

R·I·T

Broadway Market

Identity Systems Proposal

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Letter from the Instructor

The pedagogical objective of a service-learning studio is provide students to engage and serve the broader community of which their school is a part. I am pleased—for the second year in a row—to offer my students the opportunity to engage the RIT community in a very broad sense, the Upstate New York region. Upstate, like many rust belt regions has experienced countless challenges over the last quarter of the twentieth century, but despite these is now positioned and ready to be rediscovered as a preeminent place to live and work. The City of Buffalo, the second most populous city in New York State, lives perpetually in the shadow of its downstate sister, New York City. Over the years, the external image of Buffalo has suffered, but Buffalonians remain proud of their city and engaged in the reemergence of it. Strong leadership, visionary and engaged citizens, and a proud blue-collar can-do attitude have brought the city back from the brink of economic and social failure. Moreover, Buffalo is positioned to capitalize on its natural resources that made the City

great; access to abundant fresh water, the endless sources of "green" electric power, its proximity to the US/Canada border, a proud mosaic of ethnic cultures, an innovative architectural heritage, abundant affordable housing stock, and an affordable standard of living have allowed Buffalo to preserve.

The Broadway Market is a Buffalo institution, long "the" center of the Polish-American community in Buffalo, the Market over the years has struggled to find its niche in a landscape of growing suburbanization, commercial groceries, and racial division. Despite this, the Market has begun to change; looking forward rather than back. Bolstered by localvores, the slow food movement, and sustainable farming, the Market is fast becoming the cultural center of the ethnically-divese East Side of Buffalo. The Market has great promise to become a leader in 21st century food-cultivation, as well as to provide food security to its immediate neighbors and unique food choices to the greater Western New York region.

12 of my students from the Rochester Institute of Technology studied the market between November 2009 and February 2010. They worked to understand the complex history and body politic of the market, and as designers, worked to create a design for the built environment that would position the market to regain its position as a landmark and important cultural asset. This effort is a Herculean undertaking for a 80-day project. This book proudly presents the efforts of these students, and is intended as a future-focused guide, and not a wholly-prescriptive dictum. We now turn our efforts over to the community for further development and implementation.

My students and I share the optimism of the Market leadership, and look forward to seeing its positive impact over the coming years.

Alex Bitterman, PhD

Acknowledgments

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Introduction to the Project

Overview

Between November 2009 and February 2010, 12 students from the Rochester Institute of Technology, under the supervision of Dr. Alex Bitterman studied the Broadway Market in Buffalo, NY.

The scope of the project was simple: create a cohesive, articulated identity for the market, along with a phased plan for implementation.

The students worked according to Dr. Bitterman's proprietary Method|Matrix studio pedagogy. The studio was broken into two main groups: Functional Tasks and Design Tasks. Each student was a member of both groups. The large classifications were further broken into subgroups. Under the Functional Tasks heading: Presentation, Research, Editing, and Production; Under the Design Tasks heading: Exterior Wayfinding and Identity, Interior Wayfinding and Identity, and Brand/Identity System.

The students visited the market, observed its use, cataloged its assets, and analyzed future needs. Through this, they designed a comprehensive system and plan for both **identity and wayfinding in and around the Market**. This "brand" identity system will provide the Broadway Market with a **consistent and flexible system to reestablish its identity**. **The plan calls chiefly for elements of the brand will be communicated through interior cosmetic renovations, exterior upgrades to the Market site, and a consistent usage of the Broadway Market brand identity.**

Like any entity, management and articulation of its brand is a key component of success or failure. It is our hope that moving forward, the Market and its community will embrace this plan, claim ownership to it, and foster its growth over the coming years.

History of the Broadway Market

Overview

The Broadway Market has been a cultural mainstay in Buffalo, New York since its inception over one hundred years ago. The Market and the cultural support that inspired it was a direct result of rapid growth and opportunity on the city's East Side. Surviving multiple built spaces, growth and decline within the neighborhood, the Broadway Market has maintained its initial purpose. The Market serves as a connection hub, joining communities together through the traditions of local cuisine, cultural celebration, and storytelling.

Buffalo

Located on the shores of Lake Erie, Buffalo began as a small trading community in the mid 1700s. Rapid expansion over the following two hundred years established the City as the second largest overall in New York.

The completion of the Erie canal in 1825 saw an influx in new residents, as well as growth of the steel and livestock industries. The bustling port city grew quickly. Trade on the canal and rail lines attracted those interested in business opportunities and labor. During the years of 1830 to 1860, the population grew from 9,000 residents to 81,000. By the end of the Civil War, Buffalo had become home to abolitionists, journeymen, and immigrants all seeking to build a new life in a changing place.

Throughout the nineteenth century, America experienced waves of immigrants arriving en masse, many escaping oppressive social and political regimes. Once settled, Eastern European immigrants maintained a strong presence on America's East Coast. Opportunities in Buffalo attracted immigrants seeking to rebuild their communities. Arriving in two distinct waves, Polish settlers became a large portion of Buffalo's population, and established Polonia, Little Poland, on the East Side of the City. It was this Polish community that initiated and managed the Broadway Market, still in operation 131 years later.

Broadway Market Identity Systems Proposal: Market History

Building a Community

Predominately aristocrats and professionals, early Polish settlers to Buffalo numbered about 150 people and were more interested in adventure than community. By the mid 1800s, the second wave of Eastern European immigrants began their journey in the new world. Many passed through Buffalo on their way westward, seeking more established communities like Chicago and Detroit.

Joseph Bork, a city founder and landowner, observed growing Polish communities in other cities centered around a house of worship. With his interest in developing a Polish neighborhood, he donated a portion of his land on Peckham St. to the Diocese of Buffalo to create a new Polish Parish.

The new parish quickly evolved and became known as the Saint Stanislaus Society. Led by Catholic Priest John Pitass, the congregation grew and Pitass erected the first St. Stanislaus building in 1874. Within three short months, Bork had built over 400 houses in the neighborhood. This burst of development attracted Poles to the community of the church in great numbers. By 1881, there were 9,500 Polish residents in the city of Buffalo.

Buffalo's new founded Polonia escalated, growing in population each year. By 1890 over 20,000 Poles lived on the East Side.

Broadway Market Identity Systems Proposal: Market History

The Market

As development soared in Polonia, the community was in need of access to foodstuffs. Initiated by a group of citizens in 1878, during the influx of Polish migration, a spot at 999 Broadway was used as an open air market.

The open air market buzzed with energy. Families came to shop, to sell and to gossip. Horse drawn wagons and buggies displayed vegetables, loaves of fresh bread, baked goods, meats, fish and poultry. Families could socialize and share news from the old world while buying goods to recreate the smells and tastes of home. The Broadway Market successfully continued old world customs for a group of immigrants transitioning in a new and unfamiliar place.

As the market grew and began to dominate the entire block between Lombard and Gibson Streets, delicacies from all corners of the world could be found. Taking advantage of the close proximity of Central Station, foodstuffs could be easily moved from train car to market display before the first customer arrived.

