



ADFRAME™ – FABRIC TENSION ADVERTISING SYSTEMS

A NEW LANGUAGE FOR FABRIC-BASED ADVERTISING

adframe™ is a versatile, **fabric tension advertising system** that redefines how visual messaging is delivered within architectural and commercial spaces. Developed and manufactured in New Zealand by **OneFrame**, adframe™ merges **architectural structure** with **graphic storytelling**, creating custom-fabricated **'fabric stretched to frame' panels** in virtually any **shape or size**. Designed with a focus on **modularity, precision,** and **ease of use**, adframe™ is the ultimate **change-out display platform** for specifiers seeking both visual impact and technical simplicity.

The foundation is deceptively simple: a **lightweight aluminium tension frame**, engineered for easy integration into **interiors or joinery**, clad in a **high-resolution printed fabric skin**. These skins can be finished as **non-illuminated** or upgraded to include **LED lightbox backlighting**, transforming static graphics into **illuminated focal points**. All fabrics are **FR treated**, and the system can be scaled up to **3 x 50 metres with seam-free graphics**, allowing it to maintain integrity at any size.

What sets adframe™ apart is its **ease of changeability**—skins are **interchangeable, recyclable**, and designed for **fast replacement** with minimal disruption to the space. This makes it an ideal system for **high-traffic environments, rotating campaigns,** or evolving **brand communications** where adaptability is essential.

Architects and designers are no longer limited to traditional rectangular panels. With adframe™, form is fluid. It's an invitation to push beyond conventional boundaries—embracing curves, scale, and contrast to create unique visual structures that function as both **graphic storytelling tools and architectural elements**.

adframe™ is not just a display—it's a **flexible canvas** engineered to meet the visual and practical demands of modern built environments.



ADAPTIVE MESSAGING FOR MODERN SPACES

adframe™ is designed to **integrate seamlessly into architecture**, brand environments, and public-facing spaces—bringing **high-resolution graphics** and **tensioned fabric systems** into a wide range of applications. Whether it's **wayfinding signage**, **retail brand storytelling**, **corporate lobbies**, **airports**, **transport terminals**, or **exhibition displays**, adframe™ enables specifiers to deliver **versatile, low-maintenance messaging** with precision and ease.

Thanks to its **modular framing system** and **tool-free skin replacement**, adframe™ performs exceptionally well in spaces that demand **frequent updates**, including **shopping centres**, **cinemas**, **universities**, and **museum installations**. The system can be **wall-mounted**, **freestanding**, **suspended**, or **integrated into joinery or cabinetry**, providing a full spectrum of installation flexibility. Its lightweight aluminium profile also means less structural loading—making it suitable for both **temporary installs** and **permanent architectural integration**.

When illuminated with **LED lightbox technology**, adframe™ elevates brand storytelling by transforming environments into **sensory experiences**. Unlike traditional screens or hard signage, the soft tactile quality of printed fabric offers a **humanised aesthetic** while delivering the same clarity and scale. Programmable illumination can also be introduced for more advanced scenarios where **fades**, **transitions**, or **ambient backlighting** play a role in the overall design.

Importantly, adframe™ delivers value for **commercial operators**, **facility managers**, and **specifiers** alike. It enables cost-effective long-term use while providing flexibility to **update visuals without disrupting base build** or operations. Skins are **easy to transport**, **sustainable**, and **recyclable**, making adframe™ not only a smart visual tool but a **responsible environmental choice**.

From large-format advertising walls to discrete directional signage, adframe™ empowers designers to deliver **responsive communication systems** that align with the **aesthetic language and operational rhythm** of the spaces they inhabit.



VISUAL IMPACT WITH EMOTIONAL INTENTION

In a world where spaces are increasingly tasked with doing more—**informing, inspiring, and engaging**—adframe™ offers architects and designers a new dimension of **visual expression** that goes beyond branding. It's a system built not only for performance but also for **emotional connection**—where imagery, light, and form come together to **elevate spatial experience**.

The **soft materiality of fabric**, paired with **architectural precision**, introduces a visual language that feels **calm, contemporary, and inviting**. Unlike rigid displays or digital screens, adframe™ graphics possess a **matte texture** and **dimensional softness** that harmonize with both **natural and artificial lighting**. This helps to reduce glare, increase legibility, and maintain design coherence within **high-end interiors** or **heritage-sensitive settings**.

For designers, the ability to **tailor messaging** to mood, moment, or mission allows for **intentional storytelling**—whether activating a **retail rollout**, guiding visitors through a **public space**, or injecting **seasonal atmosphere** into a hospitality venue. With adframe™, updates can be made without altering the architecture—ensuring brand or narrative alignment without costly redesigns or re-fits.

Emotionally, the ability to **shift tone, introduce rhythm, or softly illuminate messages** enables spatial experiences that linger in the memory. adframe™ creates the opportunity for **sensory branding**—where **graphic design, environmental light, and architectural surfaces** work together to move people—not just inform them.

For architects and specifiers who value **craft, impact, and flexibility**, adframe™ is a powerful addition to your toolkit. It's not just an advertising system—it's a means of **spatial storytelling**, engineered to perform, designed to inspire, and built to evolve.

