

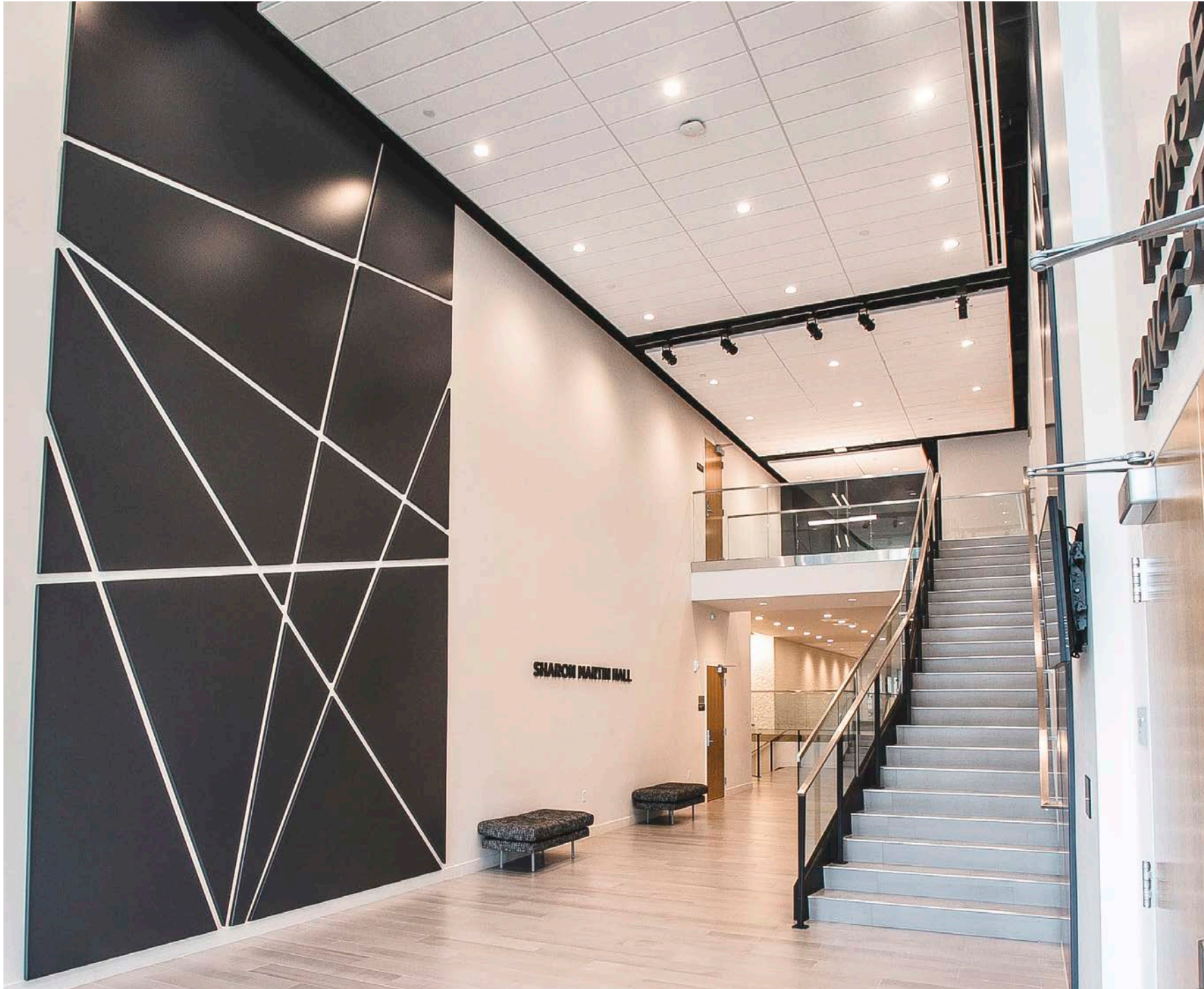
DENISON UNIVERSITY

MICHAEL D. EISNER CENTER FOR THE PERFORMING ARTS
GRANVILLE, OH

BRANDING CASE STUDY
EDUCATION



Property of Continental Office™



OVERVIEW

The Michael D. Eisner Center for the Performing Arts is the newly constructed home for the creative disciplines at Denison University.

