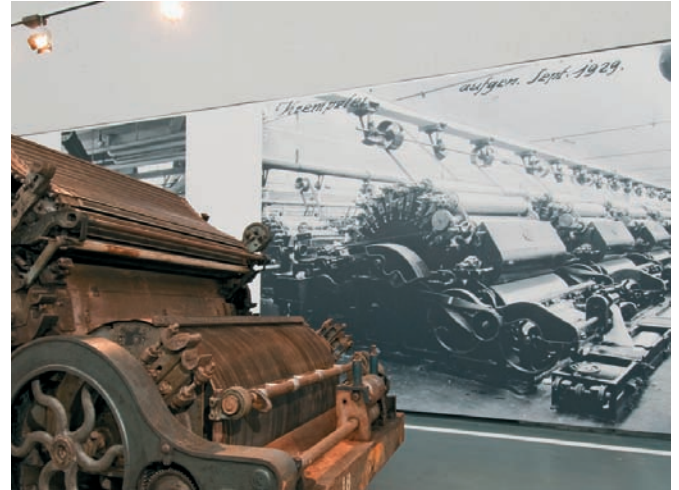


In close synergy: Oschatz Visuelle Medien and Durst create the display graphics for the Bavarian textile industry museum in Augsburg.

The Oschatz Visuelle Medien company of Wiesbaden, Germany, and Durst Phototechnik have enjoyed business relation based on trust for the past twenty years. The specialist in high-quality large-format prints, whose customers include international cosmetics companies, museums and expo halls, was the first German company to decide to buy Durst's Rho 600 and, just three years later, to complete its machine roster with a Rho 350R. "Excellent printing by both machines have enabled us to offer our customers truly innovative services and win over new customers", explains Daniel Oschatz, Oschatz Visuelle Medien administrator. "Thanks to our high-end prints, in Germany we've been able to win excellent market positioning, especially in the exhibition and museum fields. The museums, and the architects curating exhibits, know that working with Oschatz means being able to create complicated graphic designs of very high quality".



But early this year even Oschatz was momentarily put to the test. The Wiesbaden company was commissioned by the renowned Brückner architecture firm to produce all the graphics for the new Bavarian textile industry museum (the Textil- und Industriemuseum, TIM) in Augsburg. This meant, for example, writings on display cases, on walls and floors, transparent printed film and large-format photos of the halls with machinery, which Oschatz reproduced on special wallpapers. "For this project we used our Rho 350R, which had guaranteed us fine results in previous work for museums" Daniel Oschatz said. "Thanks to its 600 DPI, the traditional motifs in black and white stand out very clearly on the covering material and give an incredible sensation of depth". At the same time the company had to recreate a very original design by the architecture firm: white squares of cloth had to be printed in white and mounted for white or colored backlighting, thus creating a surprising and beautiful "damask look". "In reality we are perfectly able to do this kind of printing with our Rho 350R and are the only printing company in Germany to have this machine with the white-print option" Daniel Oschatz remarked. "However, in spite of its 3.50 meters of printing width, our printer was too narrow for this fantastic idea. But fortunately, thanks to our fine collaboration with Durst, we knew that a new Rho 500R with the white option had been on display in Bressanone. A couple of phone calls and our problem was solved: we were able to print on the demo machine!"

Joel Oschatz, former administrator of Oschatz Visuelle Medien, personally supervised the printing work in Bressanone. "I was delighted with the quality and rapidity of this machine", Joel said enthusiastically. "The cloth ran quickly through the machine and in a weekend we'd already finished. Afterwards the cloth was installed on site in Augsburg and mounted with a rubber lip. Both we and our clients were extremely pleased with results. And our heartfelt thanks go to Durst, who helped us quickly and with no complications".



The Bavarian textile industry museum (TIM), inaugurated earlier this year, is one of the most important regional museums in Germany in recent years. In the former combed-wool mills of Augsburg visitors can take a close-hand look at the history of the industry, with exhibits covering 2,500 square meters. Along with the lives of the mill-workers and the quick rise to power of the mill-owners, visitors can also discover the historic looms, clattering away in a separate room alongside modern machinery. In the center of the exhibition is the museum's big collection of textile designs – approximately 1,300,300 of them representing 200 years of design and fashion "made in Augsburg".

tim | Staatliches Textil- und Industriemuseum Augsburg
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