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Graphics technique brings memories back larger than life

Dr. Dennis Sternberg wants his dental patients to have nice memories. In fact, that was part of his objective when he hired an interior designer to decorate his Ocean Township office. He wanted a nostalgic theme that would preserve memories of the old Asbury Park area.

"I remember the days when the Shore was a beautiful place to be," Sternberg said. "It was a thrill to visit Asbury Park. The ocean was clean; life was good. I want to share those memories. The scenery can change, but the attitude of the people and the real deep beauty of the area has to be reclaimed."

The dentist visualized large murals on his office walls that would show old scenes of Asbury Park.

Interior designer Alan Raicer of Innerspace, Eatontown, was given the challenge of finding a suitable graphic medium.

"Dr. Sternberg wanted to reproduce scenes that recalled not only his

own childhood era (of the '50s and '60s), but also to reflect the area's earlier grandeur," Raicer said.

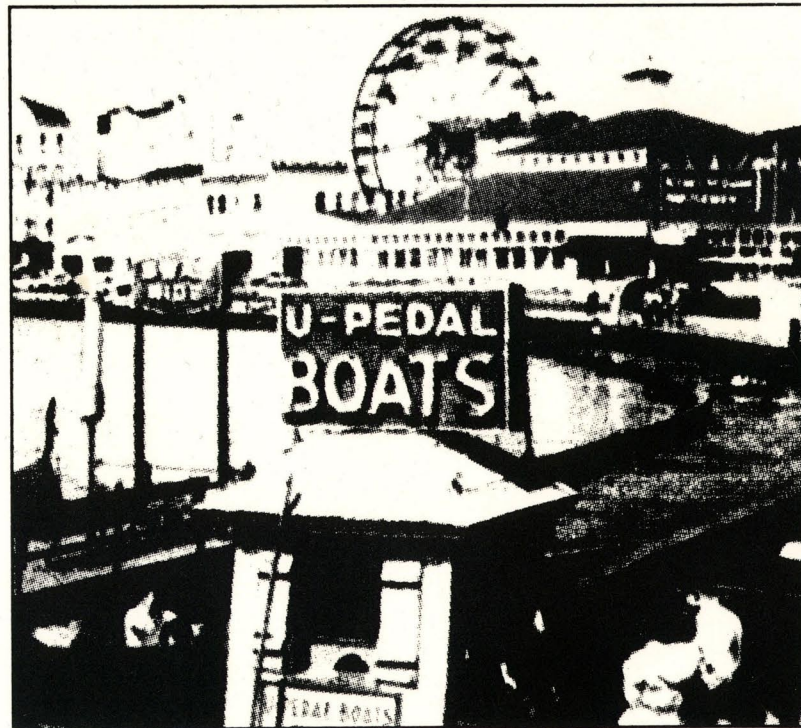
The solution was to cover walls with two larger-than-life murals reproduced from old Asbury Park postcards. One mural depicts an historical boardwalk scene and the other shows the old swan ride.

"The room is built around the wallscapes," Raicer said, explaining that they are Scanamurals, using a system that converts tiny postcard-sized pictures to giant graphics.

The Scanamurals were supplied and installed by Klose Associates, Oakhurst, Ocean Township. Ray Klose is the New Jersey representative for the Scanamural graphic process developed by 3-M.

Klose said Scanamural graphics allow architects and designers to create their own interior environments.

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RUSS DE SANTIS/Asbury Park Press

Ocean Township dentist Dennis Sternberg reminds his patients of Asbury Park's heyday with murals reproduced from postcards (detailed above). The graphics technique is offered by Scanamurals, handled by Klose Associates, also Ocean Township.

Memories

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"There are no limitations on (mural) size. They can be as large as 150-foot long," Klose said. "The only limitations are boundaries of imagination. Whatever can be printed and photographed can be made into a Scanamural."

The graphic mural process uses a computer that paints.

"The computer looks at a picture, analyzes it and then paints it (on a canvas or other backing) with airbrushes," Klose explained. "Any picture can be replicated to room size using the computer painting process."

Klose pointed out that other murals typically use a chemical photographic process on paper. Scanamural graphics can be applied on a variety of fabric substrates such as canvas, monks cloth or even silk.

"Pigments are applied directly to the fabric substrate, avoiding the frailties of paper," Klose said, adding that Scanamural graphics will not curl, wrinkle or crack like photographs. The

finished mural is durable, mildew resistant, sound absorbent, fire retardant and can be washed.

"There is no grain in our process," Klose said. "The bigger we get, the better we get."

Dr. Sternberg said there is no distortion in the murals. His 8-by-10-foot wall size blow-ups have the exact colors and details of the original miniscule postcard pictures. The Scanamurals are installed on fabric tracking systems that can be moved.

"They're bigger than life. I like them so much I'm considering another one for my house," said Sternberg, who is active in the campaign against off-shore dumping. He said he would like an "unpolluted" ocean scene.

Scanamurals are sold on a square foot basis, plus installation. Other cost factors are choice of backing and mounting.

— P. Elizabeth Hastings