

Artistic Signage for Performance Venue

The Hancher Auditorium first opened in 1972 on the University of Iowa campus as a multidisciplinary performing arts venue. Over time, Hancher Auditorium grew to engage a larger community, earning a strong international reputation for excellence. For over 30 years at its original facility, Hancher Auditorium found an audience eager to connect with the arts - sharing joy and exploring challenging issues through creativity.

In 2008, the trajectory of Hancher Auditorium shifted dramatically when an historic 100-year flood damaged the venue, forcing it to close to the public. A new facility, designed by architect Cesar Pelli, was scheduled to open in 2016.

ASI was engaged to collaborate on signage solutions for the new space. As Hancher Auditorium's mission had been to provide transformative artistic experiences to its audience, it was important to translate that vision into the details of the signage.



SignStudies ❖ Cultural

Service Offerings

- Design
- Value engineering
- Manufacturing
- Installation

Product Applications

- Custom interior stainless steel signage
- Custom environmental graphics
- Custom donor signage

Solution Partners

- OPN Architects
- Pentagram
- Pelli Clarke Pelli

About the Solution

ADA compliant interior signage and donor recognition signage played key roles in ASI's program for the new Hancher Auditorium facility. The proposed designs centered around stainless steel and wood, which included a custom environmental graphics package.

Through careful negotiations and value-engineering recommendations, ASI offered solutions for high-end products to compliment the architectural elements of the building, while meeting Hancher Auditorium's tight deadline for installation.

Today, the Hancher Auditorium has striking signage highlighted by modern architectural design with great attention to detail. Guests to the building now enjoy a space that lends itself to an artistic experience beyond the scheduled performances, fitting for an internationally appreciated venue.

