



MMT has taken on many prominent clients at 9000 Sunset Boulevard in West Hollywood, Calif., including Heineken. (Photo courtesy of MMT)

9000 Sunset Boulevard Takes the Spotlight



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MMT designs multiple building wraps for popular L.A. site

BY AMANDA MCGRORY-DIXON

New York City-based MetroMedia Technologies, a display media company within the advertising, sports and commercial graphics market, specializes in outdoor applications with clients throughout the world. Much of MMT’s work is produced on drums, which it has been doing since 1986. With these drums, MMT can print on prefabricated, prepocketed substrates, measuring as large as 32 feet by 63 feet in a single sheet, says William Ishida, MMT’s chief operating officer and senior vice president. The drums can print on rigid materials, but they can also print on vinyl substrates, opening up the building wrap market.

“Building wraps are a natural fit for our proprietary drum printing process,” Ishida says. “Having the ability to execute on any substrate and without size limitations, no building is too large for MMT.”

Since the inception of MMT, it has held a strong relationship with CBS L.A., which allowed MMT to become the building wrap provider for the famous 9000 Sunset Boulevard. MMT has created many prominent wrap projects for major clients, including Heineken, Makers Mark, videogames Call of Duty Black Ops II and Call Of Duty MW3 by Activision, Showtime’s series “Homeland” and “Shameless,” and U.S. Bank – just to name a few.

They recently installed these building wraps at 9000 Sunset Boulevard, where the graphics measure 172 feet tall by just more than 72 feet wide for a total of 12,417 square feet, Ishida says. The building is comprised of 19 panels with 18 mullion strips on top and another 18 mullion strips on the bottom to come out to 74 sections. Considering the massive size of these graphics, it is important that MMT maintains a good working relationship with the installer and understands the project specifications to deliver a successful building wrap. MMT must also use proper materials for the execution in order to ensure that the final project is delivered as noted in the specifications of the installer.

“Any great print job can be turned into a nightmare if it is not trimmed and delivered to spec,” Ishida says. “MMT is always interested in the feedback from our clients and installers to ensure that no detail is overlooked during the production process.”

Additionally, MMT must have a strong understanding of the print itself and how it translates itself onto a perforated substrate, Ishida says. This is one of the primary challenges that comes with creating graphics for 9000 Sunset Boulevard, but understanding this is an important step for fabricating the highest quality building wrap.

“Imaging onto a perforated surface is challenging in that the opacity of the graphic will be partially compromised due to the holes on the substrate,” Ishida says. “We at MMT have developed special profiles to compensate for this attribute and can achieve the best color fidelity for perforated substrates.”

To create the building wraps for 9000 Sunset Boulevard, MMT processes the file in its graphics department once the client’s design and artwork are submitted electronically, Ishida says. After this is completed, MMT delivers either a soft or hard copy proof to the client for approval of the final production. Once the proof is approved, MMT creates a custom template that is overlaid onto the file

“This template is a blueprint of the 9000 Sunset Boulevard building itself and engineered with all of the individual windows and mullion specifications, sizes and cut marks for every single panel required to produce this job,” Ishida says. “This ensures that every panel and mullion is a perfect match with its corresponding window-mullion for installation.”

After the print files are mapped, MMT’s printers begin to image the graphics onto the Clear Focus perforated window film, Ishida says. The surface of the building is almost entirely made of glass, which requires that the graphics are made from a perforated material to allow the building’s tenants to see outside. The production takes four days to print, 38 hours to trim all panels and another four hours to package eight tubes weighing 135 lbs. each. In total, every job weighs more than 1,000 lbs.

As MMT looks to its future in building wraps, business appears to be in good shape. MMT has a major client in the building wraps market, it has the right equipment to get the job done, and there are no production limits to what it can create, Ishida says. 

MMT uses a perforated film by Clear Focus for these wraps, so building tenants can still see outside. (Photo courtesy of MMT.)



These massive building wrap projects end up weighing more than 1,000 lbs. (Photo courtesy of MMT.)

