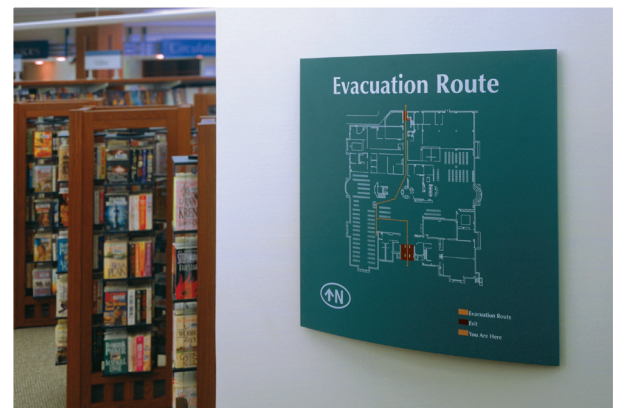




A Wayfinding Solution for a Community that Never Stops Learning

For more than a century, Council Bluffs, Iowa has relied on its local public library for reference, relaxation and encouragement of the enduring spirit of this small suburban community. In 2000, the town, with financial assistance from a local foundation, rallied in support of a new library for the community. The new space was designed to accommodate a larger group of people for all of the ongoing and new community activities hosted by the library and serve as an outreach facility for the youth of Council Bluffs.

With limited human resources available, the library needed to successfully direct library patrons while continuously serving all the needs of the library and other guests. Integrating a wayfinding system seamlessly into the new architectural elements of the library and effectively directing library patrons of all ages was critical to the success of this project. ASI was proud to take on the challenge and deliver positive results to the community of Council Bluffs.



SignStudies ❖ Cultural

Service Offerings

Design integration
Wayfinding
Fabrication
Installation

Product Applications

Pacific Interior™, modular signage system
Pacific Exterior™, modular signage system
Dimensional letters
Donor recognition signage

Solution Partners

Leo A Daly

About the Solution

ASI partnered with Leo A Daly — one of the 10 largest planning, architecture, engineering and interior design firms in the United States — to implement a wayfinding and exterior signage solution that would enrich the experience of the library's patrons and provide flexibility for the changing needs of the library. Calling for a unique solution to meet the multiple requirements of the design and architectural team and the needs of the Library staff, ASI proposed Pacific Interior modular signage system.

Pacific Interior offers a curved face, simple lines and a graceful appearance that provide a successful integration into the curved architectural elements of the new library. Pacific Interior also provided the staff with an expandable signage solution, by offering the flexibility of interchangeable message panels. The complete solution complements the designs of the Leo A Daly team, and provides the library with a flexible, adaptable wayfinding solution.

