

## A Class A Installation

ASI, New Orleans consulted with Mathes Brierre Architects on a proposed digital monument sign for one of New Orleans’ most prominent Class A office towers. The stunning addition of a new building canopy on historic St. Charles Avenue also brought forth a need for a new building sign.

The challenges of providing two digital screens in the cabinet with custom glass faces and LED illumination proved difficult, but the New Orleans’ summer heat and humidity became the biggest obstacle. Furthermore the client requested that additional power outlets were included to power security cameras that would be embedded within the monument monitoring the front entrance place of the Class A property.



**Service Offerings**

- Site Planning
- Consultation
- Design
- Product Engineering
- Digital Integration
- Wayfinding
- Fabrication
- Installation

**Product Applications**

Custom Exterior Digital Signage

**Solution Partners**

Mathes Brierre Architects

**About the Solution**

The footprint of the custom cabinet had to accommodate the screens, and LED components, and give enough room for access into the unit. ASI sourced the high-heat-resistant screens and helped value-engineer the monument to get it within the client’s budget. Space was limited within the monument and this negated the chance of including a fan to circulate the air. The building manager worked tirelessly with the City to come to an agreement on the content of the sign and finally included a City wayfinding map as a concession.

ASI participated in months of construction meetings and advised on placement of conduit and anchoring bolts during a very extensive concrete pour that encompassed the entry sidewalk area, as well as the sign foundation. Finally, on the day of installation, New Orleans’ police officers helped detour traffic as a crane truck maneuvered power lines, palm trees, and streetcar cables to settle the monument sign into its final location.

