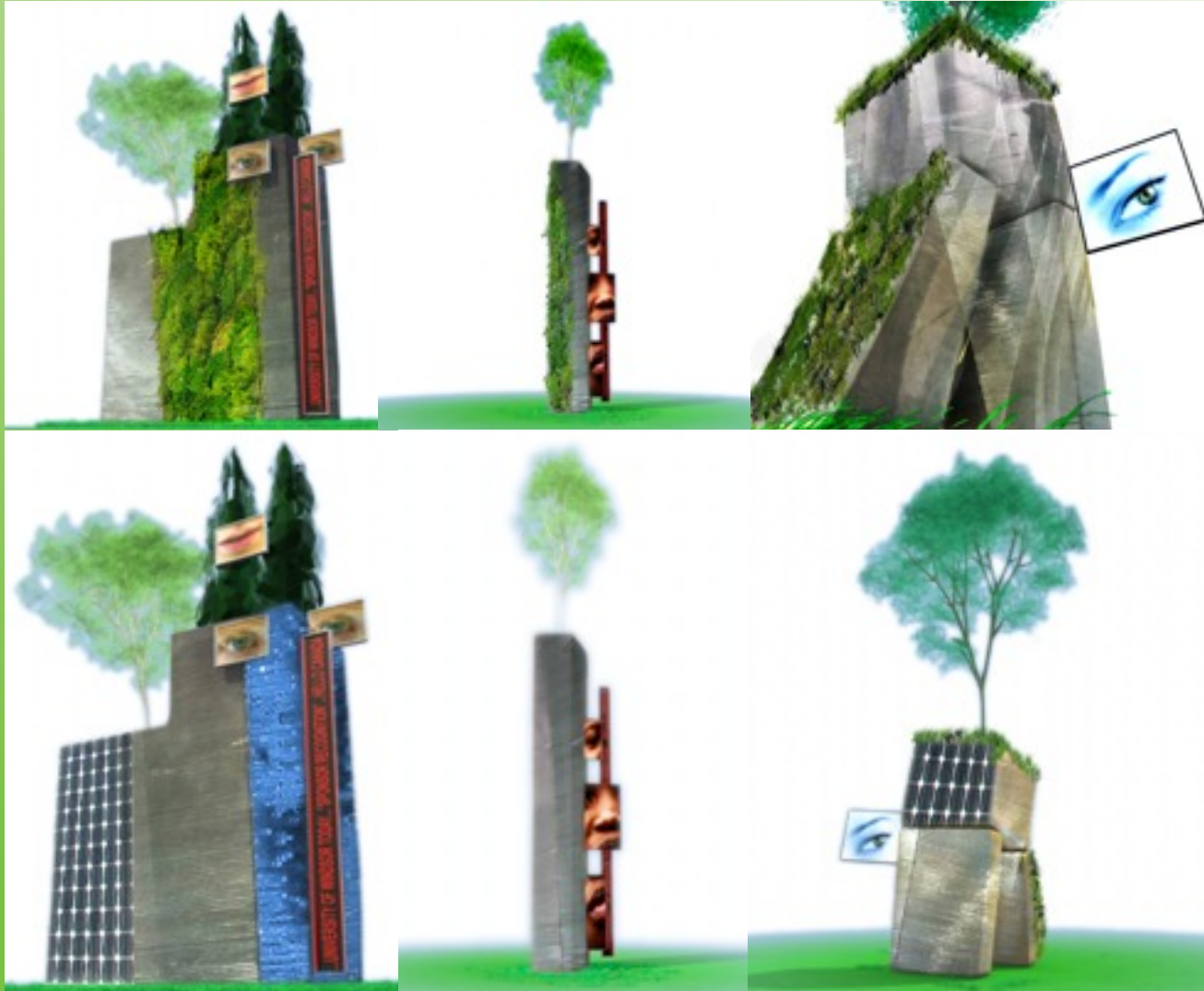


GREEN CORRIDOR



Huron Church Road
Sponsorship Signage

> DESIGN BRIEF



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Huron Church Road Sponsorship Signage

> DESIGN BRIEF

GOAL

To develop 6 Signs to be sold to corporate sponsors and displayed at the intersection of Huron Church and College Ave, in Windsor.

CRITERIA + SUCCESS

Success will be determined by the project's ability...

1. To display sponsors' corporate logo + information plaque
2. To be beautiful, serving as a point of fascination and interest to passers-by
3. To fit with the Green Corridor aesthetic
4. To use embedded technologies to interact with audience + environment

SITING

- Huron Church Rd. at College Ave, Windsor Ontario
- 4 located on stadium side (east)
- 2 located on school side (west)

OUTSTANDING QUESTIONS

Siting details:

- The signs should be viewable from which direction/angle?
- What is the distance from viewers' eyes to the signs themselves? This will determine:
 - Size of LED panels
 - Pitch, or resolution, of LED panels (20mm? 10mm?)
 - Both of which will impact price
- West side of HCR: How do the signs interact with trees outside the School?
- What is the plan regarding the redevelopment of the corners? (At HCR & College Ave.)

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Local bylaws:

- What are Windsor's city regulations about video signage? Many cities have rules about this. If the city feels that signs are disturbing traffic ("distracted driving") the size of the sign itself sometimes has a minimum size requirement for safety. Particularly because this is technically advertising space, not a traffic warning sign. This is just to know what the legal constraints are
- City specs for lighting the roads: spots, floods; city requirements? So that they can highlight some of the appropriate LED street lighting units in their enormous catalogue.

TECHNOLOGY

TECHNOLOGIES + COMPONENTS

LED Video systems, or Video walls. These are modular systems

- LED 2-Colour Outdoor
- LED 3-Colour Outdoor
- Computer systems, controlling the content displayed on the screens. Some systems are computer based; others are CD/DVD-based. For example, outdoor video content can be run with windows video player / S-video player. Users pre-edit and then insert DVDs.

GC is specifying a full-motion LED video panel. "Static LED displays" don't have moving pictures.

Renewable energy for powering LEDs onsite

- Solar Photovoltaic
- Wind Turbines

Detailed pricing is available once we have determined:

- Pitch (the density or resolution of the LEDs - the distance between dots).
- Dimensions
- Electricians or sign company to work with for manufacturing

COMPANIES

NEO-NEON

- Global Company; North American office in Chino, Southern California. Product manufactured in Asia.
- Neo-Neon will partner with manufacturers in Buffalo or Detroit
- Neon will sell and quote only completed systems, because there are very few patents on the technologies. To prevent giving info to competitors, they sell as a finished unit
- Signs are all custom made, depending on the viewing angle, and depending on the pitch of the pixels in the sign

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University of Windsor - Environmental Gala, CAW Student Centre - June 2005



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Huron Church Road Site



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Huron Church Road Sponsorship Signage

Huron Church Road Site > Aerial



Huron Church Road Sponsorship Signage > **5**

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Huron Church Road Site > Model (funded by University of Windsor University Advancement and the City of Windsor)



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SKETCHES > September 19, 2007

GREEN CORRIDOR VI MULTIMEDIA STRUCTURE



POLYGON / BEEHIVE SHAPE
WRAPS AROUND POLE AS A
CLUSTER OF SCREENS OR
MOVING LIGHTWORKS

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Huron Church Road
Sponsorship Signage

INSPIRATION > DIRECTION > IDEA



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SKETCHES > Huron Church Road Site

