



Building Awareness

The Dallas Museum of Art strives to collect, preserve, present, and interpret works of art and features an outstanding collection of more than 23,000 works of art from around the world. The museum also has a long history of providing varied and dynamic programs, events, and exhibitions to engage our visitors more fully with the arts.



SignStudies ❖ Cultural Institution

Service Offerings

- Product engineering
- Fabrication
- Installation

Product Applications

- Messenger Interior™, modular signage system
- Custom fiberglass exterior signage
- Dimensional letters
- Infinity™, modular signage system
- ADA-Ready™ plaque signage
- Digital printing

About the Solution

The goal of this project was to increase awareness of the Dallas Museum of Art. The facility is located on the corner of a busy intersection but due to the lack of signage, it was hard to identify the building. Also, a main goal was to provide proper wayfinding for the myriads of special meetings and seminars held at the museum.

ASI worked with Pentagram New York as product consultants to fully implement and fabricate design concepts. The project was unique due to the wide array of products used throughout the facility. Each product met a specific need of the facility. Exterior channel letters and Messenger Exterior monoliths identified the building on the outside and increased awareness to the public.

