

## 65 West High-Energy Design for Clubhouse



### 65 West

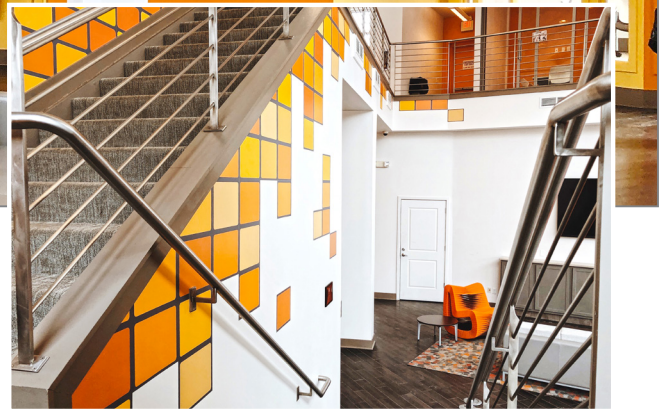
65 West is one of Uptown Rental Properties' newest locations near the University of Cincinnati campus. It offers students amenities including a 24-hour fitness center and clubhouse, along with granite and stainless finishes.

ASI and Uptown Rental Properties' vision was to make the space playful and colorful, using budget-friendly and durable materials.

ASI's challenge was two-fold:

First, to design the graphics to emphasize the high-energy environment of the clubhouse, where students come to kick-back, play pool and watch TV together.

Second, to complete the project with a tight installation schedule that coincided with Spring Break for the University of Cincinnati.





# SignStudies Corporate

## Service Offerings

Consultation  
Design  
Installation  
Value-Engineering

## Product Applications

Magik-Stik™  
Painted, Acrylic Dimensional Letters

## About the Solution

ASI's solution was Magik-Stik™ - a repositionable, vinyl printed material. Working closely with the client's Director of Design, Ann Johnston, ASI and Uptown Rental Properties designed a pattern of 9" height x 12" width stacking tetra blocks.

ASI coordinated closely with the client's Painter to ensure that the walls were prepped correctly, along with our partners to maximize material usage and to contain costs. To complete the look, ASI designed and installed a custom dimensional logo for 65 West.

**"My team at Uptown has loved the way it turned out! Thanks again for all your help and dedication to our project!"**

Ann Johnston

Director of Design, Uptown Rental Properties

