

Students Design Billboards

Toronto, Canada—In May, three students at the Ontario College of Art and Design (OCAD) got a chance to create a poster that was displayed on seventy billboards across Toronto.

According to the *Toronto Star*, OCAD students Barbara Solomon, Brooke Taylor, and Katelynn Ubbi designed a poster that featured a photograph of a man with a stylized image of the Toronto skyline tattooed on his back. The message reads: "i am toronto."

Their poster won first prize in the third annual Astral Media Outdoor Student Design Competition.

The city has declined as a tourist destination, so Taylor hopes the poster will boost interest in the city. "I think, in some places, Toronto is appreciated," Taylor said, "but it should be more appreciated."

The student's design was chosen by a computerized public vote that attracted more than 7,000 participants. The theme for the contest was, "My Toronto Is..."

—Lori Andreozzi



Jones Sign Provides New Signage For FVTC

PHOTO COURTESY JONES SIGN COMPANY.

Appleton, Wisconsin—Jones Sign Company (www.jonessign.com) recently fabricated and installed a new ground-mounted monument sign for Fox Valley Technical College (FVTC) at their main campus. The company created the sign by reworking design plans provided by FVTC to best fit the location and needs of the college. The sixty-foot-tall sign replaced the school's outdated incandescent-lighted sign and features LED lighting with a full-color electronic message center. The sign was created using a five-access water jet machine that produced the perforated aluminum section in the lower part of the sign and SolidWorks (a 3-D parametric solid modeling program that created many of the sheet metal elements). The sign is made of recycled aluminum, steel, and plastic and was assembled onsite in four or five sections. The entire process took about two months to complete.

The recycled materials Jones Sign used are a part of its "Green Ways" practices—the company's effort to reduce its effect on the environment. Practices include reducing the energy consumption of its signs by 60 percent, and heating their fabrication facilities with efficient infrared heating. "This is engrained in our core values," says Nick Halfman, Director of Sales and Design at Jones Sign. "We're constantly seeking and embracing technology and methods that make us a cleaner industry and provide our clients with energy-efficient sign solutions."

Following the successful installation of the sign, which Halfman attributes to the talent and creativity of Project Manager Ashley Schroeder and her team, FVTC plans to have Jones Sign replace two monument signs every year for the next four years, pending board approval. "I was very happy working with Jones," says Doug Marsh, Capital Project Manager/Architect in the Facilities and Operations Department at FVTC. "They've done a very good job so far and I am looking forward to working with them on future projects."

—Ashley Bray