

World-Class Design Solutions

Built with overwhelming support and generosity from the Omaha community, the Holland Performing Arts Center marks the collaboration of a world-class team of architects, designers and acousticians tasked with creating an enviable and striking performing arts venue. To develop this landmark facility, the Omaha Performing Arts board of directors selected a first-class design team with national and international reputations and successful experience in other performing arts facilities.

This \$40 million, state-of-the-art acoustic facility, located in downtown Omaha, is considered one of the finest concert halls in the world. The exterior finish — a mix of zinc panels and glass — commands attention with its futuristic appeal. The interior consists of a 2,000 seat concert hall, recital hall, and an expansive lobby space for exhibitions, retail shopping and a café.



Service Offerings

- Wayfinding
- Fabrication
- Installation

Product Applications

- Custom Donor Signage Solution
- Custom Interior Signage
- Custom Exterior Dimensional Letters
- Interior Dimensional Letters

Solution Partners

- HDR Architects
- Poulin & Morris Associates
- Kiewit Construction Co.

About the Solution

Poulin & Morris, environmental graphic designers were hired by the owner Heritage Service, Inc. and HDR Architects to provide the graphics criteria for the signage. Based on past project success, ASI was hired to collaborate and execute the interior signage solution for the center. In concert with the overall interior architectural design, Polin & Morris came up with a consistent oval shape theme to be integrated throughout the center.

The stainless steel letters and photopolymer plaques represented an elegant, oval design and provided identification points for visitors to comfortably navigate through this state-of-the-art center. The donor recognition solution consisted of reflective silver vinyl strategically positioned on copper panels that were raised between two floors of the center. Oval sandblasted glass dedication plaques were also provided for significant individual recognition opportunities. The final interior solution was fabricated and installed by ASI providing a durable and elegant signage program to meet the high design standards and aesthetic integration required for the center.



Photography: Phil Brokering