

Williamsburg Pottery

Williamsburg, Virginia.
New Construction.



Project Scope

Complete design, manufacturing and installation of interior signage, exterior banners and an upcoming holiday décor program.

Setting

Undergoing a 30 million dollar renovation, Williamsburg Pottery emerges as a sophisticated 160,000 square foot shopping experience with ½ mile of beautiful new buildings in three unique settings.

Installations

Project Graphics is the sole vendor designing, manufacturing and installing the print and décor in early April 2012.

- 76 unique, dye-sublimated large-format textile banners for interior way finding and store designation.
- 156 vertical pressure sensitive vinyl decals, digitally printed for department locators installed on interior columns with specific messaging.
- 78 lamp post banners, screen printed on Sunbrella fabric, that carry the theme of the three buildings around the mall perimeter and indicate store location proximity to the parking area.
- An additional 126 lamp post banners, screen-printed on Sunbrella fabric, installed in the parking area. Seasonal themes combined with entrance and exiting messaging are used to coalesce with the three building identities and create visual cues to the perimeter banners that designate store locations.
- Custom manufacturing and installation of vintage style lamp post hardware to match new period style light fixtures.
- 875 feet of interior Ferrari Textile architectural colored mesh, screen-printed with unique themed patterns to be permanently installed in the building ceilings.
- Mall directory signage is produced for three main entranceways using PVC with digital printing. To be replaced with backlist later in 2012.
- 2012 holiday decorations are under development.