



PRESS RELEASE

For Immediate Release

ChromaLuxe Partners with Max Art Productions and Allegiant Stadium, Home to the NFL Las Vegas Raiders Football Team.

Louisville, KY, USA (May 27, 2021) – ChromaLuxe is excited to announce our participation with Max Art Productions and Allegiant Stadium, home of the NFL Las Vegas Raiders football team.

Allegiant Stadium, an architectural and engineering marvel, is home to over 430 curated works of art that tell the history of Las Vegas and the Raiders. The stadium is an art museum, entertainment facility, and football stadium, and the art program covers over 67,000 square feet of wall space.

For such a large-scale project in a highly trafficked, open-air environment, ChromaLuxe panels were a clear choice to bring the art and stadium to life. One of the standout installations is a mosaic of game day programs, involving 461 panels and standing 35 feet tall. ChromaLuxe metallic panels fit together seamlessly to create a vibrant and stunning display of history and art.

“ChromaLuxe has some of the best materials out there for photographic quality prints that can be easily cleaned and stand up to tough environments. The results are stunning.” -Nick Landis, President, Max Art Productions

ChromaLuxe panels are extremely durable, resistant to scratches, and easily cleaned making them perfect for high-traffic areas like art galleries, museums, and now, a football stadium.

We offer a variety of finishes that reduce the appearance of fingerprints, UV fading, glare, and scratches which makes ChromaLuxe a favorite of artists, galleries, and museums across the country. Our dye sublimation process infuses the image into the coating giving the finished product exceptional color depth and high-definition resolution.

Once art was chosen as the way to tie together Las Vegas and the Raiders, hundreds of artists, including former Raider quarterback Todd Marinovich, were commissioned to create unique pieces to fill the stadium. ChromaLuxe was the best partner for this massive endeavor.

Perfect for the stadium’s exhibitions indoors or outdoors, ChromaLuxe has a variety of custom formulated multi-layer finishes that deliver lasting brilliance. The smooth surfaces are also contaminant and pathogen-resistant, ideal for maintaining hygienic environments in high-traffic areas. No frame or protective glass is needed for the panels, allowing for greater artistic freedom and seamless integration into the installation space.

ChromaLuxe panels feature:

- Unique Metallic Materials
- Unmatched Color Depth
- Resistance to Scratches, Stains, Glare, and Graffiti
- Outdoor Durability Including Water-Resistance
- Vibrant Photographic Print Quality
- Long Lasting Brilliance
- Easily Cleanable Surfaces



The combination of unmatched quality, color brilliance, and superior durability make ChromaLuxe the perfect partner for Allegiant Stadium.

“Chromaluxe is extremely proud to offer our expertise in what is clearly one of the most aggressively curated art collections in the United States.” -Ryan Holtzman, Senior Product Manager, ChromaLuxe

About ChromaLuxe

ChromaLuxe is the world's leading brand of high-definition sublimatable photo panels, manufactured by Universal Woods in Louisville, Kentucky. Our premium products allow for greater artistic freedom and seamless integration into any installation space. Let us show you the power of print with ChromaLuxe. Visit chromaluxe.com for more information.

Contact

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