

# Summer Newsletter No. 7 – July/August 2011



The women soccer world championship in Germany ended with Japan as a deserved winner, the tennis cracks in Wimbledon found their winner, in South America ended the Copa America and in France the last undoped cyclists struggled over mountains and passes.

From France we already showed you some pictures, as the finish area is perfectly suited for the application of Asphalt foil. Today we take a look into other regions.

For the first time we have the pleasure to report about a campaign in Brazil. There our American colleagues at Asphalt Art USA are realizing more and more campaigns. But first we have a German campaign to show you. On the occasion of the anniversary of Franz Liszt, the city Weimar used Asphalt Art. And if a pool comes to your mind if you think about summer, you won't be disappointed. We show pictures from CatWalk under the water.

We wish you good entertainment while reading.

## Weimar decorates the city in honor of Franz Liszt



On the occasion of the 200 birthday of the composer Franz Liszt, Weimar is inviting to the National Expedition 2011. Center of the expedition, which can be visited on two stations, is the European dimension of the personality, the composer and the interpreter as well as the art projects that were realized in Weimar. Liszt was relevantly responsible that the small residency city Weimar became one

of the most important places of the German music scene. Weimar, where the majority of his main work was created, was for him »la patrie de l'idéal«.

The first expedition part in the Schiller Museum shows the biographic-artistic development Liszt's with the peak in Weimar. The spectrum of the exhibit includes next to articles of daily use from his estate also other contemporary paintings, objects of art, concert posters, letters and autographs as well as first editions of his works.



The second part of the exhibition in the Castle Museum shows the connection of the composer and interpreter to piano construction and development of the instrument in the cultural historical context of the 19<sup>th</sup> century. Here you not only see the historical instruments but also hear them. A walk-in flank in the castle courtyard allows a direct sound and body experience. In total 21 big pictures were applied in the city center of Weimar for announcing the expedition, that takes place until 31<sup>st</sup> October 2011.

### **Asphalt Art now at the Sugar Loaf Mountain**

Okay, you won't find Asphalt Art foil directly applied on the Sugar Loaf Mountain. But on the Brazilian gas stations you will discover it. At the FESPA Americas we made the first contact to the South American country and since last month we are happy to have a distribution partner in Brazil.



Customer is a Brazilian supplier to the shop within the gas stations at interregional streets in the country of the soccer virtuosos. As in many other places of the world the advertisement on the grey asphalt of the gas station is an absolute eye catcher. Furthermore, only Asphalt Art resists the pressures of passenger cars, trucks, fuel, diesel and oil.

#### CatWalk applied under water

Always again we are asked for application possibilities of our floor foils under water. Already some years ago we applied Asphalt Art in a foot bath of the Boner Baths and with this we could minimize the risk of this slippery floor, so the asphalt foil made its part to the security.



With the foil the children don't slip while playing. It's a double advantage!!

But also the CatWalk and the transparent version Clear Walk are excellently applicable under water. That has been approved by a US Hotel chain who applied discreet and decorative pictures of fishes on the tiles of his pool. Of course there are endless possibilities for applications. Actually we recommend applying the CatWalk and ClearWalk under dry conditions. But we are already working on a wet application, which means in the filled swimming pool. Meanwhile we already take diving lessons...



Small, but eye catching! The foil was printed with UV curable inks and dye cut! So easy!



This was the refreshing summer newsletter 2011, we hope you could enjoy it. Our next update will be in September as we will also take a break and enjoy some days off. Still our website will be updated and offer you the latest breaking news on Asphalt Art. If you have any new application that you like to share with us – we would more than appreciate your cooperation. Please send us your pictures and comments. We are looking forward to hear from you. Till then we wish you a beautiful summertime and – who has – an unforgettable holiday in foreign countries or at home.

With the best wishes

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"

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