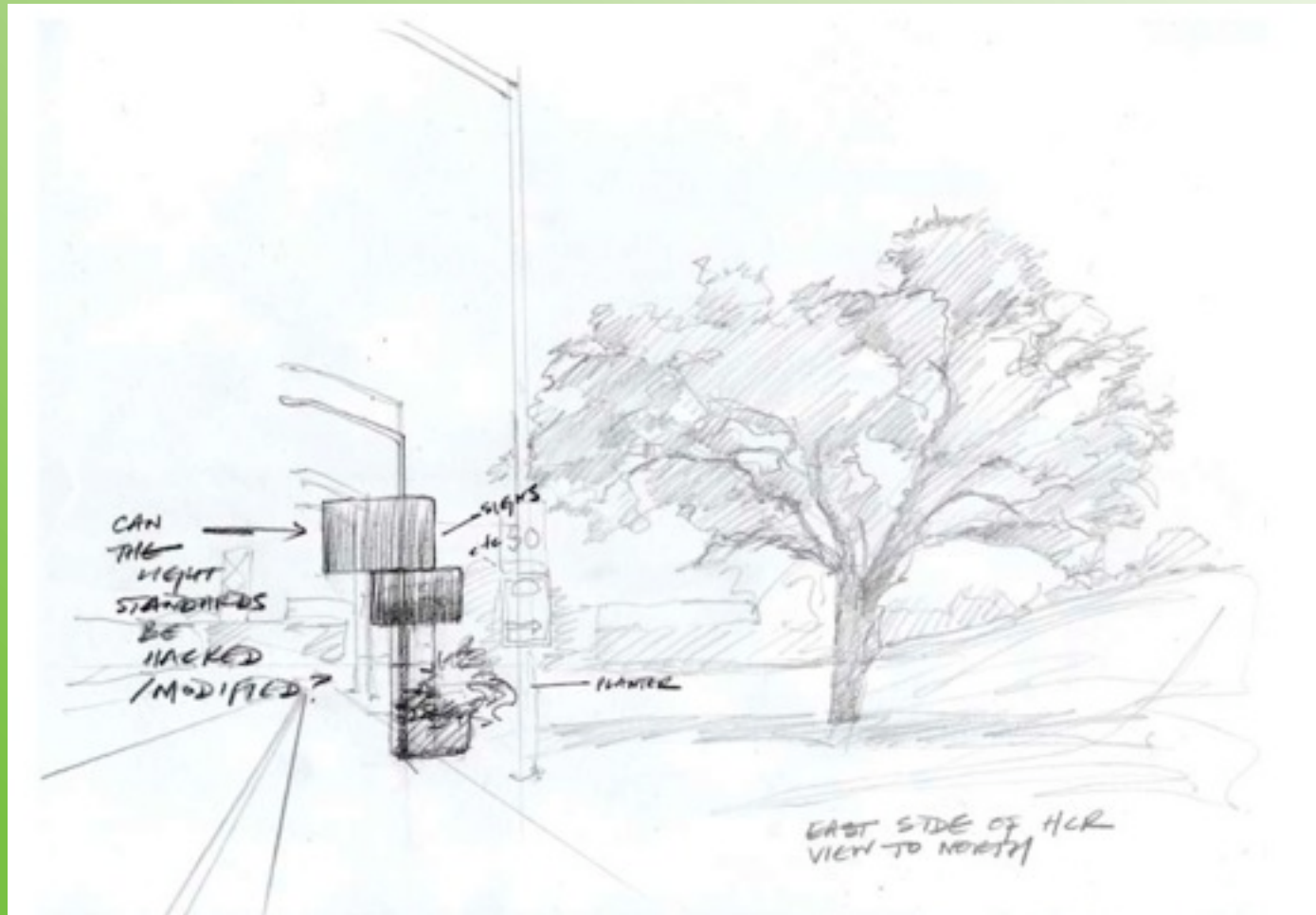


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Huron Church Road Sponsorship Signage

SKETCHES > October 4, 2007



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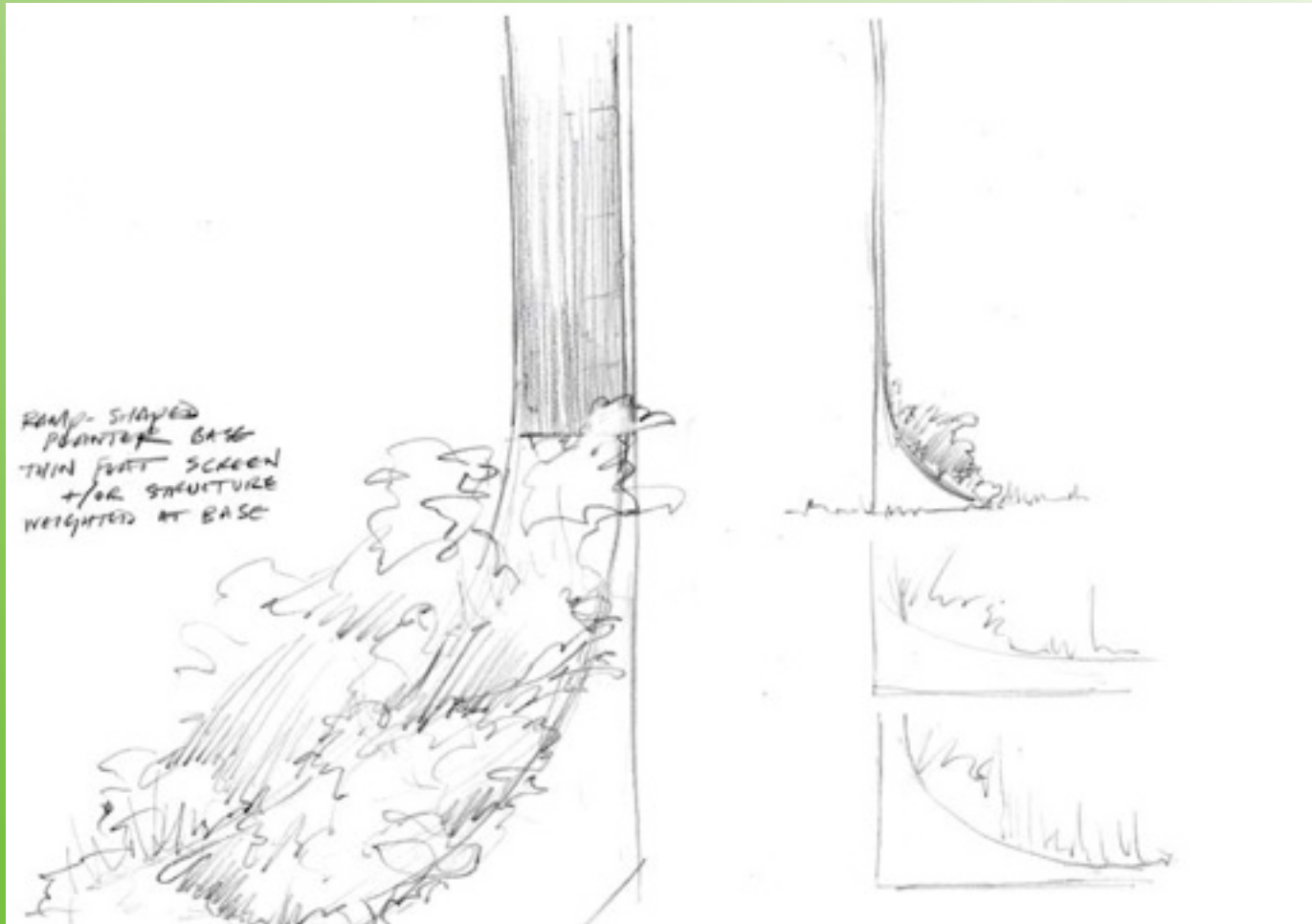


