

Temple Beth Elohim



Project

Temple Beth Elohim
Wellesley MA

Architect

William Rawn Associates
Boston MA

Whitney Veigas completed the interior, exterior, and donor recognition signage for this dramatic new temple. We were brought into the project by the architect to design, supply, and install signs under a design-build agreement directly with the owner.

Our sign program was restrained and understated, meeting the desires of the congregation for modest donor plaques, and our desire to not visually compete with the dramatic interiors.

Design and fabrication challenges on this project included preparation of Hebrew artwork file for incised wood benches, exterior stone carving, and Biblical quotations applied to walls.

Project Scope

After meeting with the architect and owner to determine scope and requirements, we submitted a proposal for the identification and wayfinding signs. In the course of negotiating this contract, the owner asked us to prepare a proposal for donor recognition. Separating donor signage from other signs is not uncommon, as they are often funded from separate sources.

Sign Vocabulary

For this project, we developed a vocabulary of two-layer interior signs with tactile face plaques on frosted glass backplates that often included a donor's name.

Other donor recognition plaques consisted of two layers of glass held to the wall with custom oxidized bronze cleats that were crafted by a local metal sculptor and designed to permit the removal of the face plaque for text additions, while keeping the backplate on the wall.

Aggressive Schedule

Both contracts were approved in the summer of 2010 for an end of the year opening. We were able to meet this aggressive schedule because of the design-build approach. The signs could not have been designed and fabricated so quickly using the traditional design-bid-build method.

Conclusion

This project highlights the advantages of using the design-build approach with signage. Consider using this approach on your next project.

Design Build Advantages

- Predictability of costs
 - Single source of responsibility
 - Faster delivery time
 - Many tasks reduced or eliminated
 - Better value engineering
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