Through careful planning and an iterative design process, Continental Office delivered a holistic solution for branding, wayfinding & donor recognition. The integrated series of designs helps facilitate pedestrian flow within the facility while providing appropriate recognition for the generous donors who made the facility possible.

DESIGN

Using contrast and line, the designs represent the energy and work brought by the talented students that call this hall home.





GAY REESE LOBBY

For 15 years, this spot was home to the Denison Summer Theatre, a popular theatre troupe of aspiring student thespians that performed under an iconic Big Blue Tent, graphically represented here by the blue lines on the wall.

This lobby commemorates Martha Grace Miller Reese, "Gay" to her friends, who was a Co-Founder of the Denison Summer Theatre, as well as the Business Manager and Promotion Director of the group from 1947-1952. We are deeply grateful to her children, J. Gilbert Reese, Phoebe Reese Lewis, Thekia Reese Shackelford '56 and David Everett Reese '62, for their generosity in honoring their mother and her legacy.



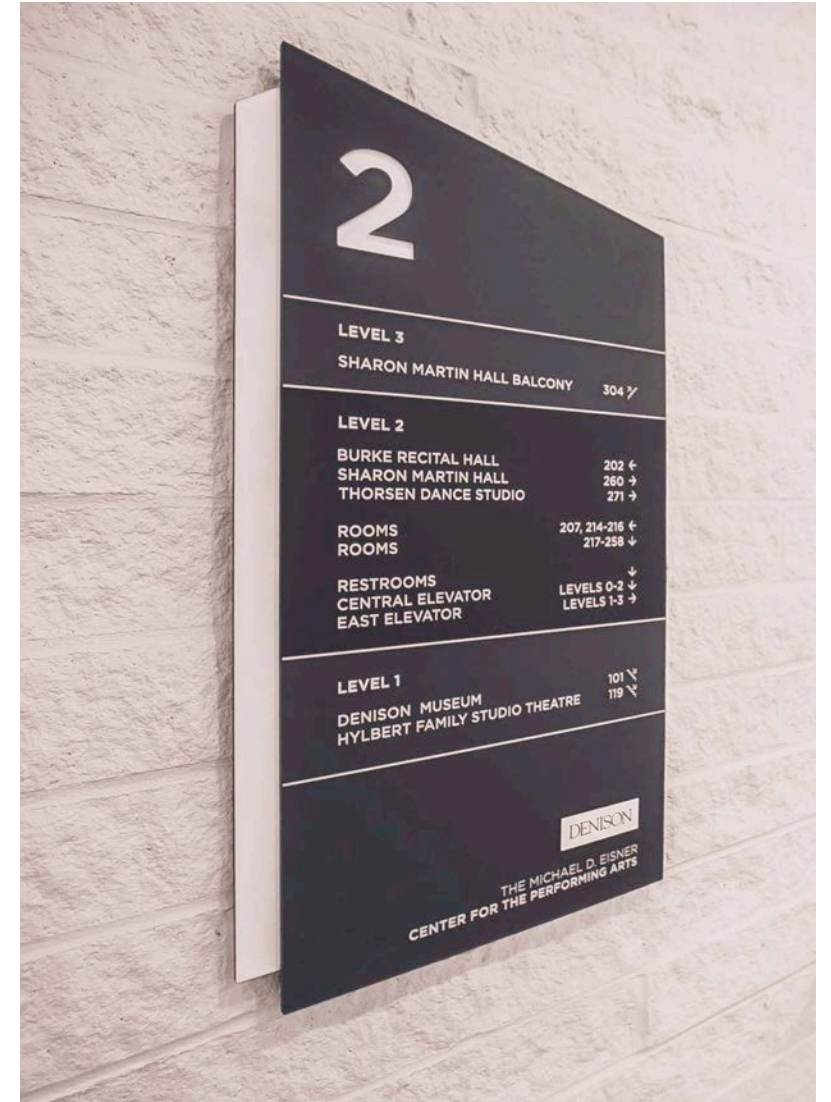
POWERFUL

Large scale installations are used to create bold and informative designs to guide visitors through the space.



CONSISTENT

Custom etched aluminum donor plaques and ADA compliant room identification signs aesthetically tie the space together.



SUCCESSFUL

The implemented sign system has improved pedestrian flow throughout the building.





