



**S. C. Toof Building
Redevelopment**

S. C. Toof Building

brand sign/ urban art/ lighting

The artistic intent and concepts for the sign, art and lighting derived from the same aspirations that governed all aspects of Toof Building redevelopment. To assess the impact, appropriateness, and merit of these artistic public elements begins with understanding those principles.

- To redevelop and rebrand the S C Toof Building in ways that respect the last 100 years, resonate with the place today, and endure for the next 100 years.
- To authentically acknowledge the structure's printing history, its setting within an old-school city ballpark, and the immense modern mural that dominates its east façade.
- To create more than a collection of creative ideas but rather a brand, designs, and place that stand as a cohesive work.

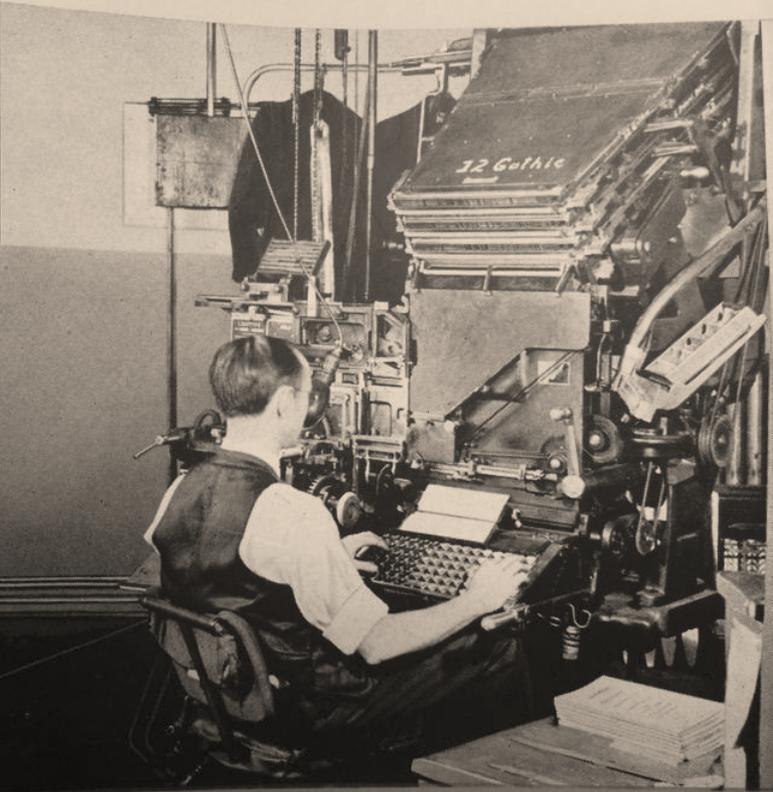
These principles informed branding as well as the artistic intent for the public art, lighting, and sign.

The place's new name, urban art, lighting, and brand sign form a unified composition. Cohesion among these elements elevates the merit and impact of the whole as a place.



HISTORY









ART



"A Note for Hope"- the Mural

When Memphis business executive and Rhodes College Trustee Chick Hill decided to have a mural painted on the outside of one of his downtown properties located directly across from AutoZone Park, he decided to use it as a learning experience for the students involved in CODA (Center for Outreach in the Development of the Arts) at Rhodes. He had confidence in their ability to approach the project in a comprehensive and professional manner and in the end he knew Memphis would benefit.

With guidance from Rhodes staff and the UrbanArt Commission, the CODA students made a plan for the mural project. Discussions focused on every aspect - creating the budget, learning about wall preparation, putting together a committee of city leaders to have input into the process, writing the RFP, interviewing artists, reviewing portfolios and making the final selection. In October, Chicago artist Jeff Zimmerman was selected by the CODA students to create the mural.

