

SIGN Business

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A Peek Inside

The Good Samaritan Hospital in San Jose, Calif. recently opened its new North Tower and wanted to offer visitors an unusual "Peek Inside" at its maternity and pediatric services.



"The new tower has beautiful all-private rooms that help us create a family-centered environment of care," said Pavna Sloan RN, Director of Women's Services. "But because these units are secured for patient safety, many visitors haven't seen the units and may not be able to visualize the services we provide here."

Rather than follow traditional signage methods, the hospital chose to transform several exterior windows of the new tower into a large scale photo gallery, giving passers-by a glimpse of the services provided inside.

"What's really great is that visitors can see the gallery effect, but families in the rooms still get the same light and views as always," Sloan continued.

David Baxter and Steve Wolowitz at The Network (www.the-network.biz) supervised creative development for the project. Baxter noted, "We selected images that convey a very positive emotional experience, and we were able to integrate the graphics with the look and feel of other programs we've created for the hospital."

San Jose-based Giant Impressions (www.giantimpressions.com), produced the custom-printed graphic panels. Giant Impressions specializes in large format custom digital image products. The project utilized ClassicVue perforated vinyl and CurvaLam, an optically clear overlaminate to protect the printed graphics. Both products are made by Clear Focus of Santa Rosa (www.clearfocus.com).