

FOR IMMEDIATE RELEASE

**ART AND TECHNOLOGY COLLIDE AT DESIGN WEEK WITH THE UNVEILING OF
GROUND-BREAKING VELA™ DIGITAL MATERIAL**

***Emerging artists challenged to elevate design concepts to new heights at NYCxDESIGN
with a new cutting-edge material technology by Avery Dennison***

NEW YORK- May 2, 2018: Avery Dennison, the global materials science and manufacturing company, is challenging the possibilities of how technology can elevate ordinary surfaces into extraordinary interactive spaces with the unveiling of Vela™ Dynamic Display System, technology that transforms glass into a projection screen, which is unveiling at Design Pavilion during NYCxDESIGN.

Avery Dennison will showcase the full potential of Vela™ Dynamic System via the works of four emerging artists – winners of the Bright New Things competition. The competition, created in collaboration with artistic launchpad Arts Thread, challenged new designers and artists to elevate everyday objects with Avery Dennison graphic materials for the chance to exhibit their winning design in a revolutionary technology-powered installation in Time Square as part of the Design Pavilion, 12-20 May 2018.

The large glass cube installation, measuring approximately nine feet by nine feet, will be wrapped in Vela™ Dynamic Display System materials to enable the projection of behind-the-scenes footage of the winners creating their designs. Visitors will witness the cube transform from transparent glass to a surface alive with pattern and color, revealing the winning artwork. Interactive floor wraps using Janela™ smart-products platform will enable visitors to use their smartphones to connect directly to the installation, encouraging a QR code match-up and scan challenge, to unlock spot prizes throughout the day.

Francisco Melo, Vice President and General Manager of RFID at Avery Dennison, comments: *“Technology and materials science are creating new and exciting opportunities for how we interact with everyday objects and spaces. The Bright New Things installation is a showcase of how connected technology can be used to create more personalized, deeper and exciting experiences. Vela™ Dynamic System was conceived as a dynamic window advertising system, but we hope via the showcase at the Design Pavilion we have illustrated the endless opportunities for how it can be used not only by retailers to revolutionize store fronts but by architects and designers to transform spaces and environments and enhance an experience at a click of a button.”*

The winners of the Avery Dennison and Arts Thread Bright New Things competition are emerging artists Kate Smith, Theo Payne, Mel Edwards and Lara Torrance.

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For more information about Avery Dennison, to attend the installation, and for interview opportunities, please contact Talk PR:

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ABOUT AVERY DENNISON

Avery Dennison (NYSE: AVY) is a global materials science and manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical and retail applications; tags, labels and embellishments for apparel; and radio frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs approximately 30,000 employees in more than 50 countries. Reported sales in 2017 were \$6.6 billion. Learn more at www.averydennison.com.

ABOUT ARTS THREAD

Arts Thread is the leading digital platform worldwide for emerging artists and designers a launchpad for the next generation of creative talent representing 300,000 students in more than 100 countries from 720 design schools.

Learn more at www.artstthread.com.

ABOUT "BRIGHT NEW THINGS"

"Bright New Things Take Times Square" is the second design competition sponsored by Avery Dennison and Arts Thread. The first, "Bright Young Things Take Hackney," launched in 2017 drew more than 330 submissions from around Europe, and is currently in the second phase of the competition. One finalist's work will be chosen for display in a towering display at Hackney Walk, a luxury retail destination in East London, in June 2018.

ABOUT AVERY DENNISON GRAPHICS SOLUTIONS

Avery Dennison Graphics Solutions sets the industry standard in vinyl graphic design, window films and automotive wrap graphics worldwide. From architectural design to vehicle wraps and fleets, our graphic solutions promote creativity and deliver the highest performance for your brand. graphics.averydennison.com

ABOUT AVERY DENNISON JANELA™ TECHNOLOGY

Avery Dennison's Janela™ solution enables products to have a unique, serialized label, which then connects to IoT cloud-based software. That means every Janela™ product is 'born' digital with the ability to capture real-time data, enhance consumer experiences, and make the manufacturing and selling of products more efficient and intelligent. Through our [Janela Smart Products Platform](#), we recently partnered with designer brand Rebecca Minkoff to create the #AlwaysOn handbags, which customers can interact and engage with through a QR code that allows them to access personalised content, special offers, recommendations and other loyalty rewards.

ABOUT AVERY DENNISON VELA™ DYNAMIC DISPLAY SYSTEM

In 2018, Avery Dennison is launching a dynamic display window advertising system called Vela™ Dynamic System, which is a turnkey platform for digital advertising solution based on technology developed by Gauzy, one of a number of innovative startups Avery Dennison has invested in over the last couple of years. This system helps attract more customers by transforming store windows into eye-catching, switch-on-switch-off advertising media that projects campaigns, promotional offers and personal content, changing the message throughout the day with time and location-based videos and images. Vela™ Dynamic System is transparent when not in use, retaining in-store visibility and sales



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opportunities. It offers retailers the flexibility to combine traditional merchandising with innovative digital advertising, creating truly engaging content for the consumer.
averydennison.com/futureofretail