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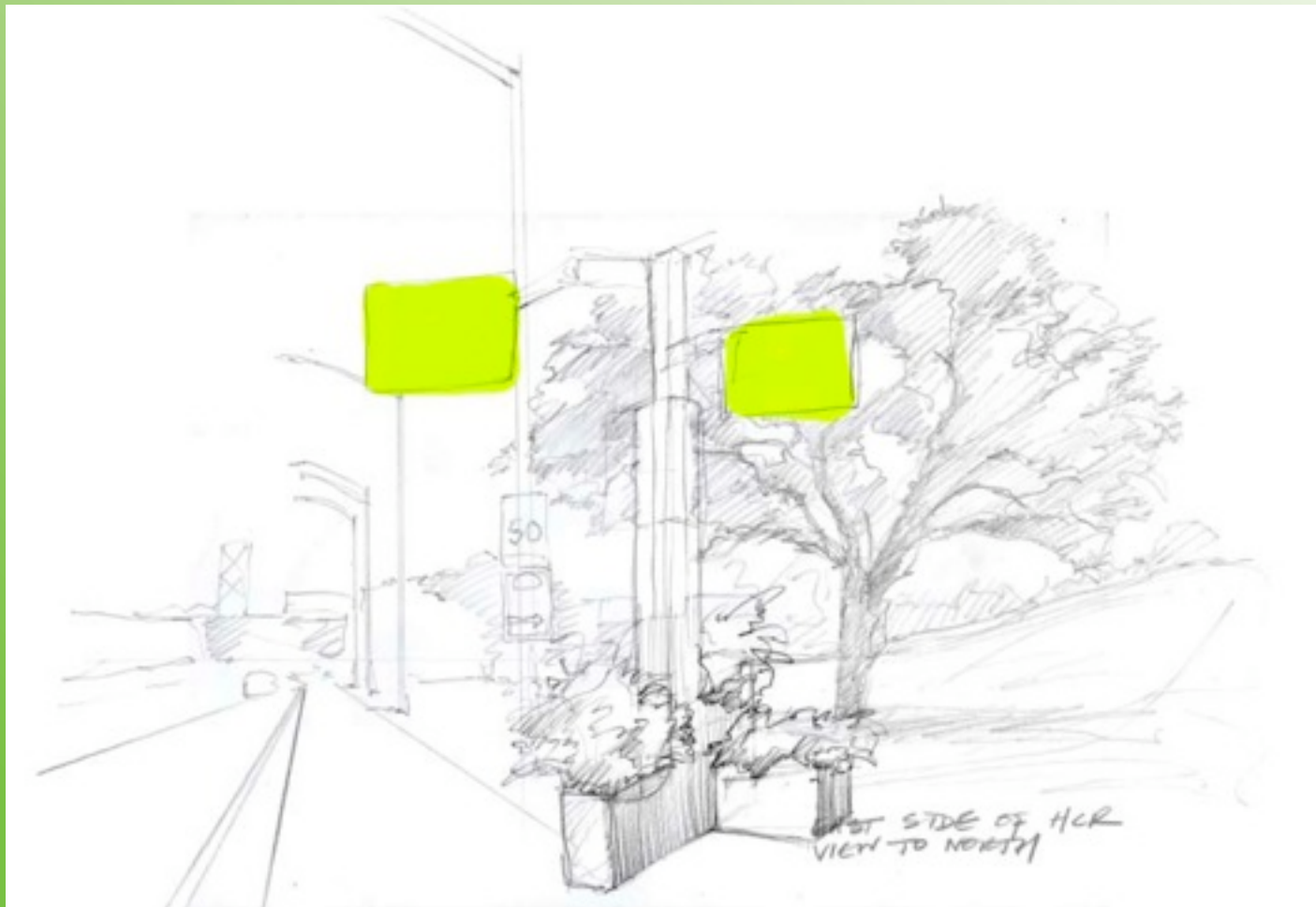


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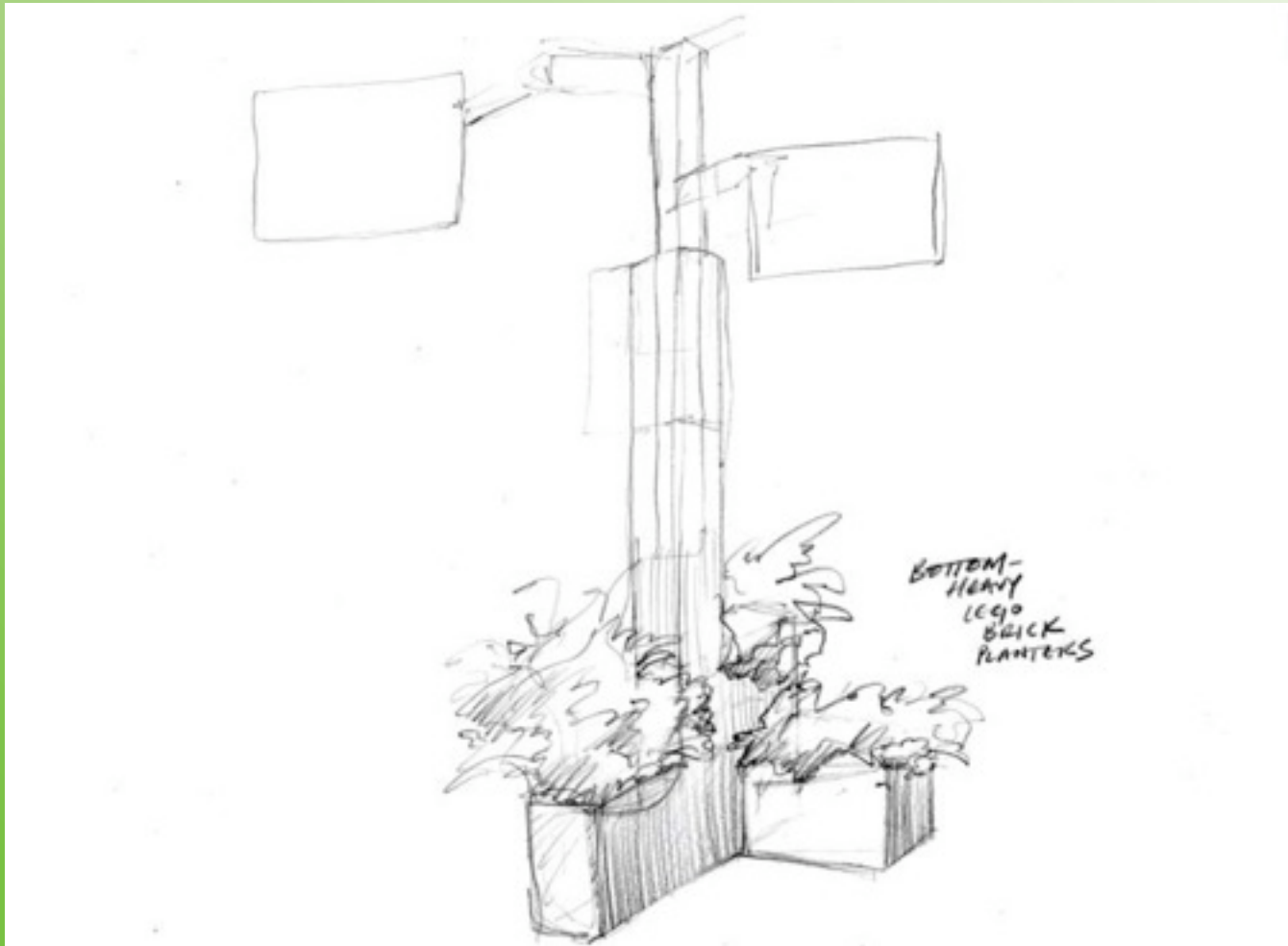