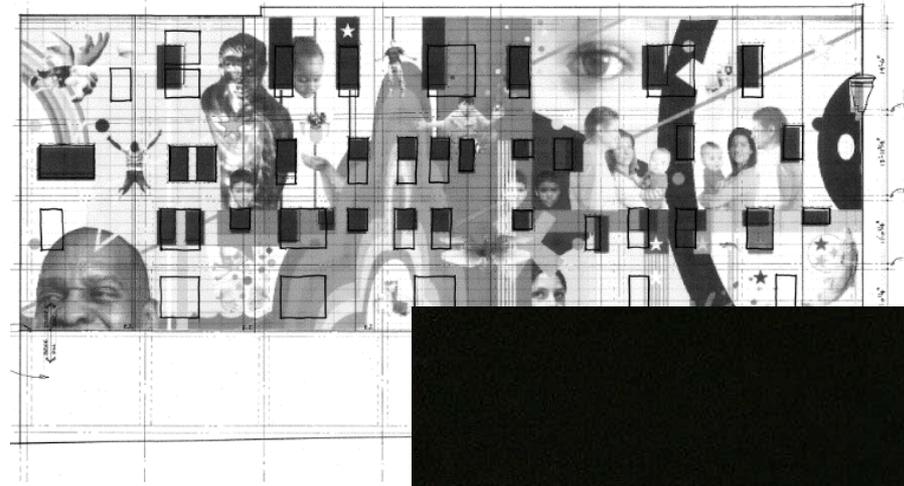
What resulted is a dynamic, five-story mural being created over the next few weeks by Zimmerman with assistance from Brendon Hudson of Chicago and talented Memphis artists Niki Johnson, Anthony Lee, Kierston Williams, and Jesus Lopez.

According to Rhodes student project managers Carly Agre, Luke Branim, Shelby Long, and Meghan Wilcox, "The design for the mural does not offer easy answers. The meanings aren't clear, and everyone will have different interpretations of what this mural says about our city. But everyone can agree that it brightens the landscape; offers proof to every citizen, no matter how young, that we can make a difference in Memphis; and ignites a sense of hope about what is possible in the future."

"There are two aspects that make the mural project unique," says Liz Daggett, CODA coordinator. "One is the level of responsibility the CODA students have in managing this huge public art project. The other is how it has become a catalyst for dialogue in Memphis."

Around 2008, the owners worked with UrbanArt Commission to turn the building's east façade into a canvas for world-renowned artist Jeff Zimmerman who teamed with local artists to create the mural, "A Note for Hope." Not long after, work began to carefully plan and convert the structure into Pressbox, giving it new life while maintaining its historic charm.

By design, the artists contemplated that one day the building would be populated with people who would animate and effectively become part of the work.



BRAND

In a nod to the
building's printing history,
its setting within an old-school ballpark
and the mural's vibrant colors,
S C Toof Building is reborn as ...



PRESSBOX



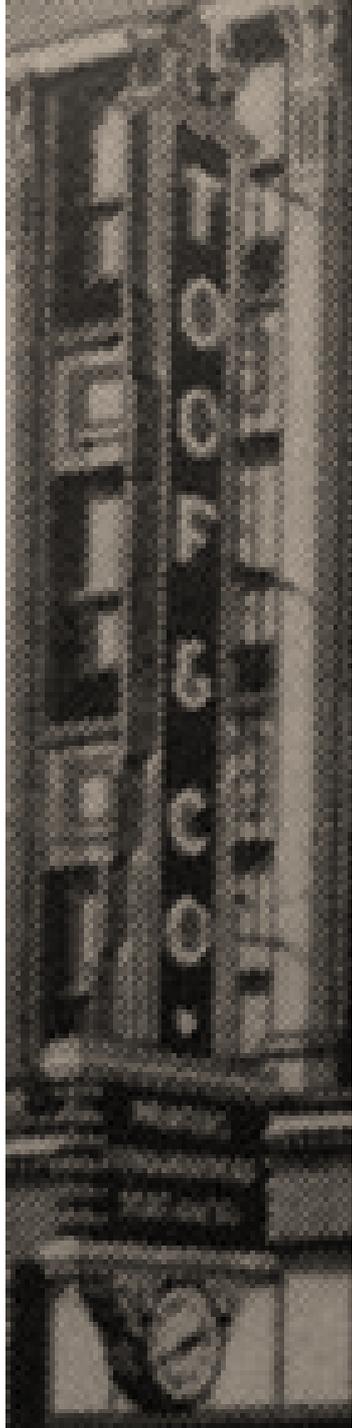
PRESSBOX

Rebranding the Toof Building as “Pressbox” brings together past, present and future. Inspired by a four-color registration mark used in four-color printing, the cyan/ magenta/ yellow/ black logo – CMYK in printing lingo – recalls the building’s printing history and also features colors prominent in the mural.