Noting the success of the market, in 1880 the city of Buffalo officially donated the land at 999 Broadway to become the official Buffalo Broadway Market. With the first permanent structure completed in 1888, the Broadway Market was thriving. Prosperity radiated from the corner of Broadway and Filmore, creating a business district that became one of the most colorful spots in East Buffalo.

Broadway Market Identity Systems Proposal: Market History

Evolution

At the turn of the century, the initial market building burned to the ground. Quickly replaced by an unheated high ceiling structure, it had twice the square footage to keep up with the pace of the market. The new building continued the community's efforts to preserve Polish traditions and heritage.
<http://www.forgottenbuffalo.com/historicpoloniadistrict/broadwaymarket.html>

Buffalo's East Side persisted as a lively destination for shoppers of all backgrounds. The Broadway Market maintained its Polish roots while welcoming new arrivals to Buffalo. Between 1910 and 1930, thousands of African-Americans moved north as part of the Great Migration.

Business in the early twentieth century flourished and soon enough the new market building was filled to capacity. Vendors and shoppers needed more space. In the 1930's, requests for a new market began. Sixty stall tenants sent a formal request to the city, asking to rebuild or renovate the Broadway market. Their wish was soon granted.

1954 marked the groundbreaking for a new facility that would replace the second market structure. The long awaited new building would have 90,000 square feet of interior space and over 1,000 free parking spaces. Designed to pay homage to the art deco anchors of the city, including City Hall and Central Station, the new Broadway Market exhibited a deco style exterior.

Midway

More space for tenants, two floors of shops and plenty of parking allowed the Broadway Market to continue its popularity in a changing world. During this period, ties to the Polish community remained strong. The majority of market vendors had Polish roots, and many were descendants of those that had begun at the first market almost 75 years earlier.

Current State of the Broadway Market

Current State

Since the 1950s, the ethnic composition of the neighborhood around the Market has been changing. As many Polish-American families moved to the suburbs, their place was taken first by African-Americans and, more recently, by Arab-American and other immigrant groups. Today, the African-American community is the largest in the Market area. In addition to African-Americans, the neighborhood has become home to a variety of immigrant groups from Iraq, Somalia, Bosnia, Rwanda, and Vietnam. The common memory of the greater Broadway-Filmore neighborhood was that it used to be a great place to shop, so great that it rivaled downtown. Kobacker's department store was on the corner in the now vacant Eckard building, and Sattler's acclaimed store was "a local legend" directly across the street from the Market. Broadway was surging with life and the contagiously popular use of the neon sign echoed the prosperity and energy of the area. Past residents remember a nice

walk to the market with family, houses were clean, lawns were nice. But as the neighborhood and the Market progressed through the 1970s, 80s, and 90s numerous problems accumulated. Most of these issues stemmed from the exodus of long time residents to the suburbs and the resulting economic decline of the Broadway-Filmore area. In 1982, roughly twelve thousand people lived in the old Polonia neighborhood. Ten years later only 300 people lived in the Market area. A Buffalo News survey found that 33% of whites didn't want to live in a neighborhood where 25% were non-whites. Sadly, new black residents faced an unwelcoming and deteriorating environment as racial tensions rose. "Blacks have every right to move where they please. Just because it's a Polish neighborhood doesn't mean that we can't buy a house [there]."² Some felt that going to the Broadway Market was like going to a Polish town-hall meeting and as if they were being talked about

behind their backs. Crime rose to higher levels, including a number of cases involving the beatings of older white women by young black men. There has also been the sentiment that much of the crime could be attributed to plain class struggles - a struggle between the working class and the welfare class, between homeowners and some of the renters.

Meanwhile at the Market, declining sales made it difficult for the city to manage the constant upkeep and renovations. In 1984, the Broadway Market Management Corporation (MNNC) was created to supervise the daily operations of the Market. The board of directors was made up of 5 tenants, 4 mayoral appointees, and 2 common council appointees. That same year the city was able to fund a much needed 3.5 million dollar renovation project. Changes included new escalators, a glass enclosed entranceway, and new lighting and doorways. By the late

1. Kowsky, Francis R. "Intensive Level Historic Resources Survey: City of Buffalo, Broadway-Fillmore Neighborhood". 2004 www.buffaloah.com/surveys

2. Schulman & McNeil. "Fear of crime underlies tension on Far East Side" Buffalo News, pg.1. Dec 2, 1992.

3. Schulman & McNeil. "Fear of crime underlies tension on Far East Side" Buffalo News, pg.1. Dec 2, 1992.

Broadway Market Systems Proposal: Market Current State

Current State (Continued)

1980s, the Market was averaging 500,000+ customers per year, fifty-one tenants remained, and the total number of employees stood at 400. The Market's annual budget was \$600,000; one-third of that came from city funding, the rest made up from Vendor rents. Easter still drew approximately 70,000 customers per year. Holidays, as they do today, accounted for one-fourth of the year's income for vendors.

1990s

After the Sattler's building across the street was torn down in the late '80s and the lot stood vacant for a number of years, Ellicott Development Company built a Kmart store there in 1994. The block next to the market, though, was largely boarded up and neighborhood residents were older and poorer. Kobacker's had been turned into a state unemployment office and even the new Kmart was set so far back off the block that it was "like a mirage." Since their parking lot was so deep, Kmart was not helping business at the Broadway Market because people wouldn't walk the distance and cross the street to come to over. A Kmart bag was rarely seen inside the Market.

4. Campbell, Tom. "Shoppers Don't Go to Market Anymore" Business First - Buffalo. Vol 5, No. 25, Sec 1, Pg 1. April 10, 1989

Broadway Market Systems Proposal: Market Current State

1990s (Continued)

By the mid 90's, closures were all too common and not limited to retail stores. The Filmore Police Station, in operation since roughly 1919, closed to consolidate with other local precincts.⁵ April 10, 1989 Fleet Bank, which bought Manufacturers Hanover Bank (who's Broadway Market branch was the first ever to operate inside a public market) closed and consolidated this location. Key Bank, however, agreed to move into the market. At this point, Broadway Market was down to 42 permanent tenants and 85% of space leased. Suburbanites were not going to the market much outside of their annual Easter pilgrimage.

In 1997, Tops moved their grocery store location out after Market management refused to cut their rent in half. Council Member David Franczyk criticized Tops for being greedy. He said that they seemed to not be interested in operating inside the Market at all. Save A Lot opened a location in place of Tops. The City gave \$250,000 to the project, which included adding a new parking lot on Gibson Street. The new Save a Lot was one and a half times the size of Tops.

In 1999, the Project for Public Spaces examined the Broadway Market. It's suggestions included a 16 year renovation project, adding \$1 million to the city budget to help preserve the Market and creating a "Broadway Market Foundation" for special events. Renovations to the facade to make it look more like a market were of paramount importance as well.⁶

Council Member Franczyk had made the remark that "you can't tell that it's a market from the outside... It looks like a parking ramp."⁷ Following the PPS assesment, the "Project 2000" redevelopment plan was initiated.⁸ An RFP (request for proposal) from architecture firms to renovate market and open a "framers market" across the Street on Broadway. There had been talk at this time about converting the basement into common commissary (restaurant/store) for vendors. The year remained more hopeful as \$1.5 million was provided to renovate floors, lighting and bathrooms.

