

Midtown Global Market - Minneapolis, Minn.

Site Recognition, Branding and Identity Through Signage

The international market venues at this mixed-use development lacked exposure to the bustling traffic just outside its front door. Under the direction of Hennepin County's Property Services Division and as part of the Midtown Exchange project, our technical and project management services were called on to provide workable results from conceptual themed graphic ideas.

The program included free-standing identification pylons with flat panel banners and illuminated directional and identification bullets, directional signs, and a retractable event banner system spanning Lake Street.

We coordinated placement, scale and material use within heavily defined restrictions, provided technical design specifications from original concepts provided by the client and their team, and supervised the construction process.