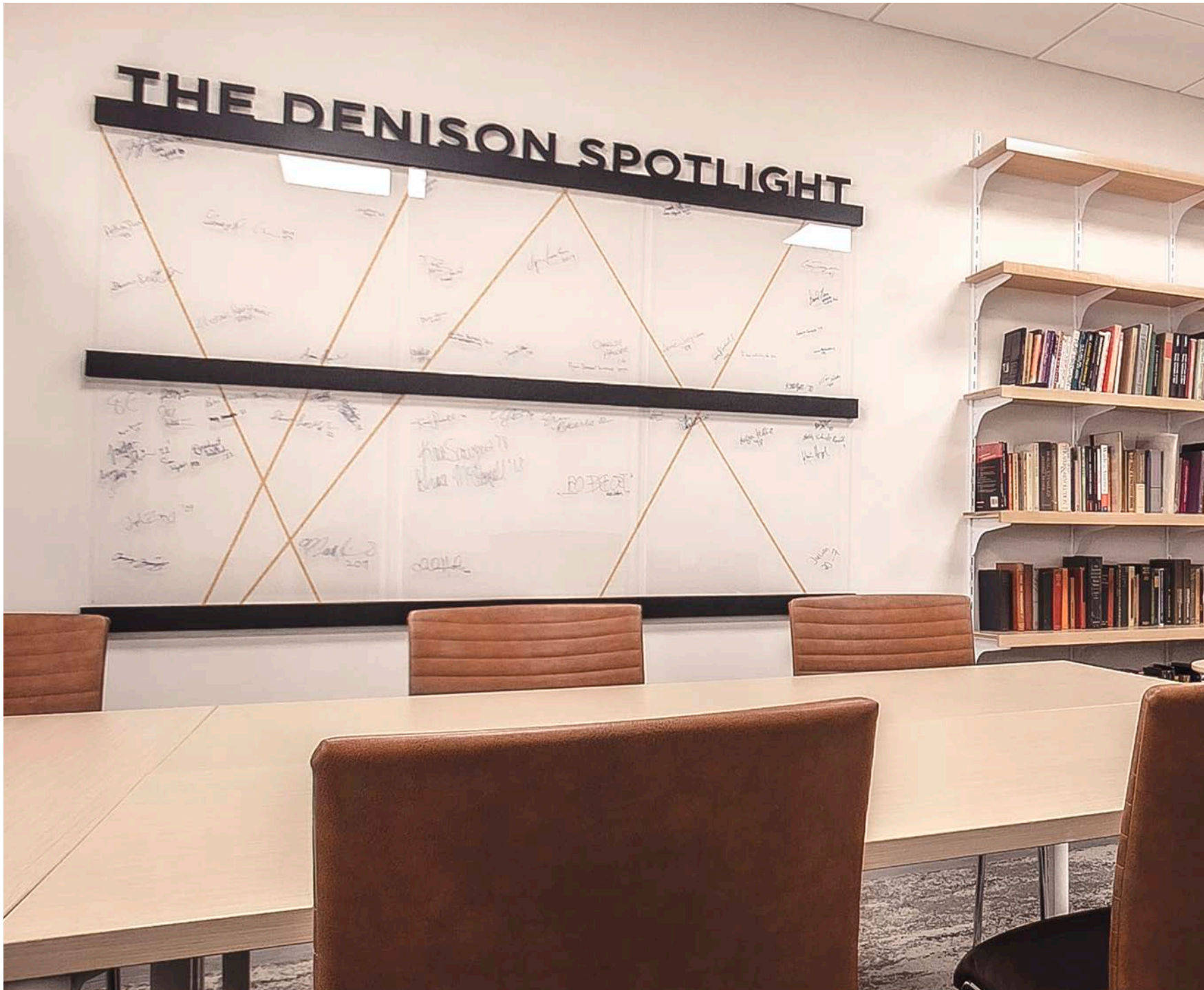
ELEGANT INSTALLATIONS

Denison's large scale installations transformed sterile hallways into captivating, polished experiences that speak to the arts.



RECOGNITION

A bold donor recognition system builds a sense of pride and community while also contributing to the consistent aesthetic of the space.



SPOTLIGHT

Denison's Green Room features a sign-in board for performers to leave an autograph. Over time, the autographed panels are swapped out and displayed throughout the building.