5. Campbell, Tom. "Shoppers Don't Go to Market Anymore" Business First - Buffalo. Vol 5, No. 25, Sec 1, Pg 1. April 10, 1989

6. "A city treasure with potential", Buffalo News, 2C, 5/29/99

7. Herko, Carl. "The Broadway Market, a boom-and-bust bazaar" Buffalo News, Lifestyles, p.1. March 27, 1994.

Broadway Market Systems Proposal: Market Current State

1990s (Continued)

An RFP (request for proposal) from architecture firms to renovate the market and open a "framers market" across the street on Broadway. There had been talk at this time about converting the basement into common commissary (restaurant/store) for vendors. Hopes became higher that year as \$1.5 million was provided to renovate floors, lighting and bathrooms. Peter Murad of Architectural Resource won the renovation job and returned the facade back to a lighter colored brick and concrete, as well as adding the existing neon sign mounted on cantilevered post.

For the second phase of Project 2000, a partnership was created with Niagara Frontier Transportation Authority to develop a \$1.7 million fresh farmer's market and a hub link station where the Kmart stood across the street. However, a public debate over renovation was rising as some city residents believed that money for the market was a waste. There

Current Decade

was a common perception that the area was war torn and renovation wouldn't change anything, as one Buffalo tax payer stated, "The Market is facing a long and cancerous death".

The first year of the new millennium was wrought with financial misfortune for the Market. It was discovered that false financial claims had been made by a Broadway Market bookkeeper and \$250,000 was owed to their creditors. More than half the debt was to Niagra Mohawk Power Corp for unpaid utility bills. Annual revenue only met approximately 66% of costs in 2000; management had to pursue grants to make up for the difference.⁹ Added to all this, were issues with non-payment of rent by some vendors. One such vendor was over \$15,000 behind in rent and claimed that it was due to the lack of responsibility by management to improve the conditions of the Market. The city suspended funds for the Market until a full audit was

completed and the management thoroughly vetted. Rodney Hensel, Executive Director of the Market, resigned citing health reasons two weeks after auditors found the \$250,000 deficit. Since the city owned and was ultimately responsible for the building, they urged the current Market board to resign. The board was recreated, however, more trouble was looming.

8. Fink, James. "Market Launches plans for 1.5 Million upgrade" Business first - Buffalo, vol 15, no 50, pg. 3, 9/13/1999

9. Wayne, D. Kwiatkowski, "Urban Decay is killing the Broadway market" Buffalo News, 3B, 2/14/2000

10. Dolan, Thomas. "Broadway market has money woes." Buffalo News - 1B, Feb, 22, 2000

Broadway Market Systems Proposal: Market Current State

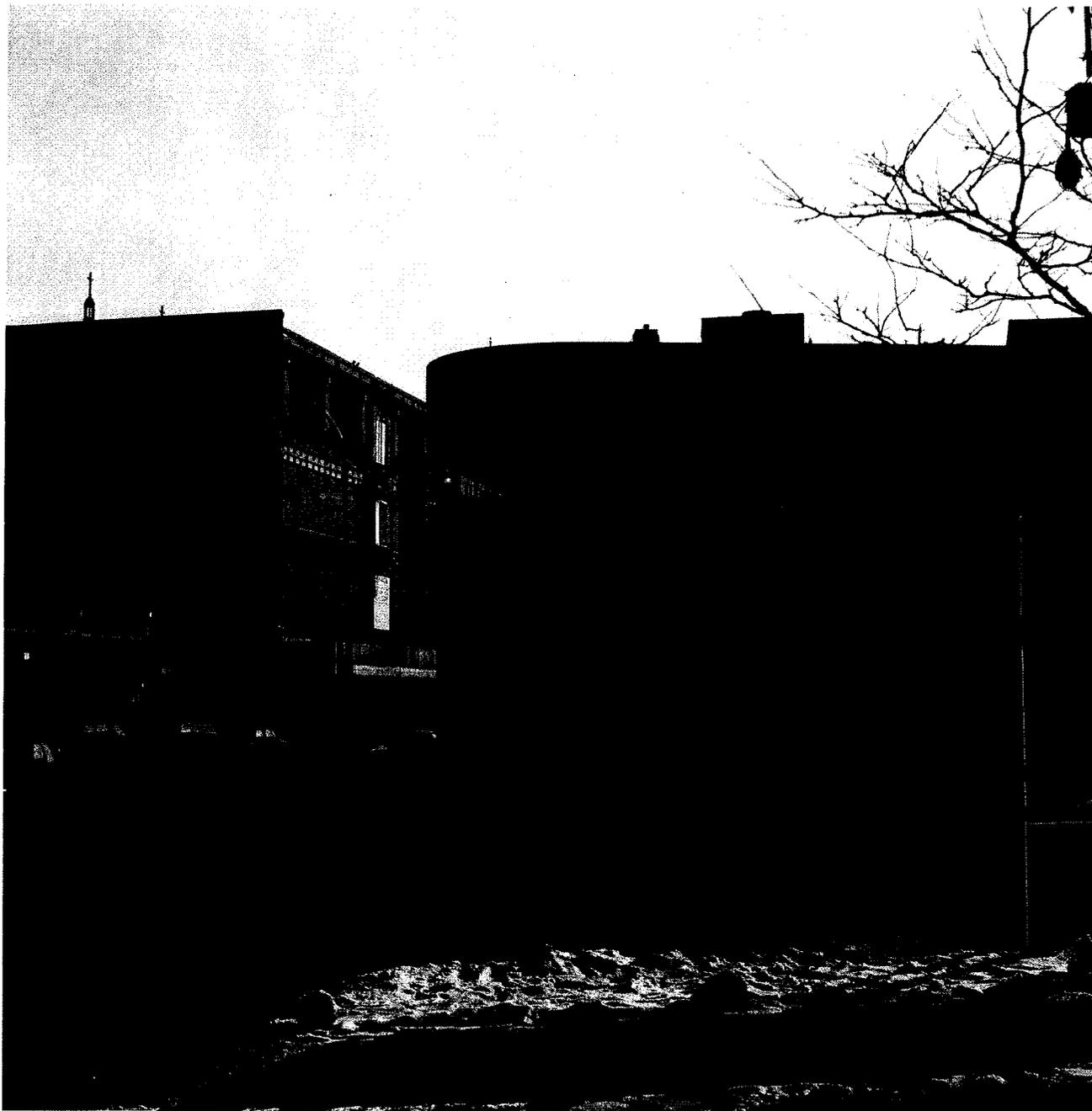
Current Decade (Continued)

