

MB WELLINGTON STUDIO'S LIGHTBLOCKS ILLUMINATES DALLAS SYMPHONY ORCHESTRA BUILDING

NASHUA, N.H., Sept. , 2007—The Morton H. Meyerson Symphony Center has been home to The Dallas Symphony Orchestra since 1989. The building's façade although known for its stunning architecture, has been a blank slate without reference to the Orchestra, at least until now. This summer, Pentagram Design Inc. of Dallas was charged with creating signage recognition of the symphony that would keep within the architectural framework of the building designed by world-renowned architect I.M. Pei.

Looking to match the unique architectural style of the Meyerson, Pentagram Design, Inc.'s Wendy Carnegie selected LightBlocks[®] to create letters denoting the Dallas Symphony Orchestra on the outside façade of the Meyerson. Created by MB Wellington Studio, LightBlocks is a translucent plastic, stronger than glass, resists scratching, and provides a colorful glow when illuminated.

"The LightBlocks material was perfect for this outdoor application," said Wendy Carnegie. "Stepped glass is a major architectural design to the Meyerson building and we were able to recreate that by using three layers of the LightBlocks material in a 'green ice' shade—resembling the look of glass but providing a more durable material. The signage is meant to be subtle and the translucency of the product allowed us to achieve that while still having impact."

MB Wellington Studio's ability to transform seemingly impossible design visions into tangible installations has resulted in hundreds of LightBlocks installations worldwide. LightBlocks can turn an ordinary outdoor sign into a piece of art with its unique ambiance of translucency, light, and colors. "We understand what it is like to have a vision and to want that vision to be materialized, whatever the challenge is," says Simone Rigden, project developer for MB Wellington Studio. "Bringing recognition to the Meyerson as the home of the Dallas Symphony Orchestra as well as other symphony programming was the mission of the signage task force. Working with Wendy, we were able to achieve the vision of I.M. Pei, The City of Dallas, and the Dallas Symphony Orchestra."

Pentagram Design, a leading design firm, partnered with MB Wellington Studio for the company's ability to translate design concepts into reality. For the design of the Dallas Symphony Orchestra, Pentagram Design faced the challenge of creating a sign on the exterior of the Meyerson Symphony Center, a highly treasured center, both for its arts as well as its architectural design. A sign for the Dallas Symphony Orchestra had to meet numerous specifications, adhering to the original design of the building, as well as reaching out to the public.

The letters of the Dallas Symphony Orchestra stand 24 inches tall and are underlit creating a soft green glow. The letters span 50 feet and were installed in sections by ArtoGrafx of Dallas, Texas.

“This installation was the first time we have worked with LightBlocks,” said Steve Benson, vice president of sales for ArtoGrafx. The letters were set into mounting channels underneath the letters and waterproof lights were installed below the letters. “LightBlocks conducts light better than any other acrylic material I have seen,” adds Benson. “The lobby of the Meyerson is oriented toward the skyline and is transparent by day and night. LightBlocks allowed us to reproduce that transparency and natural glow.”

“The Meyerson stands proudly as the focus of the Dallas Arts District,” adds Carnegie. “The warm glow of the sign identifies the Meyerson as the home to the Dallas Symphony Orchestra and reaches out to a much larger public than those attending performances.”

LightBlocks Defined

LightBlocks can be custom designed, textured or carved for nearly any interior or exterior architectural use, including lighting fixtures, furniture, doors, ceilings, walls, flooring, signage, or sculptures. Custom color samples are shipped within days of request and the lead time of four to eight weeks for final product is remarkably short for custom-designed material. It is made from strong, yet lightweight translucent acrylic or polycarbonate panels, but clear polymer may be used as a LightBlocks base depending on the application. The panels can be made in any transparency and any thickness. Beautiful hand pigmented hues can be customized to match paint chips of fabric swatches to produce an infinite number of coloring offerings via a patented technology. In addition, LightBlocks can be cut into any size or shape and is available in a Class A Fire Rated version in accordance with the ASTM E84 test method.

About Pentagram Design, Inc.

Pentagram is a multi-disciplinary design firm with offices in London, New York, San Francisco, Austin, and Berlin. Pentagram provides design services across the full spectrum of graphics, identity, architecture, interiors, and products. For more information contact Pentagram at 512-476-3076 or visit www.pentagram.com.

About Artografx, Inc.

Artografx Inc. is diversified with the ability to meet the needs of clients on a variety of signage projects unique in design and specification, including: retail, health care, transit, corporate, special event centers, and municipalities. Located in Dallas, Texas and Atlanta, Georgia we are able to serve the needs of clients locally and across the United States. For more information call 214-951-9480 or visit www.artografx.com.

About MB Wellington Studio

MB Wellington Studio is headquartered in Nashua, New Hampshire. It was founded by Mary Boone Wellington, who began manufacturing and marketing LightBlocks in 1999. LightBlocks is a versatile plastic that is stronger than glass, nearly impossible to scratch, and provides a soothing, colorful glow when backlit. LightBlocks is made from the

polymer most appropriate to the application and colored via a patented technique. LightBlocks has been used in a variety of high profile projects including the Beverly Center, IBM eBusiness offices, Hartford Hilton, the National Aquarium in Baltimore, Worcester State College, Atlantic City Medical Center and many more. More information about MB Wellington Studio and LightBlocks can be obtained at www.lightblocks.com or by calling 603-889-1115.