

Custom-Designed Solutions for a 4-Star Downtown Hotel

With two years and nearly \$44 million in renovations, the Radisson Hotel in Kalamazoo has become a centerpiece of hospitality in a city that has reinvented itself from a college town to a bustling scene of business and event travelers. The Radisson Plaza, one of only four, 4-star hotels in Michigan has more than 44,000 sq. feet of meeting space, making it an attractive option for business and entertainment.

Located in Kalamazoo's renovated, Art Deco downtown district, the Radisson Kalamazoo needed a stylish and dynamic solution to guide and communicate information to guests in this 341 room, masterpiece renovation. Integrating a wayfinding and communication system seamlessly into the new architectural elements of hotel was critical to the success of this project.



SignStudies ❖ Hospitality

Service Offerings

Design Integration
Product Engineering
Wayfinding
Event Management
Fabrication
Installation

Product Applications

Digital Signage
Custom Messenger Interior™,
Modular Signage System

Solution Partners

Corbin Design

About the Solution

ASI worked with the Radisson Hotel management and Corbin Design to provide a custom yet modular system that would be functional, elegant and provide an ease of updating information. Working closely with Corbin Design, ASI was asked to engineer and build a system that would honor the design intent for the hotel renovations.

The system fabricated by ASI complements the hotel's architectural elements by incorporating cherry wood, satin aluminum and alabaster elements to the design to create a flawless and elegant signage solution. These design elements are carried through the entire wayfinding plan from wall mounted and overhead directional signage, conference room IDs, office identification signs and to the digital signage kiosks. The solution beautifully complements the hotel's interior design without sacrificing functionality or compromising the budget the project.