The Market now had less than half of its original vendors. In 2002, Redlinski Meat left the Market after 55 years of being one the Market's largest tenants. Redlinski claimed not receiving enough advertising from the Market and that sales there only accounted for 30% of their total income. By 2002, Broadway Market still owed the city \$362,000 in unpaid utility fees, though the city didn't expect to be paid. The debt was making it difficult to secure outside funding; and for another year, net income did not meet operating expenses. In 2003, the city tried unsuccessfully to keep Kmart across the street by lowering rent from six dollars per square foot to just two, and eliminating the property tax for the year. Kmart closed up following a year of their own troubles. Eileen Nowak, board president of the Broadway Market Management Corporation, made a deal with the Mayor for a five year contract during which she would make every effort to show the city that the market was

worth it. The Mayor also promised to write off the paper debt owed to the city for the unpaid utility fees. The following year a \$140,000 grant was provided by Western New York Representative Louise Slaughter for several refurbishments: new outside awnings, two front exterior electronic signs, and paint for the back interior walls. Slaughter also secured \$97,000 for renovations in the FY 2005 Omnibus Appropriations bill. The earmark would make continued renovations possible. A new multipurpose community kitchen was purposed for vendor specialty chefs, nutrition programs, and cooking classes. Unfortunately, controversy rose when Rep. Slaughter pulled the grant upon hearing from BMMC officials that they planned to bring in a large retail outlet store to help cover expenses. Slaughter said she refused to contribute public money to "outlet mall people". Franczyk, now Common Council president, had expected \$300,000 in rent from this particular tenant, and envisioned

a "mini Wal-mart". The retailer went bankrupt within a year. Two years ago the Broadway Market became a 501(c)(3) non-profit organization. Then On October 31st 2008, after the Mayor's five year deal expired, the Broadway Market Management Corporation, was terminated and the master lease agreement with the city of Buffalo was dissolved. An interim management team consisting of executives from Delaware North Companies and Travers Collins & Company helped to operate and support and the Market free of charge. A Request for Proposals (RFP) for new management was issued in November 2008. \$100,000 was provided for capital improvements by the city.

In 2009, Buffalo Economic Renaissance, a city agency, decided to commit up to \$250,000 to the Market to hire a permanent manager, security staff, and maintenance crew for more stable future.



Market Exterior Design Proposal



Charge

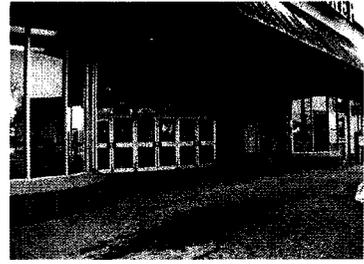
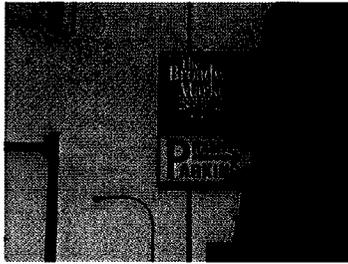
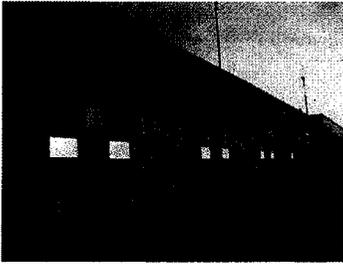
The market exterior team has been charged with overhauling the environmental design of the exterior of the Broadway Market building. All environmental graphic elements are to be considered. These elements include mapping, zoning, paint color of exterior spaces, **wayfinding signage that will help people to navigate to the market**, promotional banners, parking signage. These are applied in a variety of methods to further increase brand recognition and effectiveness.

Problem Statement

Currently, the state of the exterior elements are not functioning as a cohesive system. We see signage from various eras, merged together on the facade. This mix of visuals confuses the identity of the market, and along with an extensive application of awnings, masks the Art Mah-derne style of the building. In addition to the facade of the building itself, navigating to and into the the market is also muddy. New visitors to the market are currently unaware of their approach to the Broadway-Filmore neighborhood, and have **a hard time finding the extensive covered parking maintained by the Market.**

Main Signage: The Broadway Market's current signage is inconsistent, and incredibly varied across the board. The signage that is currently in use lacks any type of interesting, or memorable impact on the viewer. The signage itself does not provide enough contrast during daytime hours. There is no **significant visual separation between the "Broadway Market" sign and the walls of the market**, and therefore the sign is passive instead of being attention grabbing. In addition, main signage is only present on the front of the building. In order to communicate a strong brand, there must be multiple levels of reinforcement. There is an overall lack of creating a memorable experience for the viewer, and will therefore be easily forgotten.

Broadway Market Identity Systems Proposal: Market Exterior Design Proposal



Problem Statement (Continued)

Building Color: Color is an extremely strong indicator of both brand, and memorability. The current market exterior lacks an effective color palette. An aging facility shows its wear and reflects poorly upon the overall Broadway Market image. Awning colors are deep shades of red and green, and give a generally unexciting visual experience. Surrounding buildings also show similar wear and aging, and likewise reflect poorly upon the market. A lack of liveliness and energy currently plagues the market exterior, and could easily be mistaken for a multitude of the surrounding buildings. Due to this lack of vibrancy, there is little to indicate the abundance the market has to offer within the exterior walls.

Directional Signage: The Broadway Market currently lacks any type of environmental directional signage to help people locate the market from main roads. There is no attempt to signify a territory for the Broadway Market. Lamp posts and exterior walls remain relatively unused, and their potential for further reinforcement of the Broadway Market brand is untapped.

Due to the cultural variety in the surrounding area, considerations must also be taken into account for those that are unfamiliar with English, or English is a second language. Lack in unity and visual consistency is an issue for all tiers of signage outside the market. Simplification through use of symbols could effectively solve these problems.

Entrances: The current entrance shows an overall lackluster presentation in welcoming shoppers to the market. There is a lack of brand reinforcement on the market's current entrances and exits. There is great potential to implement multiple tiers of the Broadway Market brand colors, and identity. Every section of the entrance should relate to the branding strategy, there should be no mistake that the main entrance belongs to the Broadway Market.

Broadway Market Identity Systems Proposal: Market Exterior Design Proposal



Problem Statement (Continued)

Awnings: Less costly than the signs, and easy to implement is the repainting of the building. After removing the awnings, the horizontal nature of the architecture becomes more apparent. To emphasize it's qualities, a vibrant orange and purple strip runs the perimeter of the building. The orange lines invite the visitor to peek around the corner, assisting in wayfinding to the parking lot in the rear. Though the large vendor signs have been removed from the exterior, they find a new home along the horizontal orange. New signage will have consistent placement, yet will be easily seen from across the street.

The neutral grey allows for the orange band and the lit-signage to stand out, and creates a high impact contrast that will be visible from the surrounding area.

Curbside Appeal: In addition to the view from afar, the immediate curbside of the market is in need of an update. Since many patrons of the market arrive by bus or by foot it is important to create an inviting and aesthetically appealing environment for viewers at ground level.

