**PROJECT FACT SHEET**

*Children's Museum of Denver at Marsico Campus Wayfinding and Signage Program*

**Media Contacts:**

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**Project Team:**

* Wayfinding and Signage Design: [ArtHouse Design](http://arthousedenver.com/)
* Wayfinding and Signage Fabrication and Installation: [Ad Light & Sign](http://www.adlightgroup.com)
* Museum Expansion Architecture: [Oz Architecture](http://ozarch.com)

**Key Personnel:**

[Marty Gregg](http://arthousedenver.com/about/our-team/marty-gregg/), Principal and Creative Director, ArtHouse Design

[Zach Kotel](http://arthousedenver.com/about/our-team/zach-kotel/), Lead Designer, ArtHouse Design

[Evan Bethel](http://arthousedenver.com/about/our-team/evan-bethel/), Lead Designer, ArtHouse Design

**Fast Facts:**

* The [Children's Museum of Denver at Marsico Campus](http://www.mychildsmuseum.org)' recent $16.1-million expansion features a 9-acre campus; six new exhibits; and a new entry area, gift shop and café. The Museum is a 501(c)(3), private nonprofit organization, and a Tier II SCFD member.
* Originally founded in 1983 as Weber Design, Denver design agency ArtHouse Design changed ownership and its name in 1996 to today's recognizable brand. ArtHouse Design works in the private and public sectors and at the local, national and international levels.
* Project timeframe: May 1, 2015–November 16, 2015

**Wayfinding and Signage Specifications:**

* 1 5'7" x 5'0" multi-color, metal, origami bird installed on the building's exterior above the north-facing entrance
* 12 restroom graphics with male and female robots direct-printed on vinyl and clear-coated for protection
* 1 stenciled donor recognition wall supergraphic at the east entrance recognizing the Sturm Family Foundation's donation to fund the dedicated school group entrance
* 10 wayfinding wall graphics to help visitors get around the Museum
* 5 decorative and functional parking lot banners
* 1 changeable parking entry sign direct-printed on aluminum
* 2 pole-mounted parking regulation signs direct-printed on alupanel for Museum and other events
* 5 pole-mounted banners direct-printed on alupanel
* 1 entry kiosk featuring graphics direct-printed on alupanel, with aluminum panels mounted to the existing kiosk
* 2 vinyl building banners
* 8 vinyl window applications
* 11 stenciled wall graphics
* 3 flat, cut-out aluminum blade signs
* 1 mirror-finished aluminum blade sign, with flat, cut-out aluminum details
* 8 hanging, wood-paneled wayfinding signs, with flat, cut-out aluminum details
* 9 changeable content signs and room-label plaques direct-printed on alupanel, with acrylic and aluminum panels, magnetic frames and push-through type
* 1 wall-mounted map directory direct-printed on aluminum, with aluminum standoffs and dimensional type
* 1 wall-mounted informational sign direct-printed on aluminum, with aluminum standoffs and dimensional type
* 28 restroom regulations signs direct-printed on alupanel
* 7 rules and regulations signs direct-printed on alupanel

Click [here](http://arthousedenver.com/press-resources/) to download the press release and high-resolution photos from ArtHouse Design's online newsroom.