The name speaks to not only printing but also the place’s relationship with the ballpark outside.

SIGN





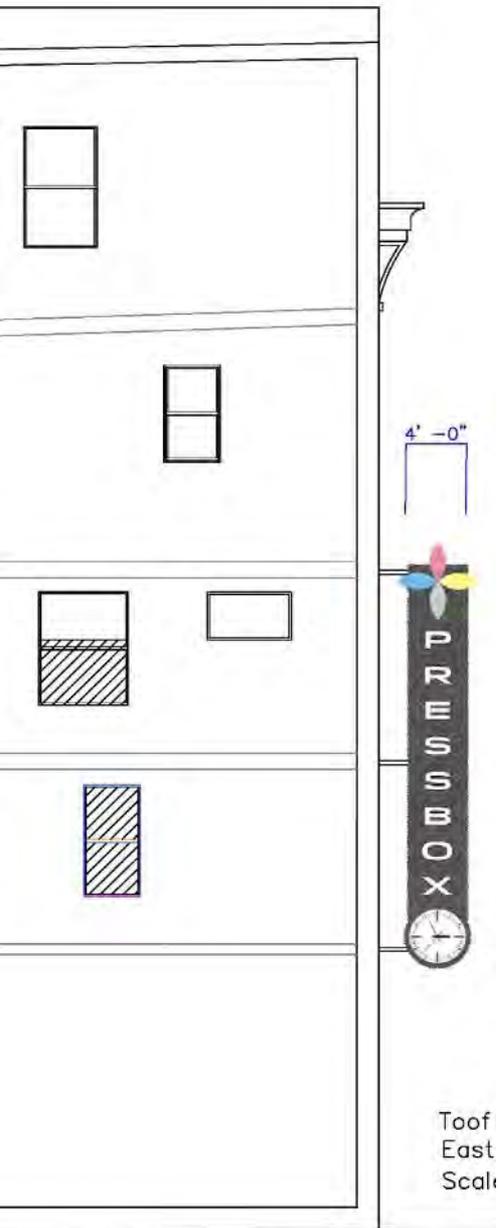
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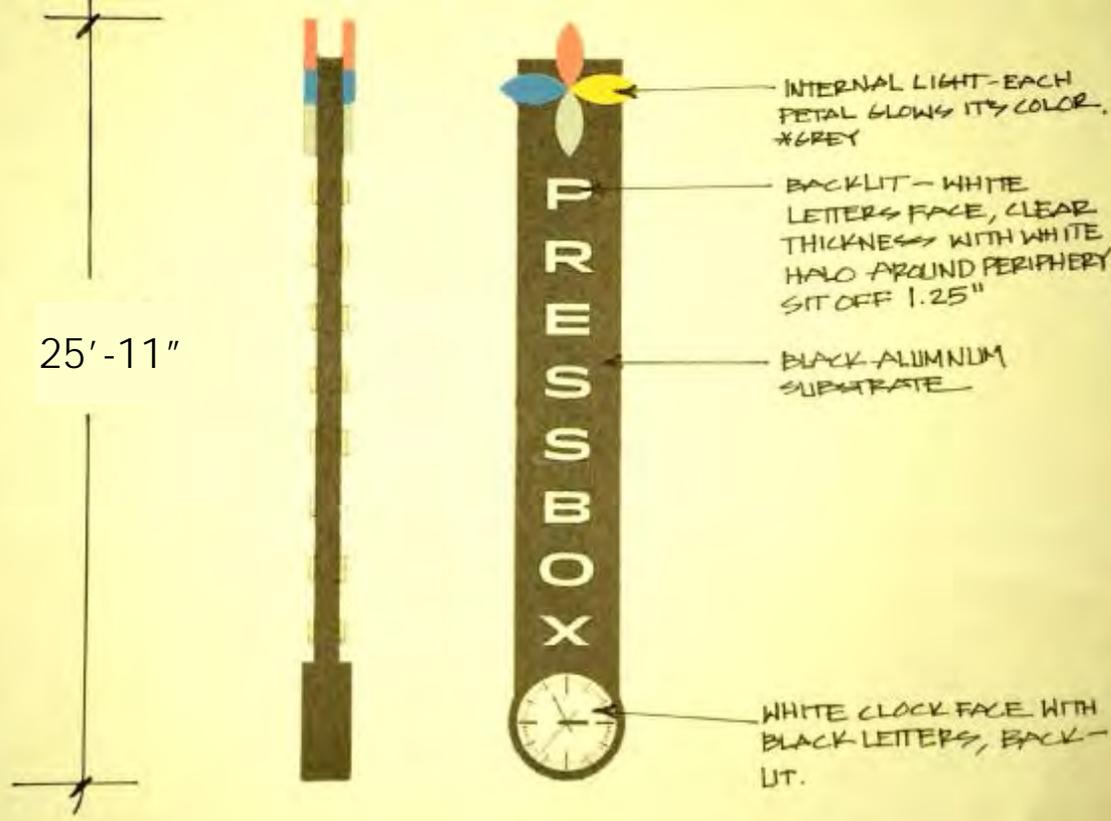