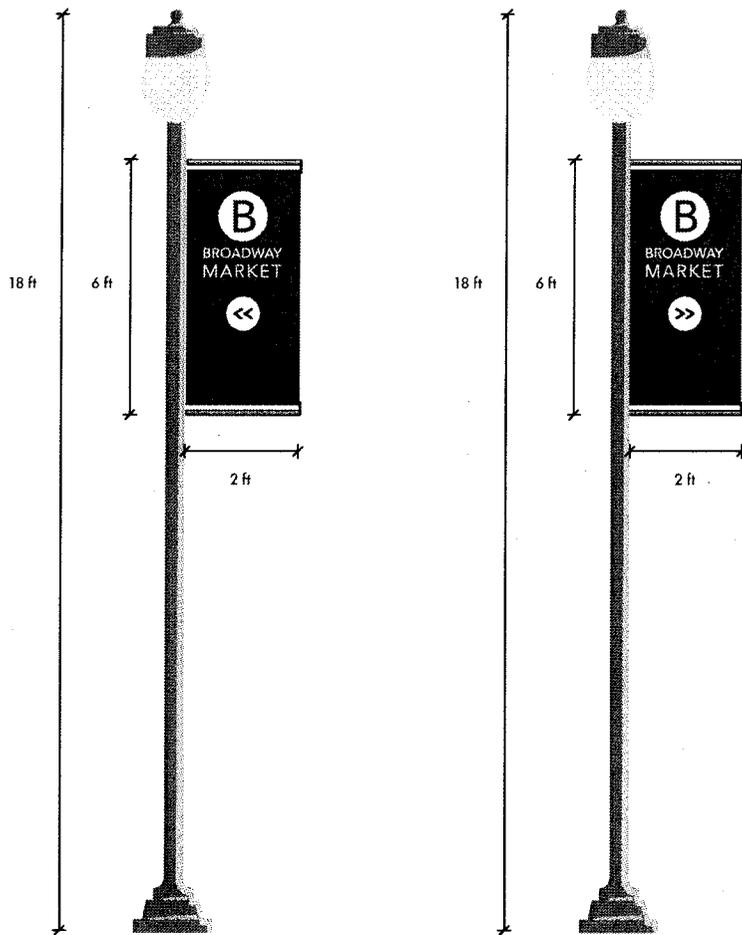
Needed additions to the sidewalk area include branded benches, trash cans, and window applications. Personalizing the curbside elements further strengthen the visual identity of the market, while providing important amenities to pedestrians and visitors. At eye level, semi-permanent circular logos will be placed on windows and doors. Another noted change at ground level is an inexpensive window covering, to obscure spaces in transition. Should a display not be installed, windows can be covered with the Broadway Market logo pattern, creating a clean, non-distracting window.

Broadway Market Identity Systems Proposal: Wayfinding Signage

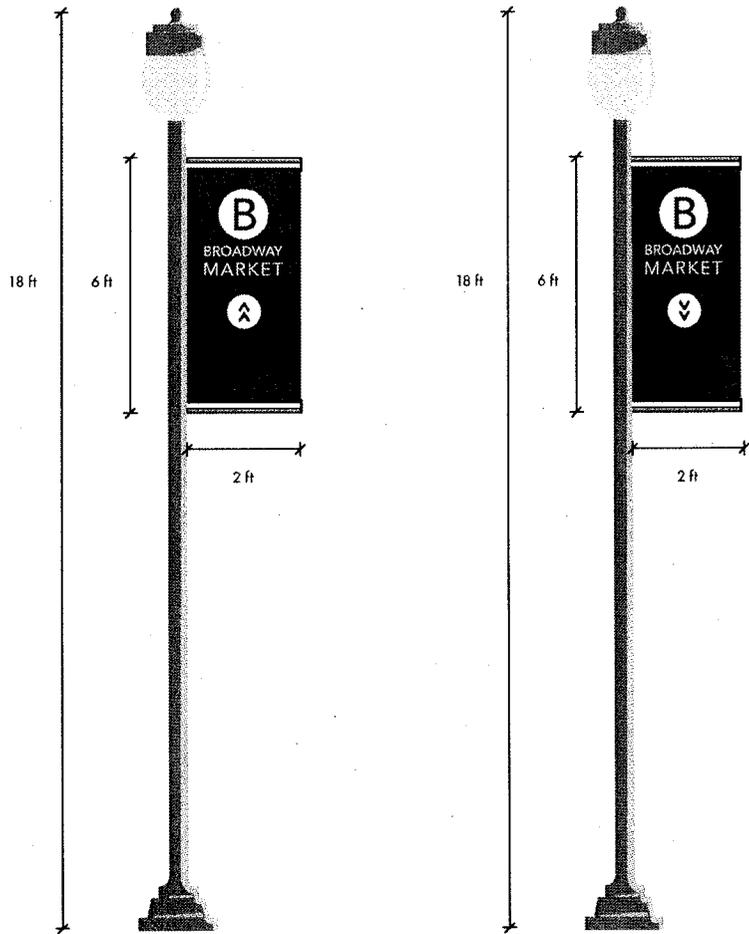
Vehicular Signage

This signage would be used to direct automobile traffic to the Broadway Market from various main highways and streets.

The signs are proportionally sized to standard street light poles, and display the new Broadway Market branding with directional arrows to indicate where the driver should turn, or to indicate that they are on the right path towards the market. Use of orange grabs the viewer's attention.



Broadway Market Identity Systems Proposal: Wayfinding Signage



Broadway Market Identity Systems Proposal: Wayfinding Signage

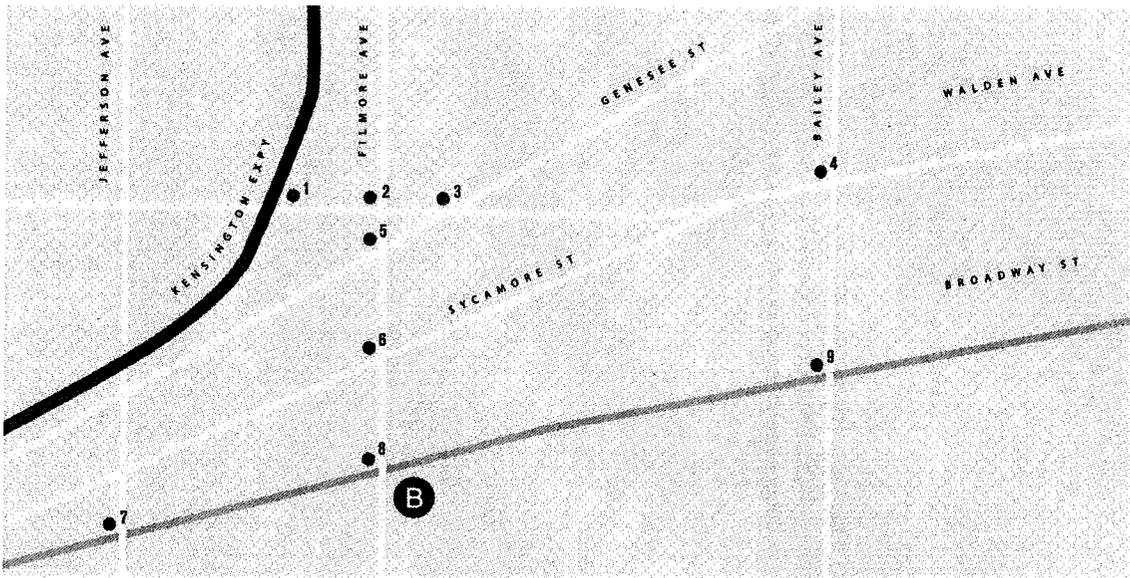
**Vehicular Signage
Suggested Placement**

The following map shows suggested placements for the Vehicular Wayfinding Signage. Sign placements have been placed in accordance to majority of traffic headed to the market both locally, and from areas outside of Buffalo. This is important for first time visitors, or visitors unfamiliar with the neighborhood.