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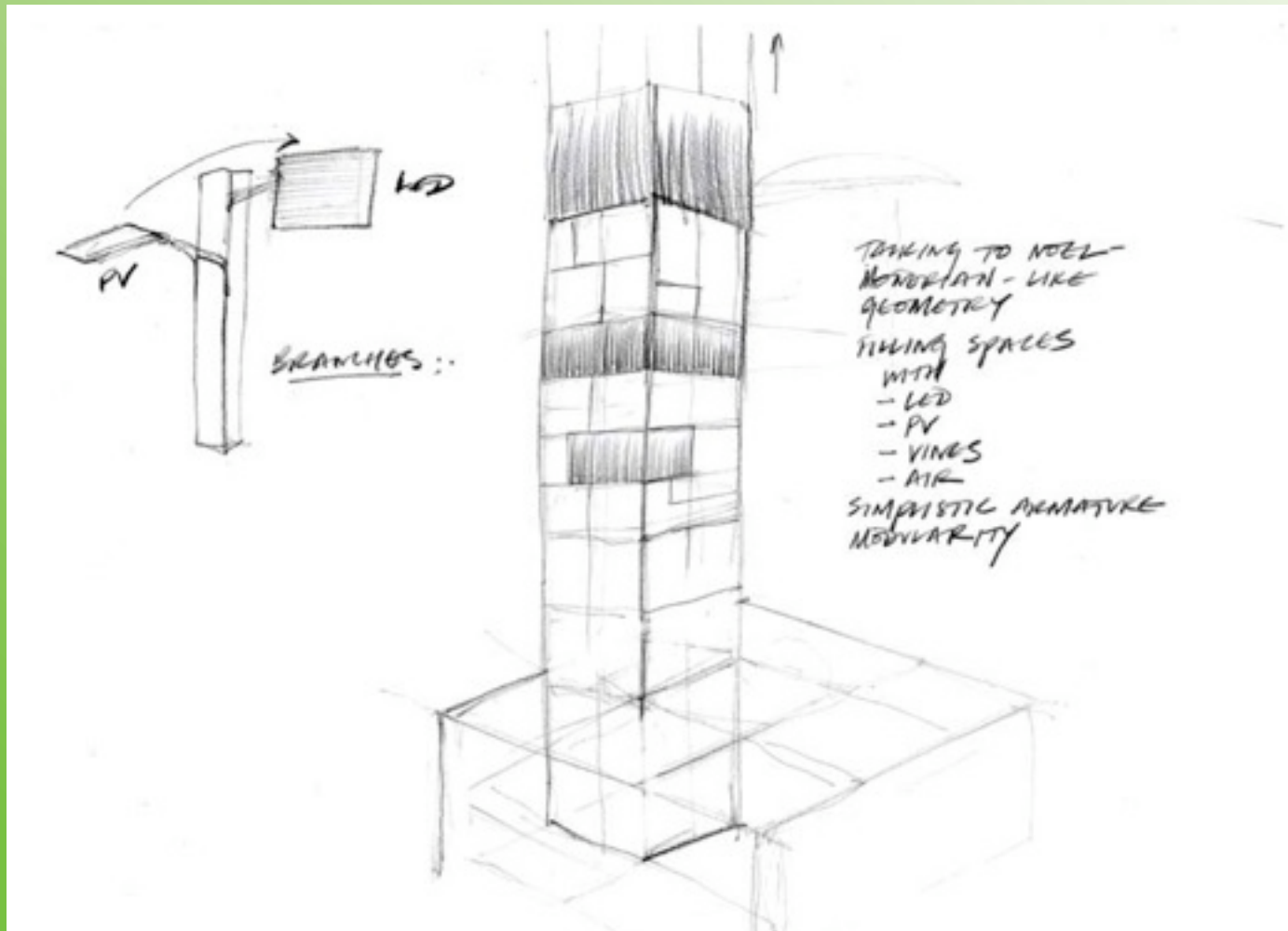


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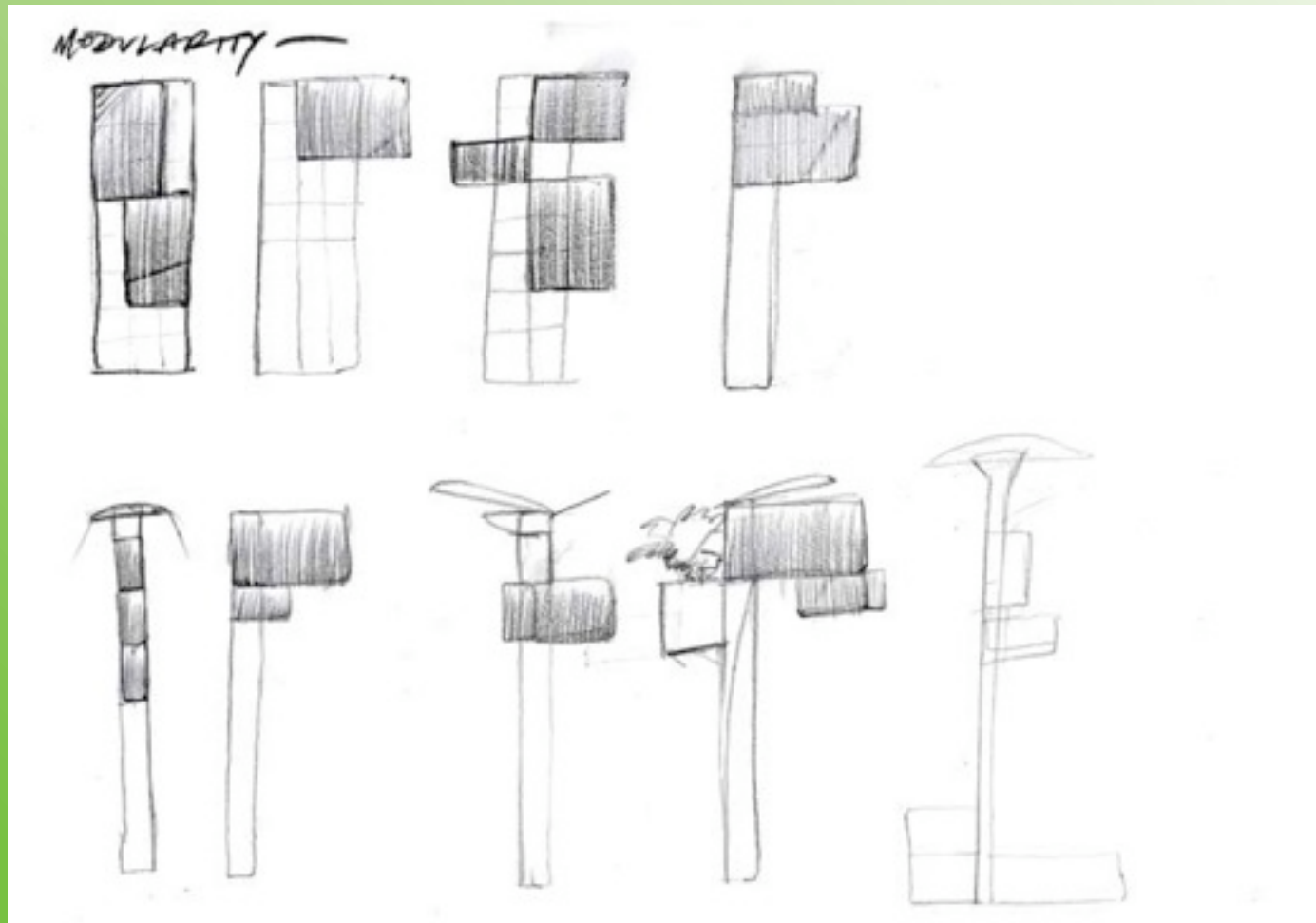


