



**BARCLAYS CENTER**

AMERICAN & INTERSTATE SIGNCRAFTERS™

PRESENTS:

# BARCLAYS CENTER

**SIGNAGE** & CUSTOM CLADDING

PUBLISHED 2017



# TABLE OF CONTENTS

INTRODUCTION..... 8

COMPLETION PHOTOS..... 10

INDUSTRIES SERVED..... 16



# BARCLAYS CENTER

## WHAT DID WE DO?

Contracted by Forest City Ratner, we worked closely with the GC (Hunt Construction), architect (SHoP), and designer (Pentagram) to make an extremely ambitious wayfinding, graphics and signage program a reality.

The Barclays Center consists of 675,000 sq ft, and the project consisted of over 2,300 different signs. Everything channel letters, pylon signs, monument signs, wayfinding signs, vinyls, custom and decorative metals, as well as perforated roof top sign were designed to the “T”. Our job was to manufacture and install each of the individual 2,300 signs in a timely, cost efficient manner while remaining true to design intent.

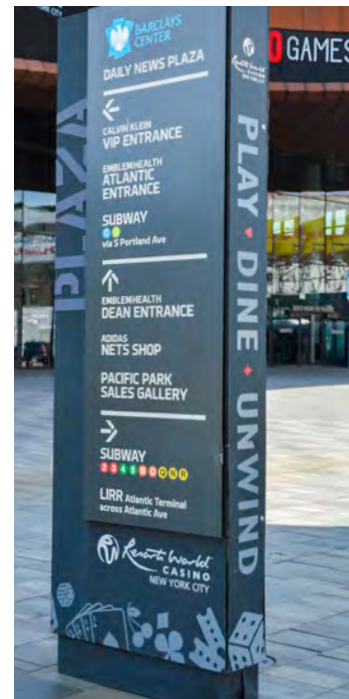
For signage inside the building, we used a newly developed powder-coated aluminum that is the color and finish of the iconic steel bands outside. We expanded this process to include concessions and column wraps as well.

The finished program helps attendees navigate the interior of the arena and directs commuters towards the various entrances of Atlantic Terminal, one of the largest transportation hubs in the city, with access to 11 subway lines and the Long Island Rail Road.











# OVERVIEW

## Production

American & Interstate Signcrafters is your one stop sign and brand solutions provider. With more than 100,000 sq. ft. of production capacity strategically located along the eastern seaboard we can meet your needs and assist your growth into a national brand.

## Capacity

More than 150 employees (80 fabricators and installers) at your service round the clock, ready to get the job done before or after hours. We also offer a tremendous network to provide outsourced solutions. We are a sign company tailored to meet the day-to-day demands of national brand conversions and large refresh programs.

## Project Management

Led by an MBA, our project managers have executed the nation's largest conversion programs and corporate branding projects. We are Project Management Institute certified professionals and proactive communicators that utilize real-time reporting programs so you are up-to-speed.

## Supply

We have cultivated a pre-vetted stable of sub-contractors - true craftsmen, architects, designers and fabrication specialists - ready to complete the most complex projects and programs. This means more order and efficiency and no missed deadlines waiting for product, part, or parcel. For clients and partners alike, this means your program or project is less likely to be slowed by a third-party service provider.

## Products

ADA signs, architecturally engineered signs, architectural elements, corporate iconography, custom metal works, digital display and electronic message centers, exterior and interior signs, illuminated and non-illuminated, LED, monument signs, patient communications, wayfinding and directories, sky-line signage, wall-mounted vinyl graphics, and more. All within our daily scope of work.

# INDUSTRIES SERVED

## Architects / GCs

Signage, architectural elements, and facades are an extension of building design. For the conscientious, our expertise is a welcome supplement to the architectural, design, and pre-construction process. In the construction phase, leading GCs turn to us as a vetted and pre-qualified vendor they can rely.

## Commercial Developers

Branding a commercial development is critical to its success. Proper signage plays a large role in reflecting the underlying brand and value to consumers. We work with the nation's largest, best known developers to insure their developments confer memorable experience and value to consumers.

## Financial Services

Nowhere is American & Interstate Signcrafters track record and reputation as robust. We are the financial services industry sign company of choice. Our clients are leading retail banking organizations.

## Healthcare / Hospital

A natural extension of our success in the tightly regulated financial services industry is our performance in the rapidly changing, equally regulated healthcare industry. We are the go-to source for large-scale healthcare brand conversions, complex exterior / interior wayfinding programs, and brand identification signage.

## QSR / Retail

Our roots are in the highly competitive, dynamic field of QSR and retail sign installation and repair where image is everything and expansion occurs in the hundreds of locations in the blink of an eye. Few companies can boast our efficiency and scalability in these competitive sectors.

# CONTACT INFORMATION

**American & Interstate Signcrafters** is a national sign manufacturing and project management company.

We have factories in New York, New Jersey, and Florida. All factories are UL certified. We are under contract in 11 countries on four continents. We are LEED certified, PMI Certified, and AIA accredited. Our 30+ person project management team is led by an MBA. We have an in-house architect, code research team, and bi-lingual permitting specialist. We self-perform in all 50 states.

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