PRESSBOX

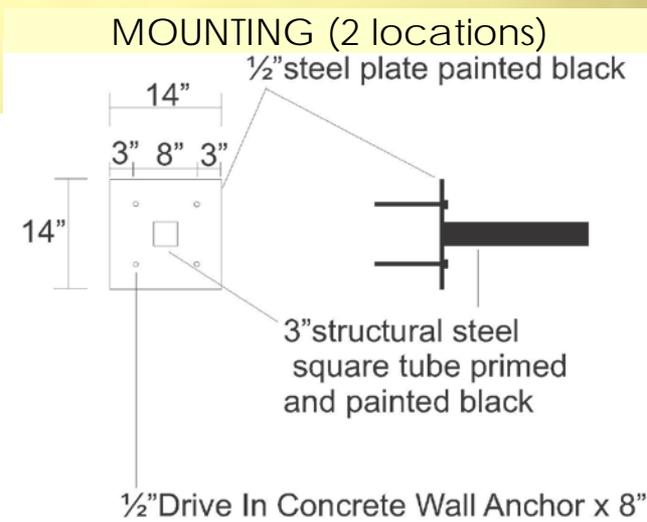
PRESSBOX
COMMUNITY





25'-11"

LETTERS 13" HT
 500 LBS. OVERALL
 AREA FACE OF SIGN ~86 sf



Double face wall mounted sign display with clock.
 Overall length 25'-11".

Sign cabinet fabricated of aluminum constructed over a welded angle frame.

Sign faces and edges prepped, primed and painted polyurethane acrylic enamel. Color to be black.

Pressbox letters to be reverse lit channel letters constructed of .090" aluminum faces and .050" welded aluminum returns.

Letters to have 3/16" clear lexan letter backs & to be internally illuminated with white LEDs. Letters to halo light the sign.

Logo to be fabricated of aluminum with internal illumination with LEDs.

Logo faces to be white acrylic with magenta, yellow, blue vinyl overlays.

Gray color to be 3m black/white vinyl laminated to white acrylic. Appearance is to be black in daylight and white at night.

Logo edges (returns) painted to match face color.

Trimcap colors can be black **or** can be painted to match faces.

Sign has double face clock with remote automatic controller. The clock self adjusts for daylight savings time and re-sets following power outages.

urban art/ lighting/ sign

Design, style, quality, and proportions of the Pressbox sign are appropriate for the neighborhood context and the building.

- Adjacent to a 4-story mural, with complementary colors
- Surrounded by a ballpark and mid-rise/ high-rise structures
- Smaller than the original S C Toof sign, with appropriately modernized design.