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SKETCHES > October 4, 2007



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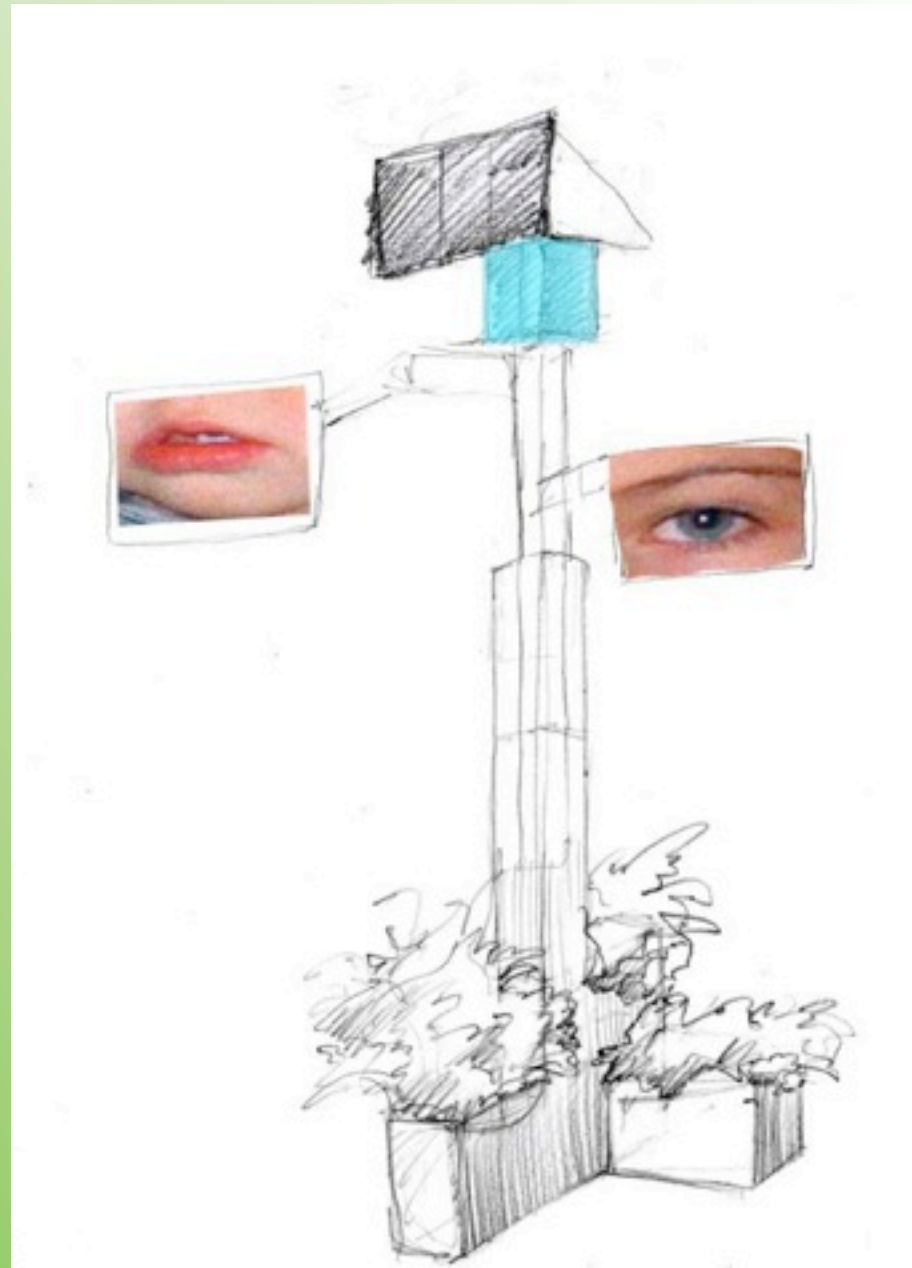


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SKETCHES > October 19, 2007



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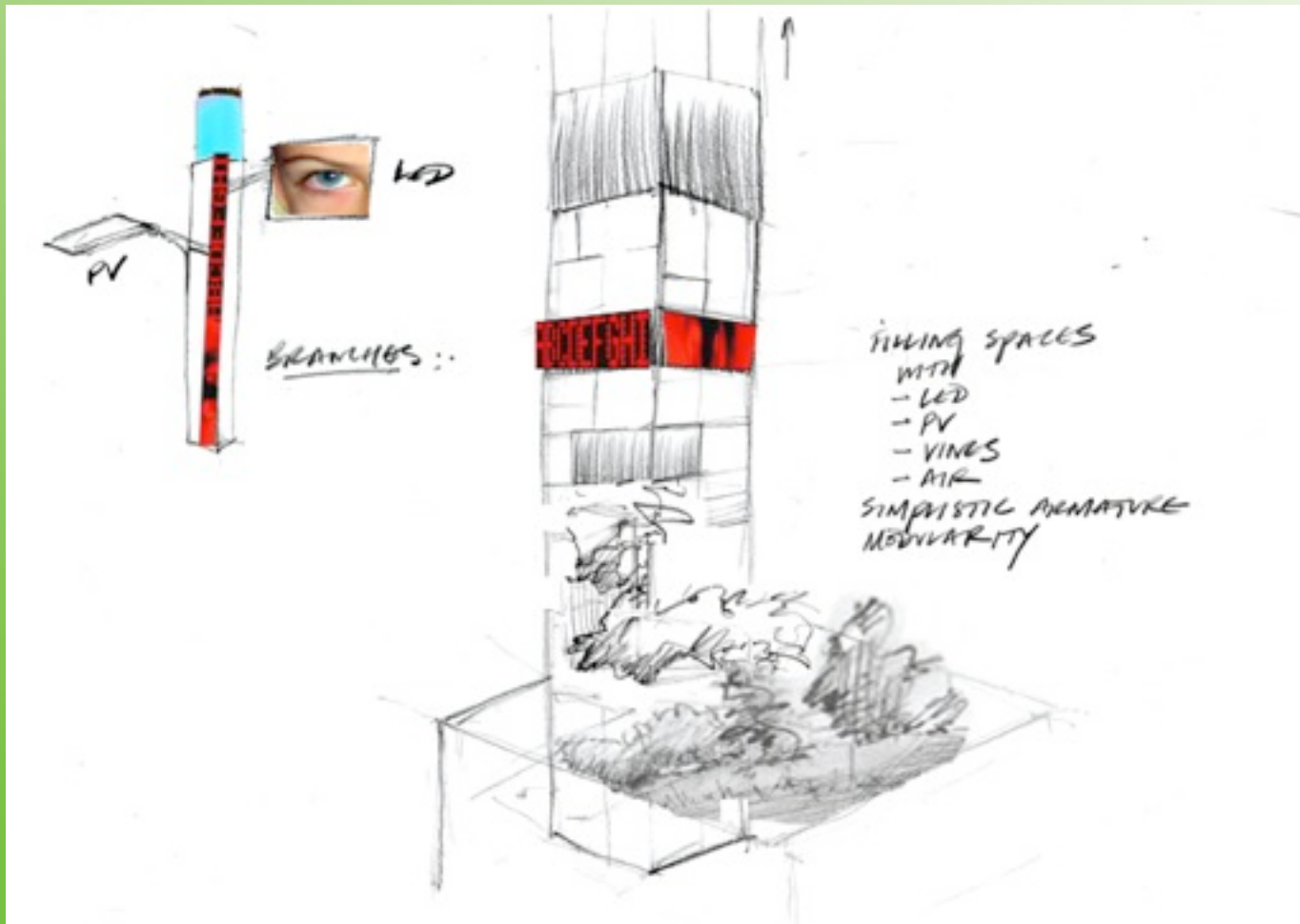


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SKETCHES > October 19, 2007



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CONCEPT DRAWINGS > December 2007



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3D RENDERING > February 2008



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Huron Church Road Sponsorship Signage

