

CASE STUDY: FRESNO METROPOLITAN MUSEUM OF ART & SCIENCE



imagine the possibilities

Fresno Metropolitan Museum

Housed in the historic 1922 Fresno Bee Building, the Fresno "Met" is a unique architectural blend of traditional and modern. With its latest \$28 million dollar renovation, the new museum is truly a mixture of art and science.

Part of the latest renovation included new signage - a fusion of innovative new technology with beautiful and bright artistic light. On one of the modern sides of the building facing the major thoroughfare, stands an 18-foot tall illuminated green and white Fresno Met logo that uses new light emitting diode (LED) technology called Plexineon. The original sign was going to use old-fashioned glass neon per Jack Biesek of Biesek Design. Biesek liked the brightness of glass neon, but when he saw the Plexineon, he said, "We saw the light."

The Plexineon static colors allowed Biesek Design to obtain that bright, direct view neon look they wanted but with many additional visual and

technology benefits. Biesek stated, "When we saw that Plexineon could match the brightness of neon, plus its potential for dimmability, it really helped us decide which way to go." All the advantages of the new LED technology with its low energy usage, lower maintenance, and the Plexineon benefits of high durability and smooth, even light, made it the compelling technology choice.

The Fresno Met sign is based on three geometrical shapes of the logo. iLight was able to recreate the logo and manufacture a series of custom length fixtures that replicated the logo exactly. Fresno Neon, one of the oldest sign companies in California, handled the installation of the sign. With its low voltage nature (24V) and small and simple stainless steel mounting clips, the LED Plexineon sign was also quicker and easier to install than glass neon. The Fresno Met sign, like the museum, is truly a mixture of art and science.

- Site: Fresno, CA
- Location: Exterior application
- Project: Museum
- Color: Plexineon Green & White IX 6500°K
- Product use: Direct view

- Designer: Biesek Design
- Project Contractor: Neiman & Company
- Sign Manufacturer & Installer: Fresno Neon Signs
- Photograph: Biesek Design & Fresno Neon Signs