

Project Summary

ZINBURGER DYE SUB WALL MURAL

Background

From its beginnings as a single restaurant in Tucson in 1998, Fox Restaurant Concepts has grown to 15 concepts and over 50 locations. Their restaurants combine great food, outstanding service and a unique ambiance to create the ultimate dining experience. A packed house is the standard evening and the restaurants become loud as a nightclub making it difficult to enjoy a conversation.



Solution

Image Craft was brought in to help create a bold visually stunning dining experience, but also to help reduce the ambient noise level to improve the dining experience. To create an eye-popping, color-bursting mural we utilized a fabric silicon-edged graphic (SEG). Not only did this provide a visually dramatic mural, but the SEG frame allowed us to conceal acoustical sound absorbing panels behind the image to reduce the noise. This provided a perfect blend of beauty and function.

Products

To create this beautiful and functional mural we used:

- Triple white fabric that allows magnificent color reproduction with SEG.
- Rex 1" SEG framing system.
- Echo Eliminator Sound Absorbing Panels that are made from 85% post-consumer material and 100% recyclable.



For more information contact your account manager.

www.imcraft.com | sales@imcraft.com | 3401 E. Broadway Road, Phoenix, AZ 85040 | 602.276.2082 | 800.274.2422