3D RENDERING > February 2008

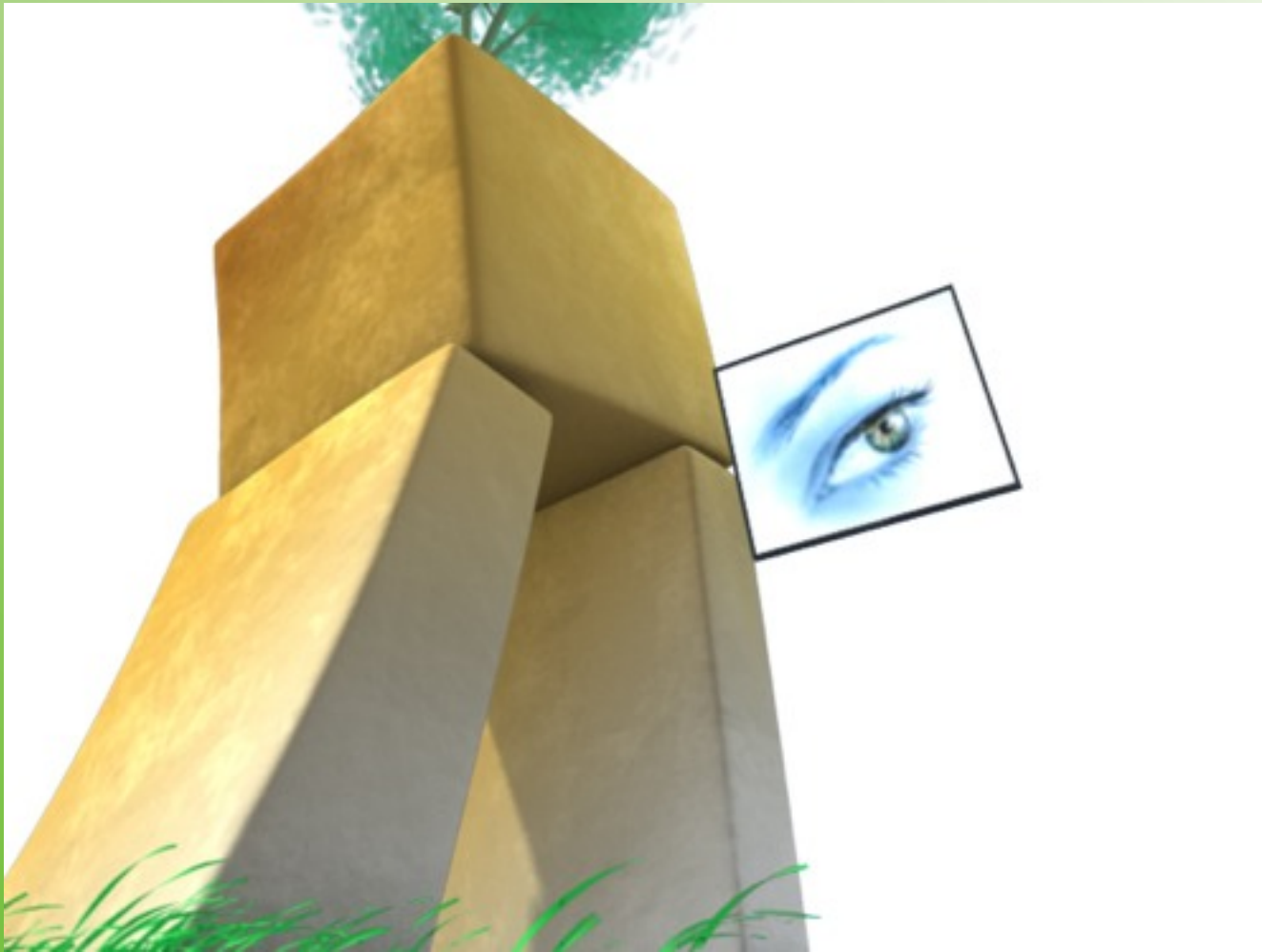


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Huron Church Road Sponsorship Signage

3D RENDERING > February 2008



GREEN CORRIDOR



Huron Church Road Sponsorship Signage

3D RENDERING + DESIGN RESEARCH > April/May 2008

ENVIRONMENT

Native trees and plants on the surfaces and top of the structure help to clean the air, reduce storm water run-off and create novel sight-lines..

INNOVATION

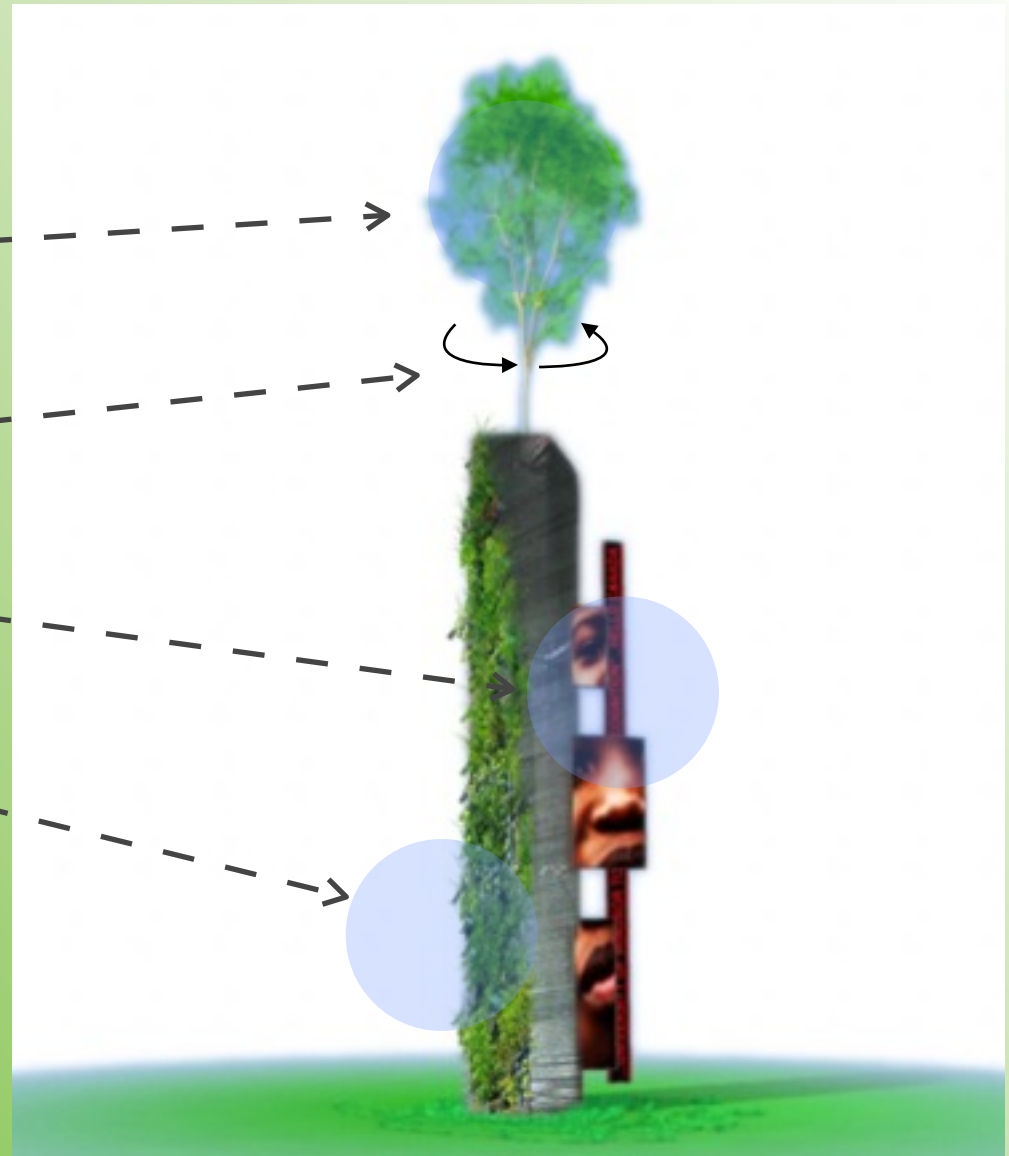
Trees will be mechanically turned in circles using energy from solar panels.

TECHNOLOGIES

LCD Video Screens offer the opportunity to showcase artwork, community events, and sponsorship information.

MATERIALS

The use of eco-friendly paints, materials, and plants create an on-site research opportunity and development for the University.



