



Fox Cities Performing Arts Center (PAC) | Feature Profile



PROJECT

The Fox Cities Performing Arts Center (PAC) has progressively become a \$45 million flagship destination for downtown Appleton as it presents touring Broadway Series, ballets, concerts and performances by the Fox Valley Symphony.

CHALLENGES

While staying in line with the encompassing quality and sophisticated style of the facility, this project required a total concept wayfinding system and donor recognition package.

The SignElements design and fabrication teams had just eight weeks to facilitate design, obtain plan approvals, fabricate the signage and coordinate the process from planning to installation.

SOLUTION

The resulting exterior signage was created through a unique process of routing 20 large zinc panels in-house, ultimately saving valuable time and money. The interior signage and donor recognition work includes a Founders Wall, Partners Wall, seat level donor wall, nearly 400 wayfinding signs and smaller donor plaques.

Rectangular glass panels with updatable Mylar and custom fabricated aluminum brackets make up the presentation of the honored Partners Wall. Supporting long-term needs and easily allowing the addition of new donors, the seat level donor wall is updateable with the use of magnetic inserts for each donor.

From the initial planning phase to the installation process, SignElements worked closely with a Florida-based architect, Wisconsin-based general contractor and several planning committees to result in a smooth final project delivery.

CLIENT

Fox Cities PAC
Carissa Hibbard
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ARCHITECT

Ziedler Partnership
Gino DeSantis
561.832.9110

LOCATION

Appleton, Wisconsin

DATE

Winter 2002

PROJECT SCOPE

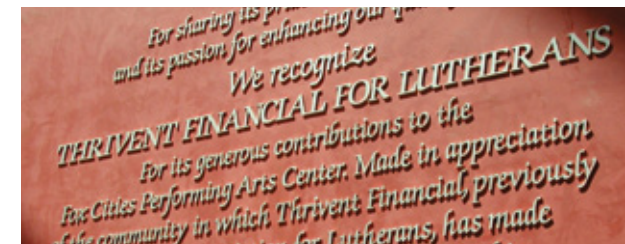
Interior, exterior and donor recognition signage

MATERIAL/PROCESS

Acrylic, Aluminum and Zinc

BUDGET

\$80,000



"We started with a budget and references for two national firms to produce the signage, but SignElements did a better job of giving us a total concept package."

John F. Bergstrom
Owner, Bergstrom Automotive