



UW-Fox Valley Communication Arts Center | Feature Profile



PROJECT

The University of Wisconsin-Fox Valley expanded it's campus in 2009 with the addition of a 51,000 sq. ft. Communication Arts Center. The building was designed and built within the guidelines of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System at the silver certification level.

CHALLENGES

Overall, this project required ample overtime dedication from the SignElements team in order to be completed and installed prior to the College's grand-opening event. Various aspects of the dimensional signage needed to match other lettering found throughout campus buildings. Original renderings supplied by the architect were to be incorporated in the design of the donor recognition display, along with meeting the guidelines of the LEED Green Building Rating System.

SOLUTION

With continuous client requests and last-minute changes, SignElements presented a complex, well-designed architectural and donor recognition package for the new Communication Arts Center.

An exclusive, modular series was created to achieve the various requests and additions for the room identification and room naming signs. In this system, room ID can either standalone or the signs can be enhanced with updateable and donor acknowledgment sections. This method allows additions to the existing signage, rather than a complete recreation of signs if future updates are needed.

Ultimately bringing the architect's ideas to life, the recognition display corresponds with the initial renderings and the building's surrounding modern architecture. With the options of dismantling and recycling if needed, the donor wall fits within the environmentally friendly practices and mission of the new UW-Fox Valley center.

CLIENT

UW-Fox Valley Communication Arts Center
Lisa Weiner, UW Fox Valley Foundation
920.832.2849

LOCATION

Menasha, Wisconsin

DATE

Summer 2009

PROJECT SCOPE

Interior and Donor Recognition Signage

MATERIAL/PROCESS

Acrylic, Aluminum, Laminate, Lumicor

BUDGET

\$25,000

"It was a pleasure to work with SignElements on this project. Their staff was most helpful in every way possible from making creative suggestions that enhanced the look of the plaques and donor wall to the extent of their willingness to make last minute changes. Their work was completed and installed to specification in a timely manner. It looks great!"

Lisa Weiner, Executive Director
University of Wisconsin - Fox Valley Foundation

