



The Long Center for the Performing Arts | Feature Profile



PROJECT

With the deconstruction of the Palmer Auditorium, built in 1959, it was reinvented as the Long Center with a mission to serve as a state-of-the-art, multi-venue facility that hosts a broad spectrum of Austin's performing arts organizations. The existing radius ring beam that anchored Palmer was retained as a signature design element of the Long Center.

CHALLENGES

As the facility's architectural design combines history with innovation, the intent for signage was to be functional for the end user, but should not excessively stand out.

With the project being one of SignElement's largest, along with the geographical distance between Austin, Texas and Greenville, Wisconsin, efficient project management was essential for a successful outcome.

SOLUTION

Altogether, the SignElements team designed, fabricated and installed a package that consisted of 404 directional signs, 1,000 seat of honor plaques, more than 500 dimensional letters and two wall of honor displays.

Unique signage solutions were created throughout 53 pages of meticulous specifications and design drawings. In one specific system, architectural signage and donor recognition were combined into one sign, a concept development professionals appreciated as it allows them to easily add or change the donor name of every room well into the future.

Staying consistent with the architectural goal of combining history with innovation, recycled glass from the demolished building was utilized in a Founders Wall.

After working effectively with all team members, from architects to donor recognition groups who had various expectations and needs, the Long Center was a successful second performing arts center project.

CLIENT

The Long Center
Donald Rutledge
512.457.5100

ARCHITECT

Ziedler Partnership
Gino DeSantis
561.832.9110

LOCATION

Austin, Texas

DATE

Summer 2007

PROJECT SCOPE

Interior, exterior and donor recognition signage

MATERIAL/PROCESS

Acrylic, Aluminum, Glass, Stainless Steel, Vinyl

BUDGET

\$250,000

"The past performance of SignElements on the Fox Cities Performing Arts Center in Appleton reinforced my confidence they would deliver to our expectations for the Long Center in Austin, Texas. We have similiar personalities, work ethic and attention to detail. From initial drawings to meticulous fabrication and installation, SignElements delivered what they promised. My relationship with SignElements is solid with the completion of two successful performing arts center projects."

Gino DeSantis
Lead Architect, Ziedler Partnership

