immediate Release

BURBANK, Calif./EWorldWire/May 11, 2007 --- Crush Creative, a Southern California based visual communications agency recently completed graphics for the Noah's Ark exhibit at the Skirball Cultural Center.

Using 5,000 square feet of adhesive back vinyl, Crush Creative completed four phases of the project in a two-week time span. These phases included the North and South gallery, exhibit walls and "The Breezeway," which consisted of ten windows. The windows, using five foot by eight foot Duraclear mounted to acrylic, were installed with a special sash framing system, which allows the graphics to be interchangeable.

Installation required very detailed engineering and planning, as the space allowed for an extremely small margin of error. During the three-day installation panel line up needed to be consistent within a fraction of an inch in order to ensure registration through the breezeway.

Occupying an 8,000-square-foot gallery and taking five years to produce, Noah's Ark at the Skirball welcomes children and families to explore this childhood tale together. Inspired by the ancient flood story, which has parallels in diverse cultures around the world, this one-of-a-kind new destination invites visitors of all generations to have fun and to connect with one another, learn the value of community, and help build a better world.

Crush Creative is a member of the Merisel group of graphics companies and has been a major supporter of the creative community for over forty years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies on the West Coast.

Merisel is a leading supplier of graphic image arts in the United States with offices in New York, Chicago and Los Angeles. Merisel's mission is to provide Graphic Solutions - Designed to fit your image. This is achieved through four wholly owned companies. Coloredge Art, Coloredge Visual, Comp24 and Crush Creative.

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KEYWORDS: Crush Creative, Merisel, Printing, Vutek, Advertising, Communications, Lambda, Icut, Graphics, Display, Crush, Creative, Skirball, Graphics, Noah's, Ark

SOURCE: Crush Creative