

Contact: Shawn Fogle, 314-991-4300
shawnf@swiftprint.com
Tim Sitek, 636-861-0509
sitek01@earthlink.net

SWIFT PRINT COMMUNICATIONS HONORED FOR RESTAURANT MURALS

Porano Pasta graphics win Application of the Year from Digital Output magazine

St. Louis, MO – Aug. xx, 2016 – Two massive murals in award-winning chef Gerard Craft’s newest restaurant in downtown St. Louis – Porano Pasta – earned Swift Print Communications top honors in *Digital Output’s* annual Application of the Year awards. The murals were selected from more than 25 entries in the national trade journal’s annual competition.

Swift Print Communications worked with Atomic Dust, a St. Louis-based branding and marketing agency, in producing two large-format murals – 16x22 feet and 38x22 feet. The design combined modern photos of the St. Louis skyline and illustrations of Italian-influenced buildings to create a striking mural in the main hall. On another wall, a map reflects the small town of Porano in Italy.

“The inspiration behind this was how do you take the local warmth and pride of a small town like Porano in Umbria, Italy, and help bring the spirit home to St. Louis?,” said Shawn Fogle, vice president of display and graphics for Swift Print Communications. “One way is combining photos and keepsakes from both locations and then transferring them to giant walls in the restaurant for all to see and share.”

To accomplish this, Swift Print produced 13 panels to complete the murals for the fast casual Italian eatery. The 51x240-inch panels had to be carefully printed to ensure alignment when placed on the walls. Swift Print used a new fabric adhesive based wall material for the graphics. This ensured that the design panels would align and the fabric would not stretch. The material also is durable and removable.

Its largest project to date, the murals took roughly three weeks to complete, including on-site measurements, prepress, proofs, revisions, final imaging and installation.

About Swift Print Communications

Founded in 1912, Swift Print Communications is the St. Louis area’s longest-running, locally owned printing service. The company offers a range of printing options – from one to thousands – with digital and offset presses. Swift offers complete printing services – planning, data transfer, composition and proofing through printing, electronic filing and distribution. Swift is certified as a G7 Master Printer, one of less than 600 print companies worldwide that have earned the distinction. The company has been a leader in environmentally sound policies, dating back to the 1930s when John S. Swift donated thousands of saplings planted by school children to commemorate Arbor Day. Such stewardship continues. The company has been certified for its environmentally sustainable practices. For more information, visit www.swiftprint.com.