



Newsletter No. 11 - December 2010

In Europe is winter with temperatures around minus 10 degrees Celsius and even lower. These temperatures make outdoor applications as good as impossible. Now the good part is that we have very nice projects in the South and on the other half of the earth where the temperatures are just perfect to use Asphalt Art for all the Events that are planned within the next few months.

At the end of this year we present you once again interesting campaigns from all over the world. Furthermore, we would like to say THANK YOU. Thank you for the loyalty, thank you for the interested reading and of course thank you for the usage of Asphalt Art and all our other products.

Moreover, we wish you and your families a Merry Christmas and a good start in the hopefully successful and healthy year 2011. And now we wish you good entertainment while reading.

Asphalt Art as an indoor alternative

Indoor floors are often not made for simple vinyl foils. There are also craggy and stony floors in indoor areas and those floors need a special treatment. Here Asphalt Art is called into action.



Above you see the application example of a car reseller in the Netherlands where Asphalt Art is used as an advertisement for the perfect financing of a new car. Responsible for production and application is the agency Mei-Concepts that works for BBDO Netherlands. 60 retailers were equipped nationwide with banners, floor stickers and displays. These applications are looking for imitators.

Asphalt Art at the STRP Festival in Eindhoven

The STRP Festival in Eindhoven is a special sort of festival. It's the perfect collaboration of art and music at which the music genres show a tendency to Electro and House. At the STRP you find experimental cinema, movies, books, light art, video art, animation and besides concerts also different interviews and workshops with artists and DJs.



Asphalt Art was used for indications and a better orientation. After the festival the foils were removed within minutes. Another advantage of Asphalt Art.

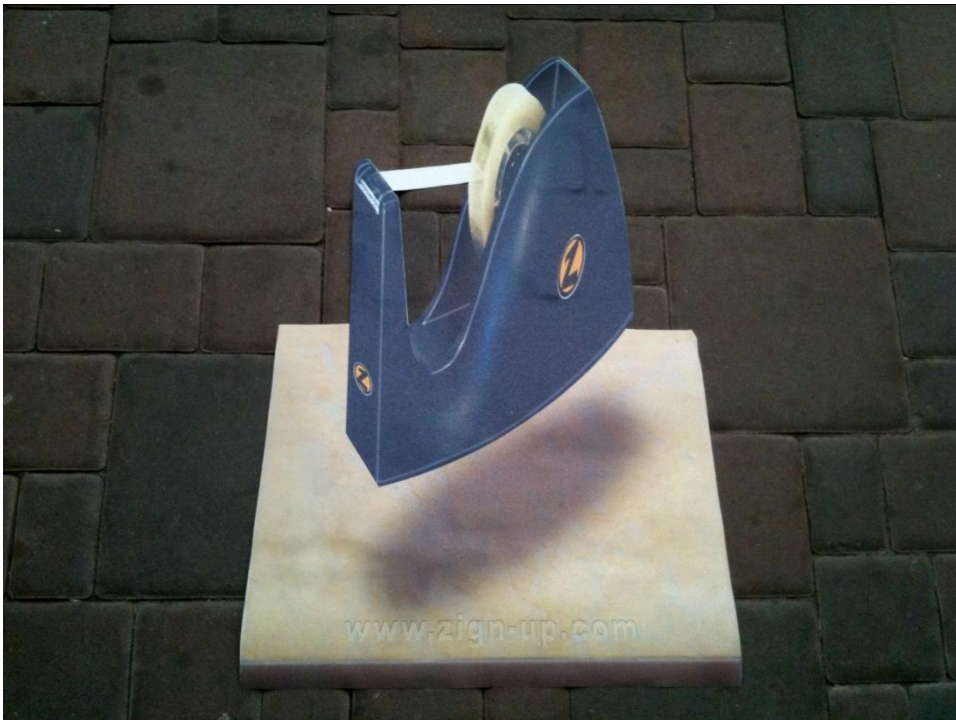


A more and more popular trend - 3D images on the floor.

The creative folks in the agencies discover more often the possibility to put a tridimensional image on the floor. Asphalt Art offers the perfect solution as you can see on the following examples:



We hope you get inspired to new ideas through these images... and for many of you we have a very friendly cooperation with the company Zign-up in Denmark. They are specialized to support you when it comes to make the 3D graphics. Please feel free to contact us for further assistance or direct at www.zign-up.com.



Annual closing of our head office and warehouse

We would like to point to the annual closing during the holidays of our office in Switzerland as well as of the German warehouse. We won't be available between

22 December 2010 and 5 January 2011.

We ask you to keep this in mind and place new orders on time. Thank you.

This was the newsletter no. 11 for December 2010 and also the last one for this year. We thank you for your loyalty and wish you a Merry Christmas together with your family and friends and also a good start in the news year.

Your

Asphalt Art International Team

PS: We truly appreciate your interest in our products and your feedback – positive or negative. Please let us know if you have any comments or questions. If you want to become part of our newsletter then feel free to give in interesting application photos of our products which can be considered as impressive advertising for you. You receive this newsletter due to the indication of your e-mail address in our system. If you do not want to receive the newsletter, just send us a brief e-mail with the subject "Newsletter Off" to the address info@asphaltart.com and you will be deleted from the distribution.

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