Signage Locations

- | | |
|---|----------|
| Kensington Expressway exits | 1 |
| Corner of Filmore Ave and Walden Ave | 2 |
| Corner of Genesee St and Walden Ave | 3 |
| Corner of Bailey Ave and Walden Ave | 4 |
| Corner of Filmore Ave and Genesee St | 5 |
| Corner of Filmore Ave and Sycamore St | 6 |
| Corner of Filmore Ave and Broadway St | 8 |
| Corner of Bailey Ave and Broadway St | 9 |

Broadway Market Identity Systems Proposal: Wayfinding Signage



B The Broadway Market

● Broadway Market Signage

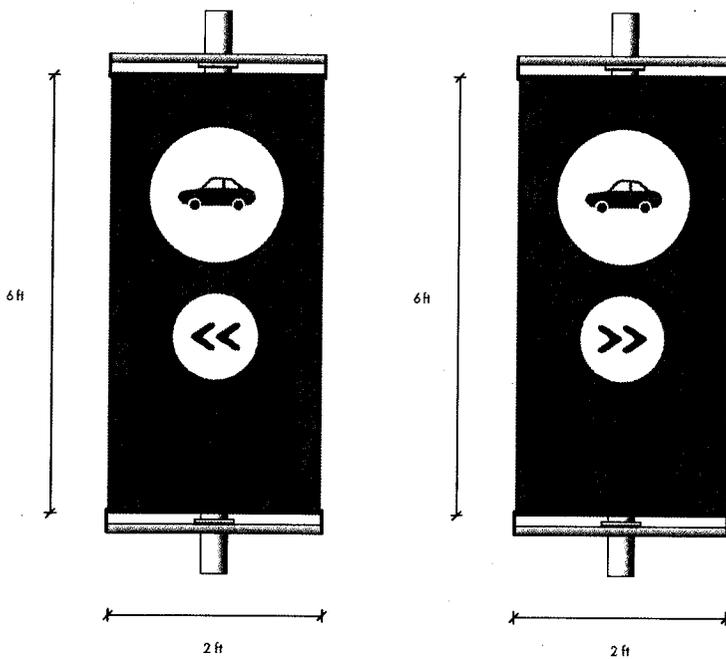
Broadway Market Identity Systems Proposal: Wayfinding Signage

Parking Signage

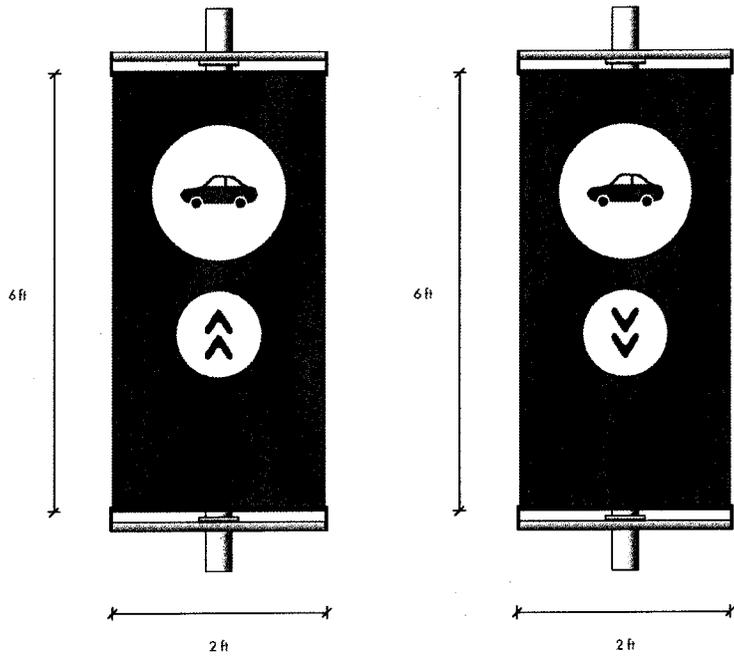
This signage would be used to direct automobile traffic to the Broadway Market parking garage from the immediate area surrounding the market itself. These signs should be double sided, as they can be viewed from multiple angles.

These signs are similar in terms of its construction and size to the Vehicular Wayfinding Signage. This is to create a visual consistency among the various types of exterior signage associated with the Broadway Market.

Due to the myriad of cultural influences and citizens in the Broadway-Filmore neighborhood, there is no written language on the banners. This is to create a more universal visual language that everyone can understand.



Broadway Market Identity Systems Proposal: Wayfinding Signage



Broadway Market Identity Systems Proposal: Wayfinding Signage

**Parking Signage
Suggested Placement**

The following map shows suggested placements for the Parking Signage. Sign placements have been placed in accordance to majority of traffic heading to the market.

Double sided signage allows for multiple viewing angles. This thereby increases the chance that the viewer will successfully reach the parking garage.

Corner Signage **1** and **2** allow for maximum range of viewing opportunity in both directions on Broadway Street.

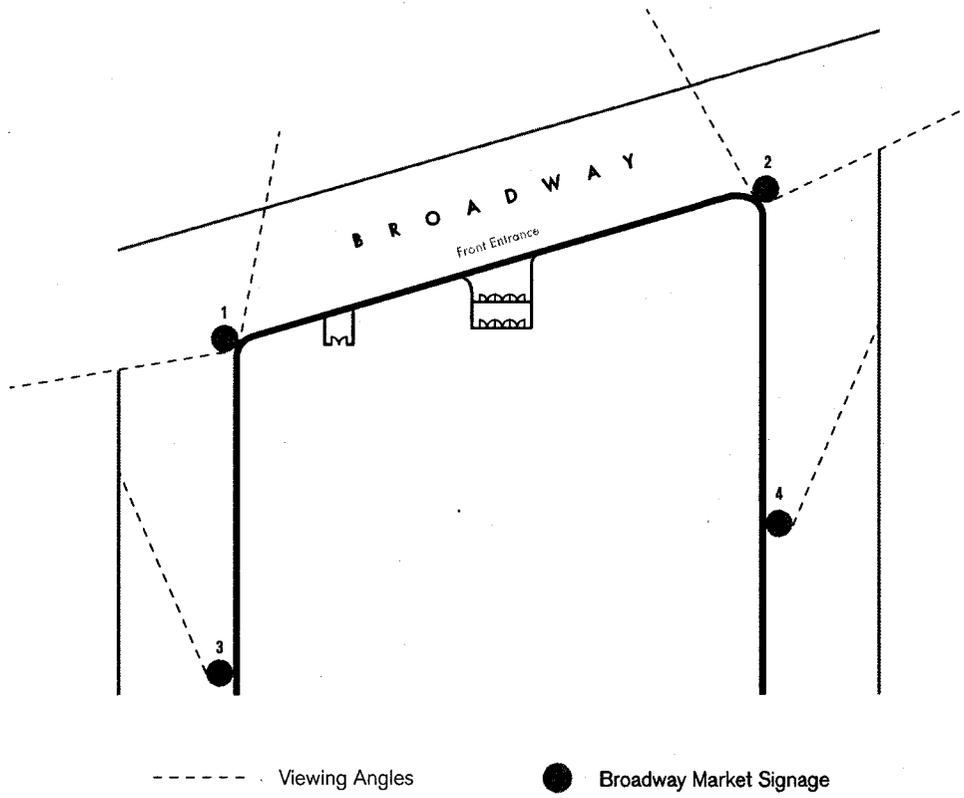
Corner Signage **3** and **4** allow for reassurance that the viewer is on the correct path to the Broadway Market parking garage.

