



Appleton Arena

Appleton Arena is a 70-year-old arena and hockey rink at St. Lawrence University, a liberal arts college in New York. After a successful campaign, St. Lawrence University raised funds for the revitalization and expansion of the historic Appleton Arena.

Having originally opened its doors in 1951, Appleton Arena is one of the University's significant heritage facilities, making it an iconic space for the local community.

Throughout history, renovations have taken place at the arena. For this project, St. Lawrence University wanted to preserve the arena's history and traditions while bringing the facility into the 21st century.

ASI was contracted to complete a Design-Build project which would require the coordination of many departments within the University.



Service Offerings

- Consultation
- Design-Build
- Engineering
- Fabrication
- Installation

Product Applications

- LPS - Cut Aluminum Letters
- Aluminum Plaques Digitally Printed
- Sign Etch 1
- Digitally Printed Acrylic
- Digitally Printed Wallpaper
- Refurbished Bronze Plaque

Solution Partners

Photographs by Tara Freeman

About the Solution

ASI's goal was to combine historic elements of the arena with new designs while commemorating people and stories of the past.

When Appleton Arena was built, cast bronze plaques were used to recognize and honor events and people who made the space home. ASI was able to revitalize one of the prominent plaques that had become weathered over time.

The scope also included two prominent display walls. The "Legends of Appleton" wall celebrates those who have helped build the hockey tradition at St. Lawrence University. The main benefactor wall honors donors while showcasing key events of the past. The wall includes updateable team photos tying the past to the present.

ASI implemented signage that honors the past, compliments the donor program and promotes the school's brand into the future.



Women's hockey became a varsity sport in the 1979-1980 season. The program was elevated to NCAA Division I status in the 1997-1998 season. The 2001 women's team played in the championship game of the Inaugural NCAA Women's Division I Frozen Four.

The McGeough Family
in honor of
Coach Joe Marsh

Jim '71

Charles and Joan Gunn
Appleton St