General CBID Sign Standards.

All signs in the CBID shall adhere to the following guidelines and size limitations except in cases where **outstandingly creative design solutions** are offered.

In such cases, if a proposal incorporates unique or high quality materials, ... exterior lighting, ... unique shapes, and outstanding graphic composition, a sign exceeding the limits stated in this Division 2 may be approved.

All signs should, however, be appropriately scaled to fit their context, should complement the building on which they are located, and should not intrude upon any architectural detail.



LIGHTING

Pressbox Artistic Lighting Concept

Lori Roper, Lighting Designer:

The idea is to run a line of the fixtures along the clearstory windows, aiming out through a diffusion, and have different pre-programmed shows:

- color changes by segments (the three printer primaries increase in intensity)*
- color washes from left to right (as each printer primary in turn washes along, it is added in silk screen fashion until a rainbow or other effect is arrived at)*
- set colors wash/move together (printer's color blocks / process control patches/ CMYK color bar: cyan, magenta, yellow and kole/black; or other)*
- color washes in from ends to meet over doors and then roll back out*
- no fast jumping, or flashing!*

These are only a few options that are possible... again all smooth and simplistically elegant, and go with the building mural and signage.

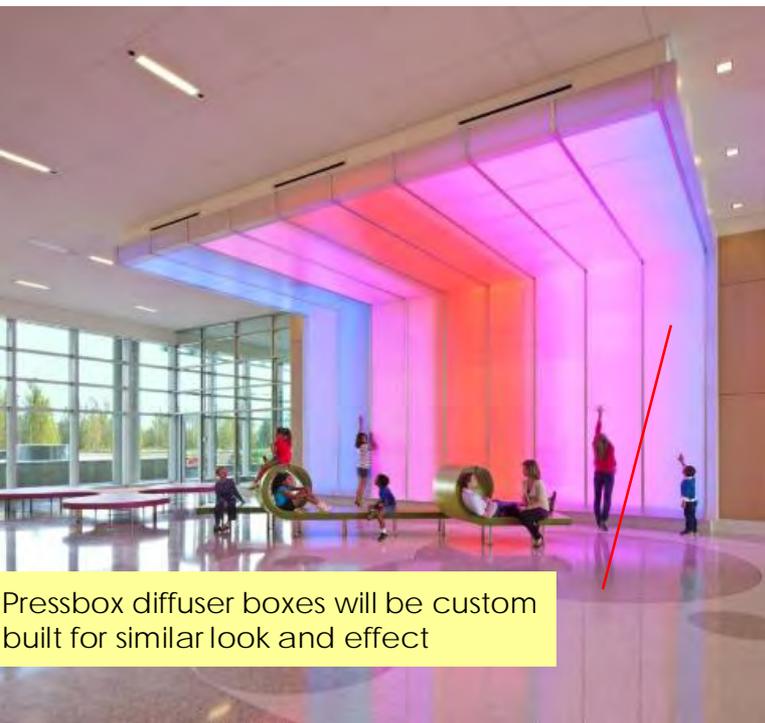
Symbolizes CMYK printing, the building's history