Suggested Signage:
Fristern Outdoor, Nylon Fabric

Signage Locations

- | | |
|--|----------|
| Corner of Broadway St and Gibson St | 1 |
| Corner of Broadway St and Lombard St | 2 |
| Signs along the Market down Gibson St | 3 |
| Signs along the Market down Lombard St | 4 |

Broadway Market Identity Systems Proposal: Wayfinding Signage



Broadway Market Identity Systems Proposal: Wayfinding Signage

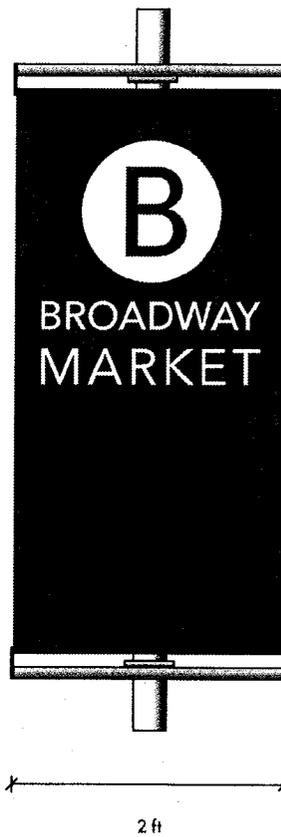
**Broadway Market
Promotional Banners**

Promotional banners help the Broadway Market establish territory, and continue to create a visually strong brand through consistency.

Promotional banners such as this allow for further reinforcement of the established brand, and also signal to the viewer that they are within a close proximity to the market itself.

Usage will allow the market identity to permeate through surrounding areas, and gain awareness about the market to those who were unaware of its presence beforehand.

6 ft



Broadway Market Identity Systems Proposal: Wayfinding Signage



Broadway Market Identity Systems Proposal: Wayfinding Signage

**Promotional Banners
Suggested Placement**

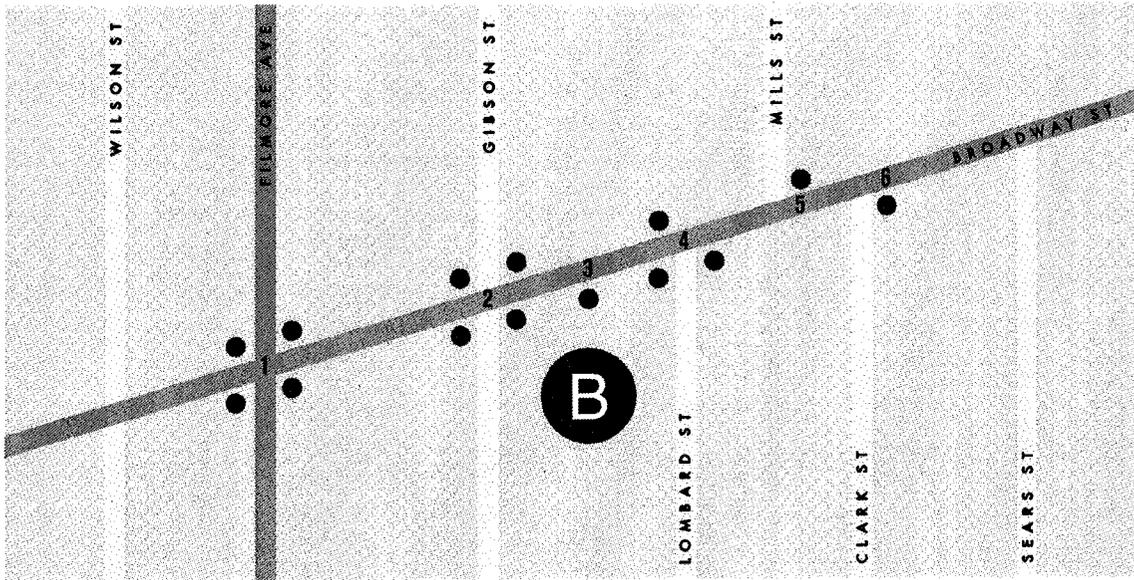
The following map shows suggested placements for the Promotional Banner Signage. Light poles along Broadway Street serve as a perfect canvas to reinforce the new Broadway Market identity.

The use of these banners will be very high impact, and very inexpensive to produce. Through use of color, these banners will become highly noticeable in visually dense urban areas. This allows for greater brand recognition and consumer association.

Signage Locations

- | | |
|--|----------|
| Corners of Filmore Ave and Broadway St | 1 |
| Corners of Gibson St and Broadway St | 2 |
| Lighpost in front of market on Broadway St | 3 |
| Corners of Lombard St and Broadway St | 4 |
| Corner of Mills St and Broadway St | 5 |
| Corner of Clark St and Broadway St | 6 |

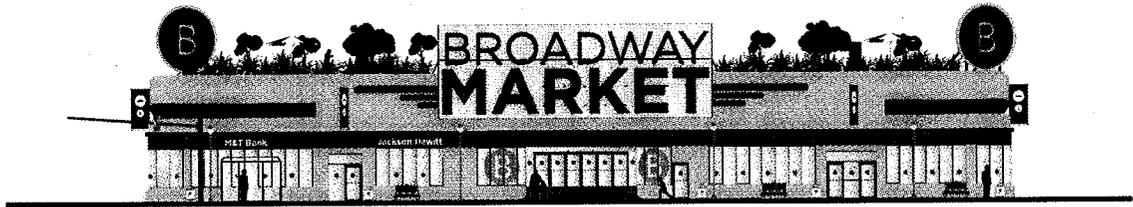
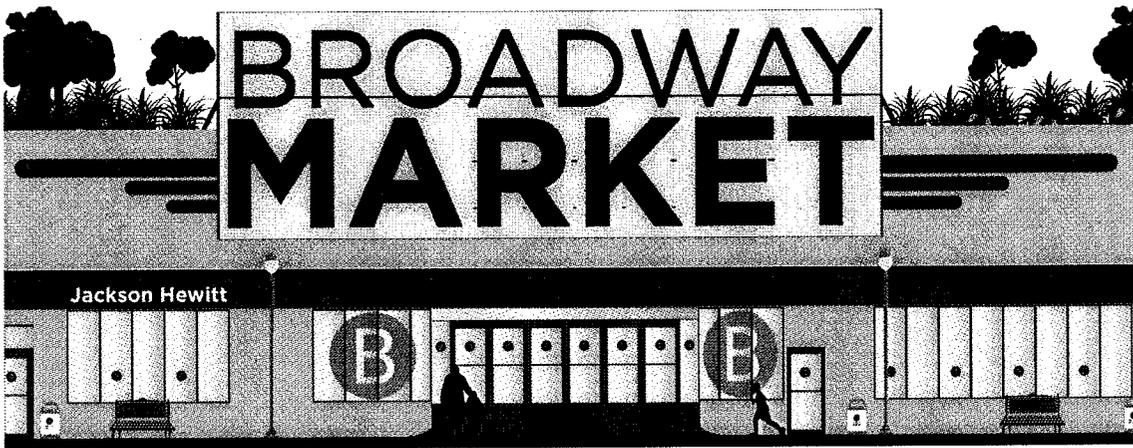
Broadway Market Identity Systems Proposal: Wayfinding Signage



