

## Pizza Express Castleford

In collaboration with interior designers (Fusion By Design), Vision On were commissioned to design and install sympathetic graphic solutions to a new restaurant within an existing out of town leisure / shopping outlet.

Initial client meeting, followed by a site visit, Vision On Digital firstly researched the local area and developed a mix of graphic styles that captured the spirit of the town. Bespoke solutions and a 3D model was implemented into the venue prior to it's opening date.

Castelford, home of Henry Moore (Famous sculptor) and glass making was eventually deemed the dominant influences for the new inspired graphics. The main entrance feature wall and back bar graphics were Henry Moore inspired montages of local attractions and Henry Moore works of art (large format digital print to Self adhesive vinyl with lamination applied direct to walls/fittings). The main feature of this restaurant was a 12m long flowing glass bottle sculpture. Initial sketches and prototypes evolved into lifesize templates, metal work fabrication of the wire mesh frame was underway and the sourcing and colouring of 2000 plastic wine bottles (to keep the weight down) were eventually united on site and fixed by wire ties into the ceiling of the building (Full Health & safety was paramount), along with a structural engineers report and assistance. A daunting project with a highly effective outcome.

Let Vision On be the catalyst for your next creative installation, email [design@visionon.net](mailto:design@visionon.net)