Integrates with new place brand and logo

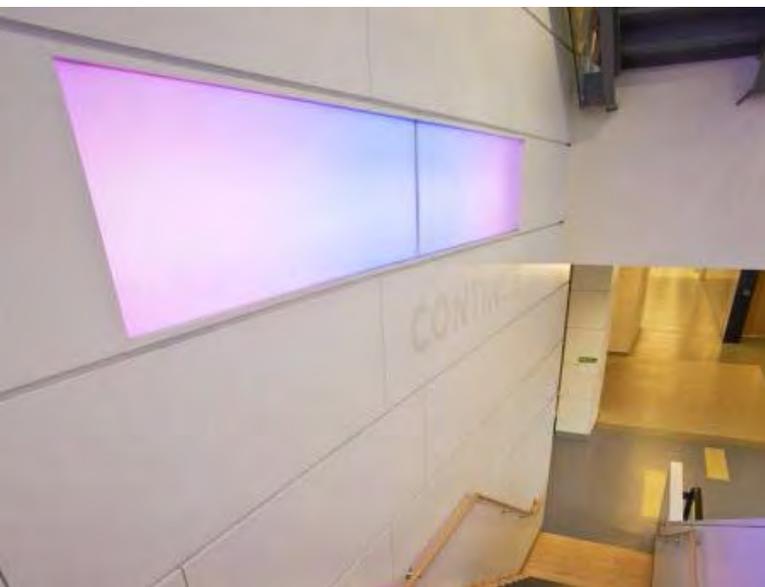
Coordinates with sign

Resonates with mural colors

Sample color changing artistic lighting



Pressbox diffuser boxes will be custom built for similar look and effect



Light Fixtures & Controls

Traxon Technologies

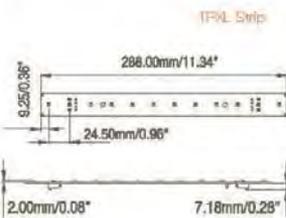
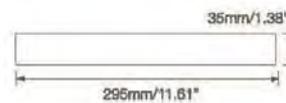
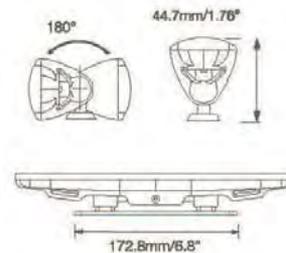
www3.traxontechnologies.com/products/product_details/665



1PXL Cove Light XR

1PXL Strip

1PXL Cove Light XR



1PXL Cove Light XR and 1PXL Strip elegantly enhance and detail installations of any size. Whether adding a subtle glow to an alcove or soffit, or drawing attention to significant architectural detail, 1PXL Cove Light XR and 1PXL Strip provide a concentrated, low-profile accent to interior installations. Equipped with 12 ultra-bright, auto-addressable surface mounted LEDs, the 1PXL Cove Light XR's acrylic casing refines it for direct view. Its generous 180-degree locking rotation allows for flexible aiming and easy installation. Similar to the Cove Light XR but without the acrylic casing, 1PXL Strip features 12 ultra-bright, auto-addressable surface mounted LEDs, and is optimal when mounted behind diffusion materials such as stretched canvas, or in reflective alcoves and soffits.

Wide beam angle 1PXL Cove Light XR and 1PXL Strip offer a wide beam angle of 120°, making them efficient tools for decorative illumination, stunning backlighting, or highlighting of unique architectural detail on varying levels of complexity.

Various color options 1PXL Cove Light XR and 1PXL Strip are available in RGB, warm white, and cool white options to accommodate diverse color and white installations. To further a dramatic and customizable effect, a dynamic white option is available, which allows the user to tune various white temperatures from warm to cold, thus achieving the flawless white of their choosing.

Low-profile, light-weight design 1PXL Cove Light XR and 1PXL Strip's design offers a wide range of installation possibilities including inside narrow coves, behind soffit edges, and along corridors for way-finding.

Direct-view and easy installation A transparent acrylic cover and white ABS back case house the 1PXL Cove Light XR's high-intensity LEDs. Its 180-degree locking rotation ensures simple installation and flexible aiming. This sturdy yet refined fixture is ideal for direct view applications. (1PXL Cove Light XR only)

Simple connection with TX CONNECT® Smart Power and data are combined into one cable with the simple TX CONNECT® system, a universal system that enables Plug'n'Play set up.