GREEN CORRIDOR



Huron Church Road Sponsorship Signage

3D RENDERING + DESIGN RESEARCH > April/May 2008

TECHNOLOGIES

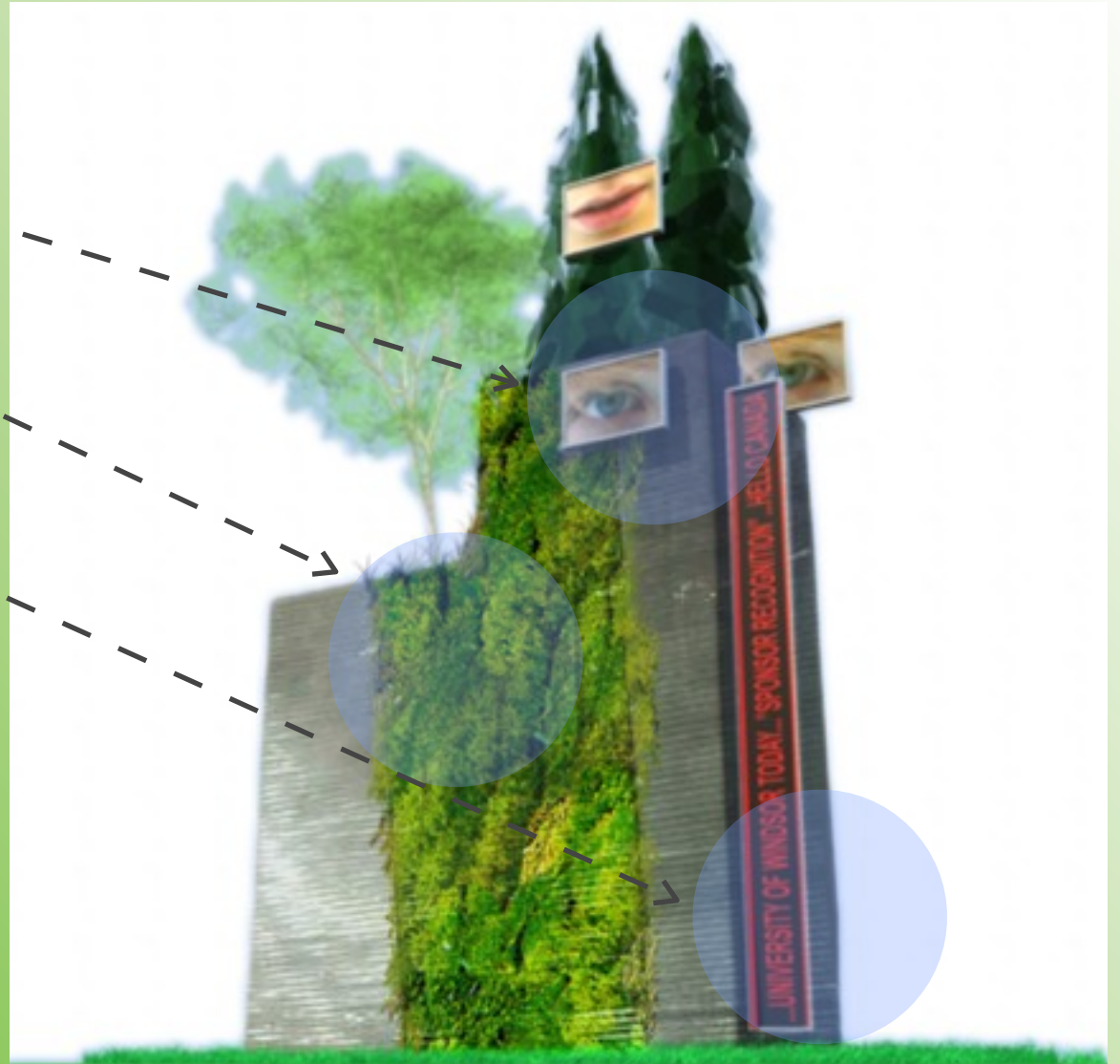
LCD Video Screens offer the opportunity to showcase artwork, community events, and sponsorship information.

ENVIRONMENT

Green walls filter the air and create the opportunity for surface material research, while illustrating the University's commitment to the environment.

INNOVATION

Scrolling LED panels offer quick access to news and information.



GREEN CORRIDOR



Huron Church Road Sponsorship Signage

3D RENDERING + DESIGN RESEARCH > April/May 2008

ENVIRONMENT

Native trees and plants on the surfaces and top of the structure help to clean the air, reduce storm water run-off and create novel sight-lines.

TECHNOLOGIES

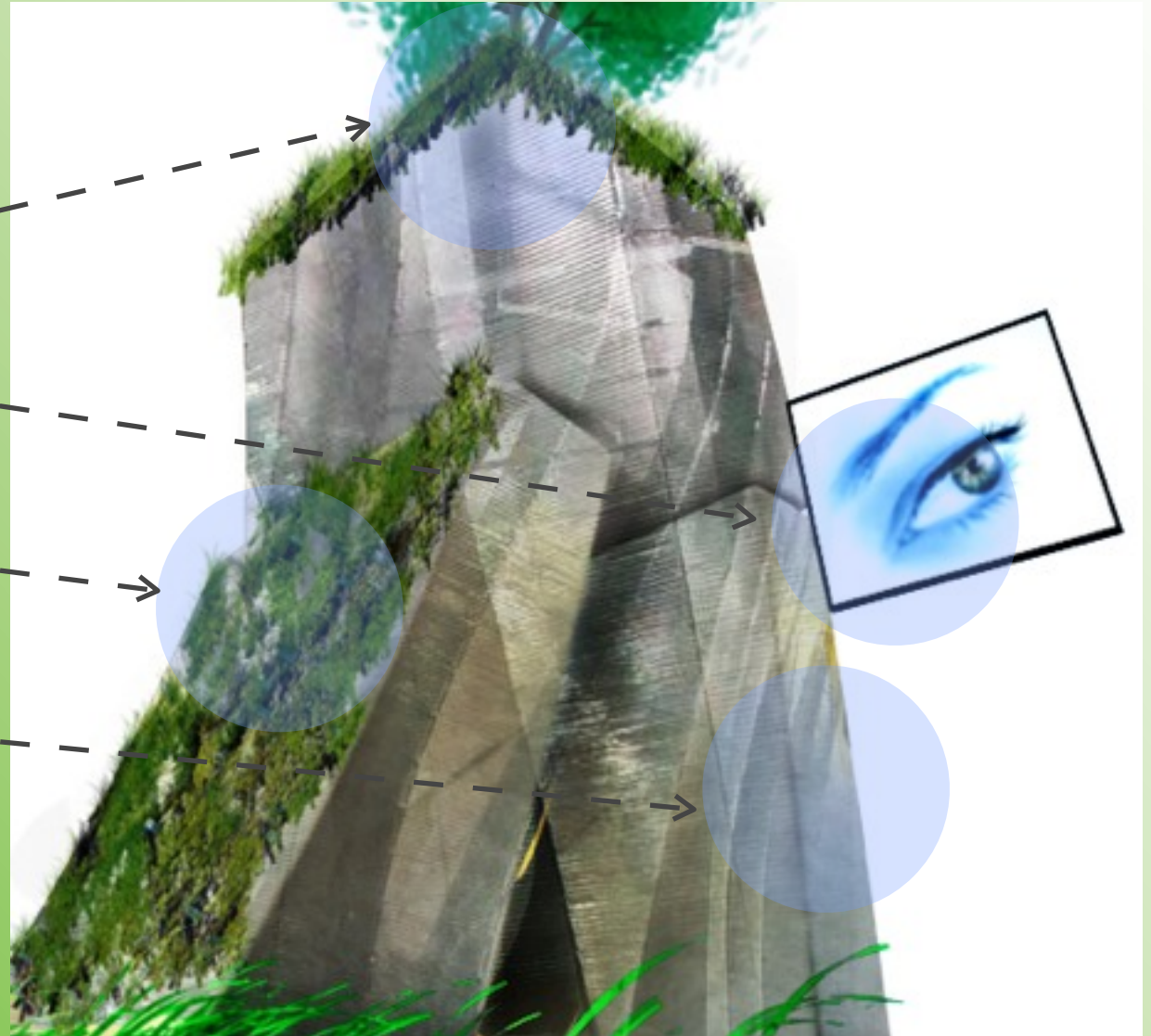
LCD Video Screens offer the opportunity to showcase artwork, community events, and sponsorship information.

MATERIALS

The use of eco-friendly paints, materials, and plants create an on-site research opportunity and development for the University.

INNOVATION

Harnessing natural energy sources, such as solar and wind enable the totems to be self-powered and offer a model for community innovation.



GREEN CORRIDOR

3D RENDERING + DESIGN RESEARCH > April/May 2008



Huron Church Road Sponsorship Signage

INNOVATION

Trees will be mechanically turned in circles using energy from solar panels to create novel sight-lines.

