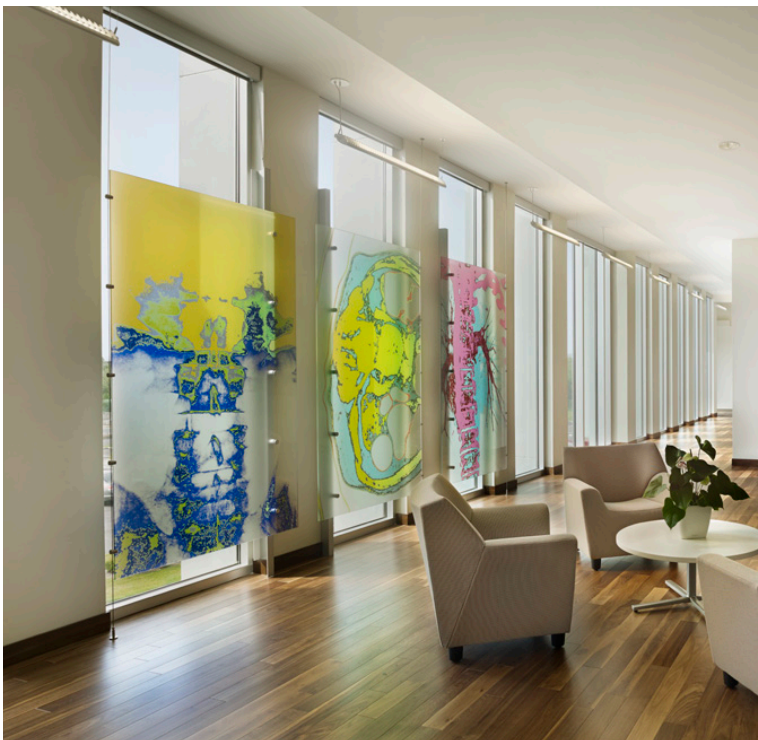


Client: Bracco Diagnostics / A+D Firm: KSS Architects, Princeton, NJ / Glaziers: Malvern Glass

Project Challenge: In collaboration with KSS Architects, Skyline was asked to add life and light to the interior gallery space of Bracco Diagnostics – an advanced technology developer of medical imaging – while simultaneously expressing a corporate identity aesthetic visible on the exterior from the passing traffic below. The office space should transform from a nondescript building in a large pharmaceutical complex to a luminous, glass-clad, and welcome presence that utilizes the location’s organic marketing potential.



Bracco Diagnostics by KSS Architects / Photographer: ©Gregg McGillivray, Halkin Mason Photography

Skyline’s Solution

Lining the interior gallery space’s floor-to-ceiling windows with 12 eight-foot-tall hanging glass panels was a comprehensive solution to the upgrades Bracco desired. Using Skyline’s AST™ I/Etch translucent printing process, detailed enlargements of authentic MRIs were expanded, colored, layered, and finally printed on large glass panels. These panels create a brilliant display of Bracco’s innovative work and identity, and their unique hanging method with custom holes and specialized hardware utilizes Skyline’s versatility.

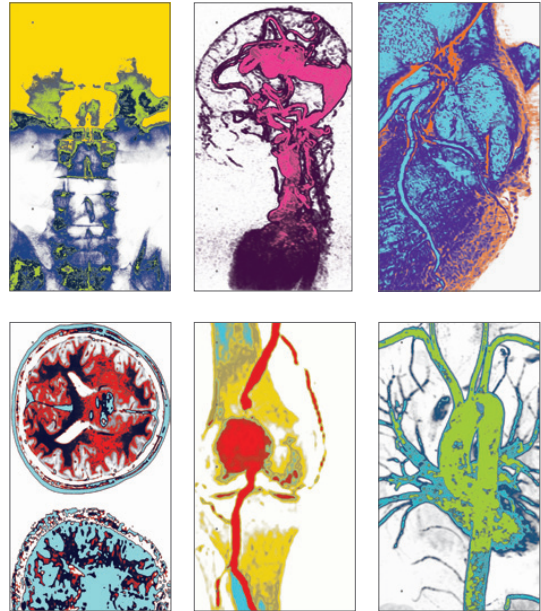
Result

As part of a larger effort to transform an outdated New Jersey pharmaceutical complex, modernizing Bracco Diagnostics with Skyline’s translucent printing process refined the building’s aesthetic while adding elements of creativity and education. The glass panels’ clean and translucent lines open and illuminate the building, and the real life medical imaging displays Bracco’s work and progress in the scientific field. Together, KSS and Skyline have created beautiful branding which is highly visible from the exterior and engaging from the inside.

Process

From start to finish, identity remained the focus of this project. Bracco's mission "Life from Inside" met with KSS' desire to brand the exterior of the corporate campus as intimately and distinctly Bracco. And with this in mind, Skyline could answer with art – printing floor-to-ceiling glass panels with beautiful color-detailed enlargements of MRIs.

The process itself was both collaborative and sequential. The client and architect worked together to find the perfect pairing of statement and aesthetic. Bracco then provided KSS with actual medical imagery. Though the resulting MRIs were of several sizes and varying degrees of resolution, KSS was able to manipulate them into a cohesive collection of art pieces using Photoshop®. Those files were produced per Skyline's AST requirements and submitted for final production. And choosing to create the panels using the AST process was simple. The technology is unmatched by digitally printed ceramic frit inks and printed vinyl, which both lack luminosity and clarity, as quality and resolution appear lower than what can be achieved with Skyline's AST I/Etch. In the end, Bracco received vibrant glass panels which, when backlit or met with natural light, pass light beautifully, and results read clean, crisp, and true.



Sample MRI graphics to be printed on Skyline glass



Photographer: ©Gregg McGillivray, Halkin Mason Photography