

Reger rocks – large formats for rock legends

The staging of an internationally unique exhibition "All You Need is Music"

Munich is hosting at the Ice Arena in its Olympiapark a unique music exhibition ranging from the fifties to the present. "All You Need is Music" A thrilling journey through time awaits visitors from all over the world, with a collection of rock memorabilia from the Beatles to Woodstock to Madonna.

In order to turn the training ice arena, winner of several architectural awards, into a real rock venue, the crew of the Rock Museum in Munich have contracted the imaging studio Reger to undertake the transformation. Museum Director Herbert Hauke and his team have used Reger's knowhow to achieve an optimal visual effect, since the dimensions of the illustrations and the positioning of the selected images played an essential role in the effectiveness and efficiency of the external advertising. A further aspect of the advice given by imaging specialists Reger in creating such an exhibition, was the choice and testing of the materials used. Only the weatherproof and colour-fast exterior films selected for windows and doors would be appropriate dressing for the entrance, creating the perceptible atmosphere of excitement of the world of rock. It is here that the visitor begins to become attuned to the impressive exhibits of the rock exhibition.

Inside the building, large format textiles and vinyl banners rekindle the flair of Woodstock and the era of major rock legends. "An exhibition of rock and pop music is about celebrating the mastery of the fine line between information and fascination," says Museum Director Herbert Hauke. "Reger has uniquely and instinctively assisted us in stage-managing these major names and brands. Reger's deep understanding of quality and professional application of external elements were indispensable prerequisites for laying out the venue, which is prominently positioned at the entrance of the Olympic complex."

The exhibition in the ice arena of the Olympiapark in Munich runs daily from 09.05.08 to 26.07.08 between 11h00 and 19h00.



Outside the Rock Museum in the Olympiapark



Large format prints of Beatle legend Ringo Starr



The Stones Rock Mobile impressively highlighted with Reger's enlarged images