

Comparative display design requirements

- ▶ **The artwork in the display should contain elements of dark uniform colours**, behind regular and anti-reflective glass (reflections are most visible and distracting with dark hues).
- ▶ A passepartout (preferably black) should be used to emphasize the AR effect and add some depth to the display.
- ▶ Regular glass should always be placed on the left side of the display. **Artglass anti-reflective glass should be placed on the right side, with clear and visible identifying labels on both sides of the display.** On the right side of the display, Artglass text-only logo should be placed along with the description.

Suggestions for the glass description labels:

- “Regular glass” and “Artglass anti-reflective glass”
- “Regular” and “Artglass anti-reflective”
- “Regular glass” and “Artglass. Glass for art.”



Comparative display placement requirements

01

The display should be placed at an eye level, with enough negative space around it to be clearly visible and distinct within the design of the storefront.

02

Utilize natural indirect light to emphasize the AR effect of the comparative display

03

Avoid placing the display in front of direct light sources and spotlights that create bright sources of light in the glass reflection

Avoid bright light bulbs and spotlights in front of the display



The comparative display is positioned close to eye level

Comparative display must be positioned prominently in the primary consultation area of the retail location

Ensure that there is a natural light source around the comparative display to establish a reflection on the regular glass