

This I.M. Pei building in Dallas has a new look.

SIGNAGE IS IN HARMONY WITH THIS SYMPHONY

Situated in the heart of the Dallas Art District, the Morton H. Meyerson Symphony Center has been home to The Dallas Symphony Orchestra since 1989. Although recognizable for its distinctive architecture masterminded by I.M. Pei, the building's façade has been a blank slate all this time, with no reference to the musical performances inside.

Two years ago, Pentagram Design Inc. of Austin, Tex., was commissioned to create signage in recognition of the orchestra while keeping within the original architectural framework.

Looking to match the unique style of the Meyerson building, Pentagram Design, Inc.'s Lowell Williams and Wendy Carnegie selected LightBlocks® by MB Wellington Studio to form the letters denoting the Dallas Symphony Orchestra on the façade.

"The LightBlocks material was perfect for this outdoor application," Carnegie notes. "Stepped glass is an architectural design that we were able to recreate by using three layers of the LightBlocks® material in a 'green ice' shade that resembles glass, but provides more durability. The signage is meant to be subtle and the translucency of the product allowed us to achieve that while still having impact."

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

"This installation was the first time we have worked with LightBlocks®," says Steve Benson, vp/sales at ArtoGrafx. The letters were set into mounting channels underneath the letters, and

waterproof lights were installed below. "LightBlocks® conducts light better than any other acrylic material I have seen," he continues. "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 in the signage."

"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," states Mary Boone Wellington, founder, president, and sculptor for MB Wellington Studio, based in Nashua, New Hampshire. "Working with Wendy, we were able to achieve the vision of Pentagram that met the approval of I.M. Pei Architects, the city of Dallas, and the Dallas Symphony Orchestra." ❖



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