Technical Specifications & Options

	1PXL Cove Light XR	1PXL Strip
BEAM ANGLE	120° x 120°	120° x 120°
COLOR TEMPERATURE	RGB 6500K Cold White 2700K Warm White 2700K - 6500K Dynamic White	RGB 6500K Cold White 2700K Warm White 2700K - 6500K Dynamic White
ENVIRONMENT	INDOOR	INDOOR

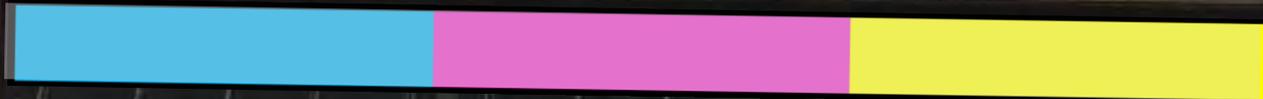






LIGHTING EFFECT
Programmed color changing LED fixtures,
diffused through translucent lens, mounted
inside commercial space transom windows.
[see also animated simulation]

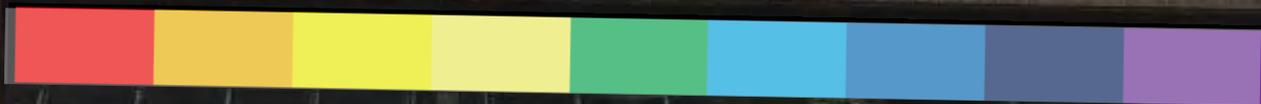




PRESSBOX
LOFTS

  www.PressboxLofts.com

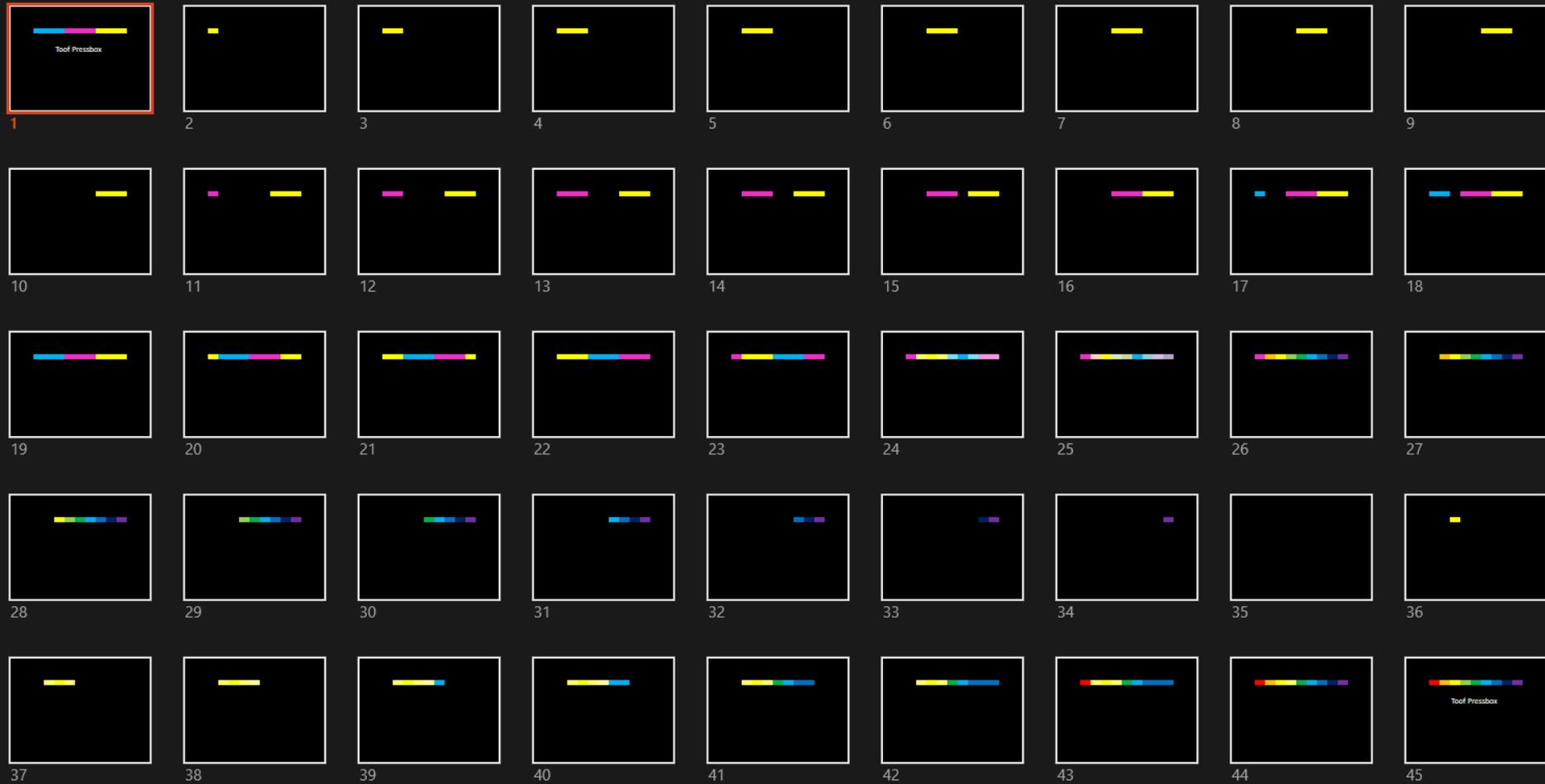





PRESSBOX
LOFTS
www.PressboxLofts.com



SAMPLE story board
Color changing LED lights symbolize CMYK printing process.



