



# SIGNAGE EXPERTS FOR THE PERFORMING ARTS CASE STUDY- RENAMING A HISTORIC RICHMOND THEATER

### NEW THEATER BRAND UNVEILED

On February 21, 2014, the historic “Landmark Theater” got its new “Altria Theater” name in lights. For more than 85 years this iconic performing arts building in Richmond, Virginia has hosted musical performances from Elvis Presley to The Lion King.

Utilizing a generous \$10 million gift from the Altria Group, the parent company of Philip Morris, Holiday Signs designed, fabricated and installed a new 30 feet wide, 3.5 feet tall and 18 feet deep marquee which includes a full-color digital display and LED chaser bulbs. Richmond's mayor, Dwight Jones said this is a historic day for Richmond and lovers of the arts and culture. He said, “This will be an important anchor for the Richmond Arts District.”

### DIGITAL OR MANUAL DISPLAY?

“The choices were to go back with the old style manual display or go digital,” said architect, Bruce Herrmann of Wilson Butler Architects of Boston. “We are thrilled to have chosen digital,” he explained.

The new marquee will now feature the theater's attractions in a full-color digital display containing 100,000+ vibrant LEDs.

Utilizing Altria's corporate logo as their palette, Holiday Signs was able to custom match to their multi-colored logo and incorporate it into the diamond patterned decorative band wrapping the entire structure. The canopy was custom fabricated and painted to match the historic ornamentation of the period.

### LAST MINUTE DETAILS

“The most challenging aspect of the project was handling all the details with respect to warming up to what both the donors and the architect wanted,” commented Colin Robinson, Senior Project Manager with Gilbane Building Company, the project's General Contractor.

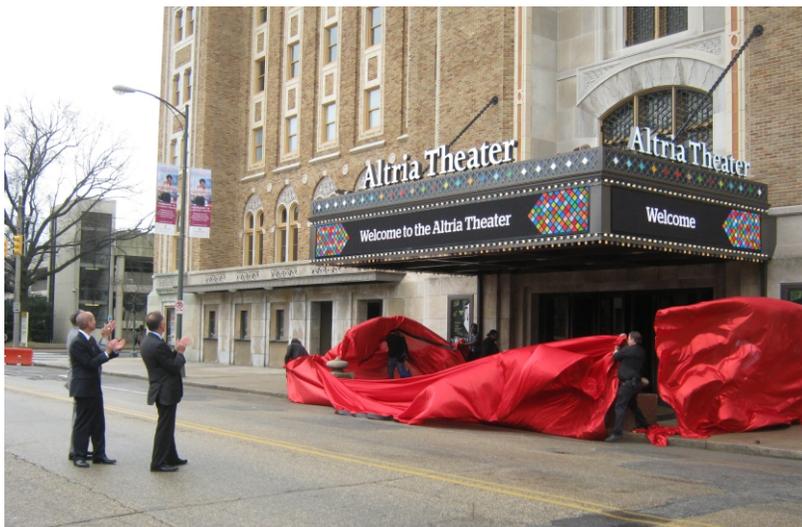
“This was a design-assist project with things completely changing up to a week before final sign fabrication. Holiday Signs did an excellent job in rolling with the punches and provided everything as needed,” Robinson said.



*Theater Photo Circa 1940*



*Theater Marquee Before Restoration*



*Richmond Mayor Dwight Jones, CenterStage Found Board Chair Steven A. Rogers and Altria Chairman and CEO Marty Barrington watch the unveiling of the new digital marquee by Holiday Signs on Friday, February 21, 2014.*

### DELIVERED ON SCHEDULE

“The sign is beautiful,” extolled Charlie Agee, Director of Corporate Contributions and Community Relations for Altria. “It's even better than we could have imagined. There were major winter storms dogging our schedule, but Holiday Signs was able to get the job completed in time for our grand unveiling ceremony,” he commended.

### EXPERIENCE

Custom sign fabrication takes a great deal of expertise, especially when tasked with fabricating and installing signage that must accurately represent a particular period. Performing arts venues are now embracing the need for timely message updates. Electronic Message Centers provide venues with the ability to easily update their coming attractions. As experts in this field, Holiday Signs understands the needs of our clients as we are able to balance stakeholder concepts with architectural aesthetics, historic accuracy and district code limitations.

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