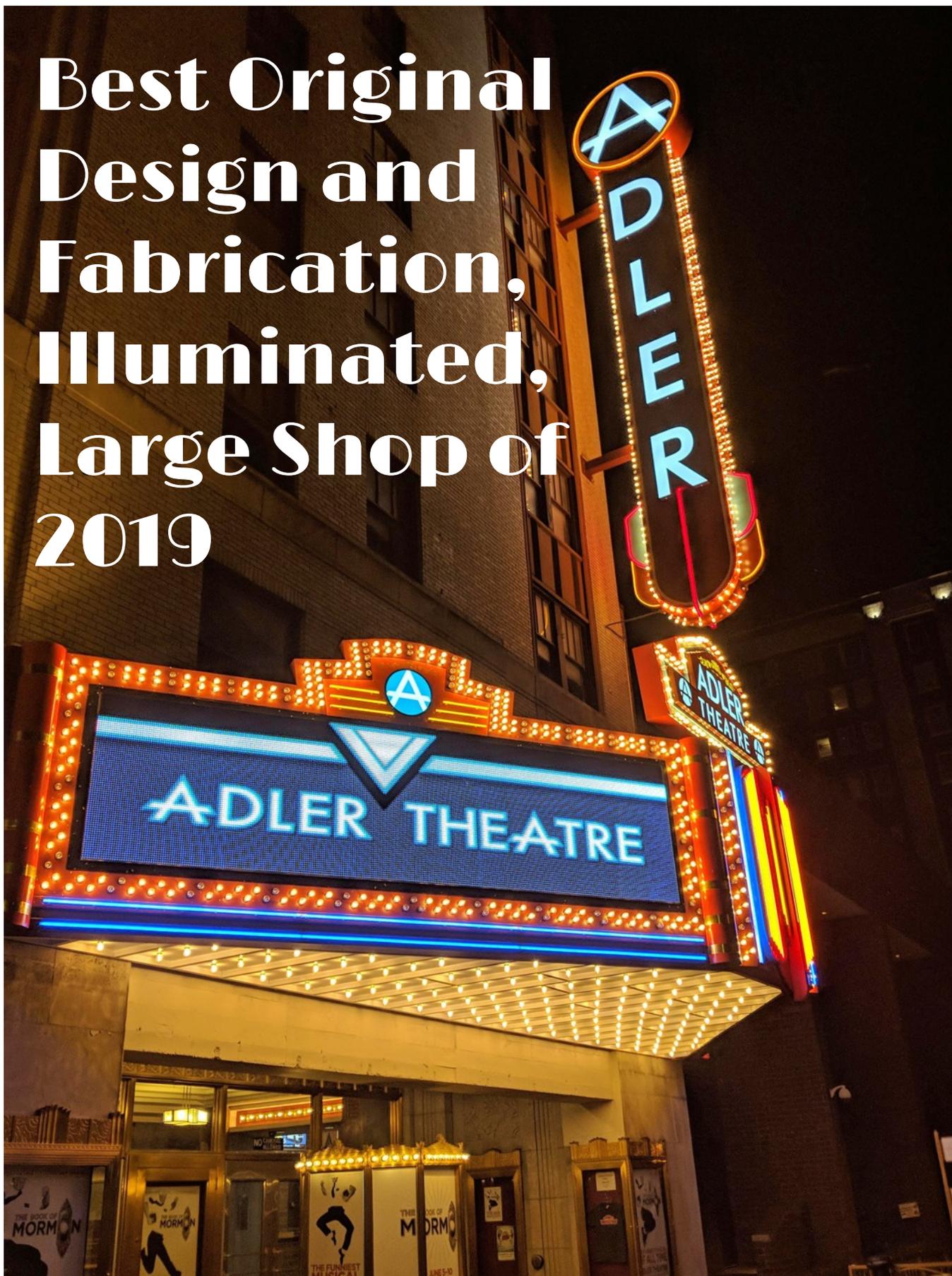


Best Original Design and Fabrication, Illuminated, Large Shop of 2019



Wagner Electric Sign Company

Elyria, OH; wagnersign.com

Client: Adler Theatre

Designer: Eric E. Larsen

Fabricator: Wagner Electric Sign Co.

Installers: Acme Sign Co. Inc. (Davenport, IA), managed by Wagner Electric Sign Co.

Fabrication Equipment/Tools: Computer router and hand fabrication

Installation Equipment/Tools: 35-ft. service crane, 90-ft. lift crane

Materials/Components: Carved foam architectural accents, SloanLED strip lighting, GE LED marquee bulbs, steel and aluminum

Software: CorelDRAW Graphics Suite X8

Other Components/Tools: Hand finished foam by Benchmark Foam Inc., Eric Larsen hand crafted 1/32 scale model

The Adler Theatre was opened in 1931. It had been through many changes throughout the years and the marquee had changed three times. The city wanted to go back to the original look yet consider new technology with electronic message centers. Eric Larsen constructed a 1/32 scale model of the marquee so that the city and donors could see what the vision was for the project.

Using design elements from the Art Deco era, Larsen designed a multi-layer marquee with heavy foam accents. Using the colors traditional of the Art Deco era and gold leaf, he was able to take architectural accents from the interior of the theatre and bring them outside.

Wagner Electric Sign Co. converted the marquee from a "Trolley Car" box to a wedge and tried to match the interior of the theater per design elements and color. We also added a large blade sign, engineered and modified structural steel to accommodate the new structure. The blade is multi-layered as well and highlighted with SloanLED strip lighting. The flash and chase systems are sequenced to give an explosive feel moving from bottom to top.