Lori Roper, lighting designer: The programmed color changing lighting represents the printing process, use of the printer primaries, and the use of these primaries to make all of the colors... the pace of the changing is not "nightclub fast" but a slower "come in and watch." No fast jumping, or flashing.



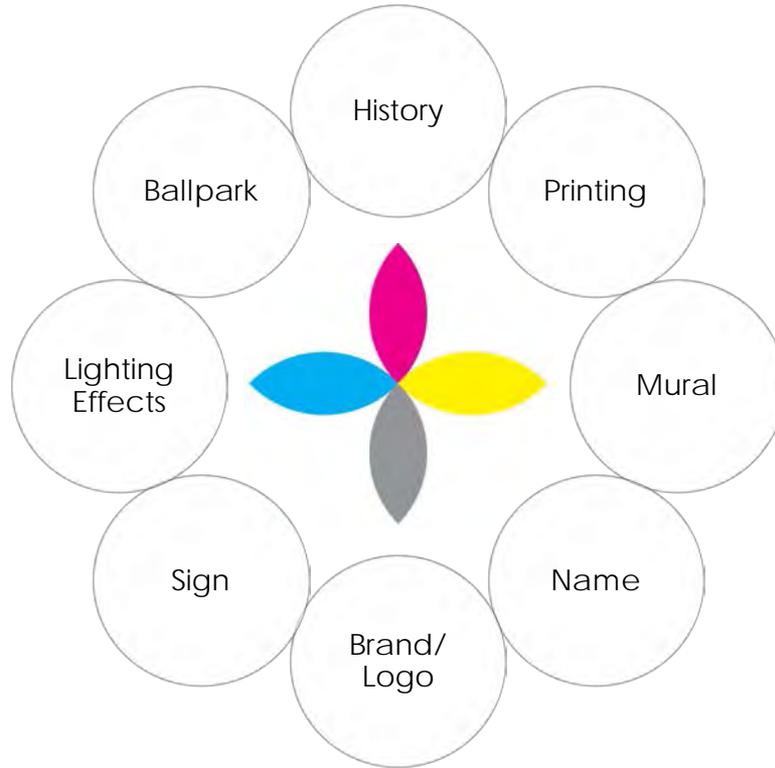
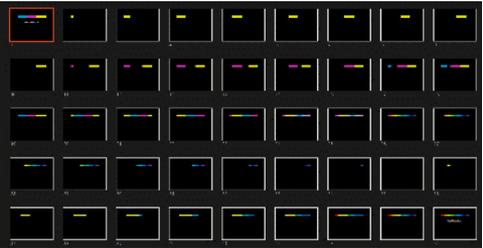
PRESSBOX

PRESSBOX
LIVE

SUMMARY



PRESSBOX



Artistic Intent

CYAN MAGENTA YELLOW BLACK are the basis of four color printing. Symbolizing the building's original use by S C Toof Printing Company, CMYK colors dominate the mural, highlight the brand logo & sign, and animate a printing process through color-changing LED lighting effects above street-level windows.

