

Dramatic Interior Displays Attract Record Number of Visitors

WeDo interior displays. Over the years, we've designed and produced many interior signs and displays for museums. From interior directional signage to highly graphic visual displays and text-based plaques, our experience has helped museums large and small support and enhance their exhibitions. So, when another local museum contacted us with a unique challenge for their upcoming exhibit, we knew we would have a solution at hand. Since the theme of the exhibition featured the city of Paris, the museum marketing director envisioned a large-scale lighted replica of the Eiffel Tower as a key visual display for the entrance to the exhibit.

Along with the Eiffel Tower display, the museum needed to cover several 20-foot tall walls to transform them into Paris street scenes. They also required labels and text panels to accompany the artwork. Directional signage inside the gallery was also needed to assist museum visitors along a path for making sure the storytelling aspect of the exhibit was easy to follow. A key challenge to the entire project was that all of the items needed to be designed, produced, and installed within two weeks.

Signage Innovation

Our graphic design team went to work, providing the necessary images for the Eiffel Tower as well as the Paris street scenes, type fonts for the text panels, and directional signs. We fabricated the tower using a high-density black foam board cut

to the design and utilized miniature LED lights to give the lighted effect the marketing director wanted. Several layers of foam board were used to hide the wiring. The 20-foot walls were covered in vinyl, showing the streets of Paris and wayfinding signs, and numerous informational text panels were also created and installed.

The museum marketing director was thrilled with the outcome, as was the entire board of directors who got a sneak preview before the grand opening to the public. While this was not the first time, we had done projects for this museum, they reported that this was one of the more memorable projects we had worked on together. They reported immense interest from the public and record numbers of visitors, many of whom are taking their pictures at the entrance to the exhibit with the lighted Eiffel Tower in the background and posting them on their social media sites, which is giving the museum even more brand visibility.

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