



Tomah Memorial Hospital Aesthetic Design-Build Project for New Hospital



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Tomah Memorial Hospital is a new state-of-the-art \$66 million facility located in Tomah, Wisconsin. The 40-acre site was purchased in 2014 with the hospital completed in 2019. The three-story, 140,000 square foot building could have been daunting real estate for patients and visitors to navigate, if not for the friendly and accessible signage and wayfinding solutions.

ASI Minnesota partnered with BWBR Architects and Stratford Sign Company on this project. In addition, ASI consulted with Tomah Memorial Hospital's CEO, Marketing Director and many different department managers during the design and planning process to ensure challenges and goals were fully understood. During the consultation of project partners, ASI was given a firm budget and deadline.



Service Offerings

- Design-Build
- Planning
- Design
- Production
- Value-Engineering

Product Applications

- Illuminated Channel Letters
- Dimensional Letters
- Digital Signage
- Overhead Directional Signs
- Custom Donor Recognition Solution
- 3From Substrate with Bamboo
- Post and Panel Sign
- Wall Mounted Directional Sign

About the Solution

Tomah Memorial Hospital was a detailed Design-Build project - consisting of planning, design, production and installation - which involved interior, exterior and donor recognition signage for their new brand. Since Tomah Health shares a campus with another well-known regional healthcare organization, this complicated the exterior wayfinding as ASI needed to help the public differentiate between the two.

From the carefully calibrated banners and overheads to the impressive donor wall and backlit exterior signage, the architectural solutions from ASI Minnesota added crucial elements to the overall aesthetic of this comprehensive facility. ASI made design and install suggestions to help the client come in under budget. The entire project was completed in 2019 to much fanfare. ASI is proud to call Tomah Health one of our clients!