ENVIRONMENT

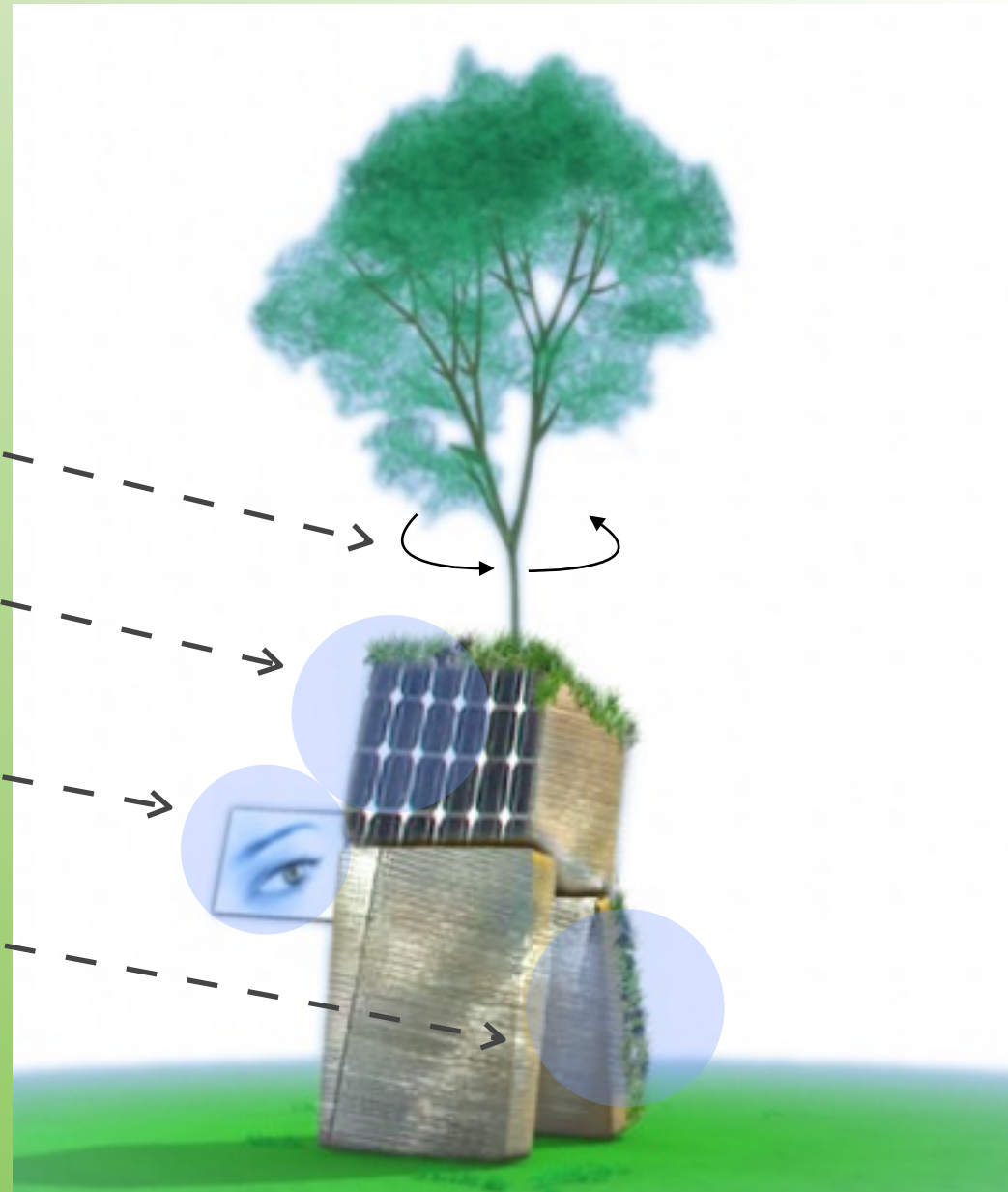
Solar panels harvest energy from the sun and can also be integrated into a monitoring system to display the amount of energy being generated.

TECHNOLOGIES

LCD Video Screens offer the opportunity to showcase artwork, community events, and sponsorship information.

MATERIALS

The use of eco-friendly paints, materials, and plants create an on-site research opportunity and development for the University.



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3D RENDERING + DESIGN RESEARCH > April/May 2008



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TECHNOLOGIES

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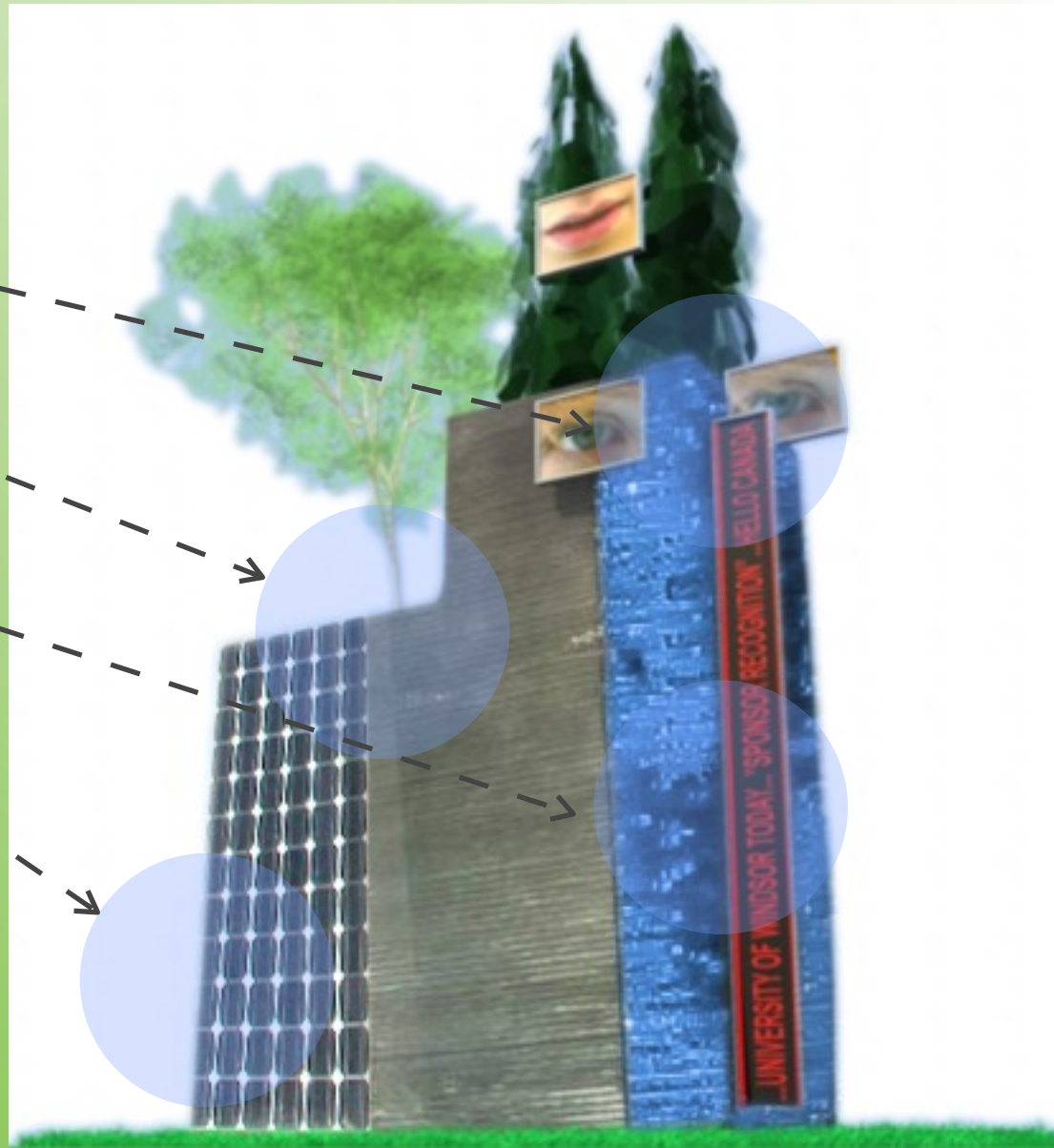
The use of eco-friendly paints, materials, and plants create an on-site research opportunity and development for the University.

INNOVATION

Fiber optics are used to transmit light and shadow, creating a rich, glittering, unexpected surface.

ENVIRONMENT

Solar panels harvest energy from the sun and can also be integrated into a monitoring system to display the amount of energy being generated.



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What Happens Next >

- Active realization of sponsorship and charitable donations
- Drive-Thru Symphony (with Windsor Symphony Orchestra, Spring 2009)
- Open Corridor with temporary installations (featuring regional and national artists, Summer 2009)



Planning the Drive-Thru Symphony with Windsor Symphony Orchestra > May 2008

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Brook McIlroy Gateway Signage > February 2006



Green Corridor DVD > 2006

Funded by
University of Windsor
University Advancement



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Sponsorship Signage



CREDITS

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Renderings and design process funded by
University of Windsor University Advancement.