

Orchestra Hall - Minneapolis, Minn.

Exterior and Interior Signage, Wayfinding, Donor Recognition and Historic Interpretation

The Orchestra Hall project combined timely directional information, level and section identification, historical photo galleries and extensive donor recognition. The basic sign style picked up on architectural elements to establish a consistent yet sophisticated expression. Box office and overhead directional signs used digital monitors to provide updated concert and directional information and to publicize upcoming events.

Funding for the Orchestra Hall expansion relied heavily on private donors and their proper recognition was important. A plan was created to fairly deal with various levels and unique situations early in the capital campaign. A striking cobalt blue glass donor wall in the main lobby pays tribute to both new donors and the original building contributors.

Signia worked in collaboration with Larsen Design during the final implementation phases of the project while Michael Haug (then the Senior Designer at Larsen) created the design.