B The Broadway Market

● Broadway Market Signage

Broadway Market Identity Systems Proposal: Building Exterior



Broadway Market Identity Systems Proposal: Building Exterior

**Building Exterior
North Elevation**

The approach of the exterior redesign, the design highlights the horizontals of the building, and focuses on clean communication of the identity. This concept is broad, and it encompasses the exterior of the building, sidewalk area, and wayfinding signage around the market property.

The purpose of this redesign is to create a landmark and sustainable foundation for the Broadway-Filmore neighborhood, while also establishing a direct connection to the downtown central business district. Focusing on the most cost-efficient solutions, with dramatic effects, the base design is - a fresh coat of paint, and solar-powered signage.

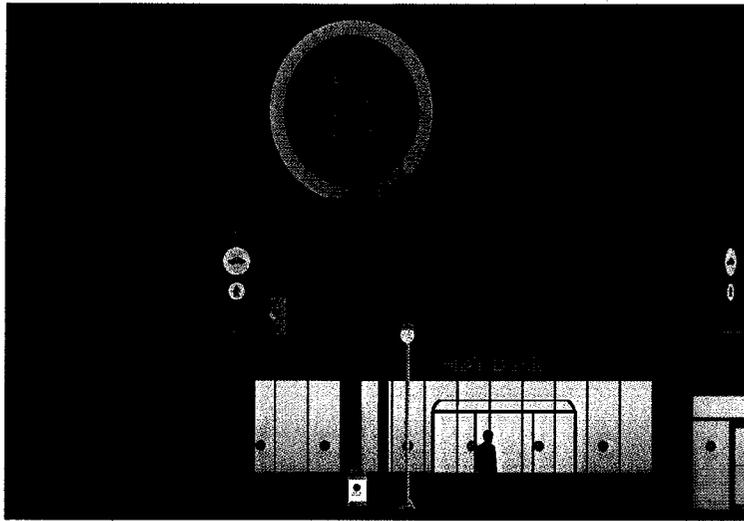


Broadway Market Identity Systems Proposal: Building Exterior

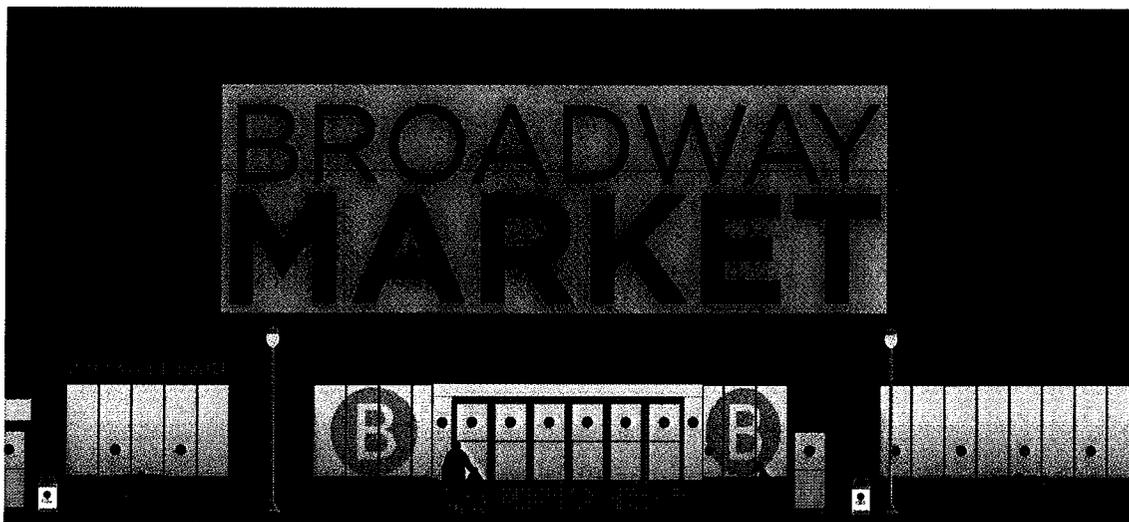
**Building Exterior
North Elevation at Night**

The main signage above the entrance is the design's most prominent feature. This back-lit channel signage is lit with an efficient LED lighting system, making it both cost effective in it's fabrication and long-term operation.

These signs will be one of the most high impact renovations to the market, yet for a reasonable cost. The main "Broadway Market" sign, positioned above the entrance, is roughly 25 feet high, and 70 feet wide. The signs should be considered as part of the long term plan for market renovation. The return on investment for the signage will be significant. It will brighten up the neighborhood and create a lively, safe space for visitors.



Broadway Market Identity Systems Proposal: Building Exterior



Broadway Market Identity Systems Proposal: Building Exterior

Building Exterior West Elevation

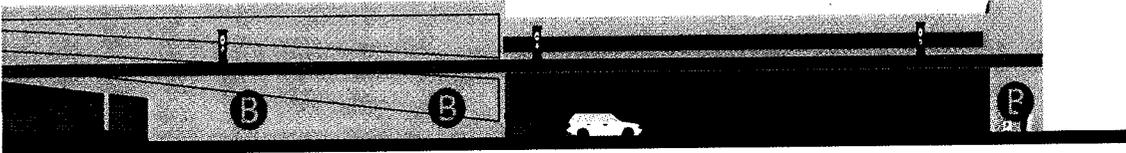
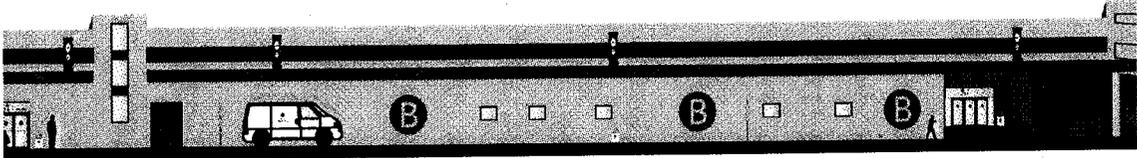
The sides of the building follow similar structure based on the Broadway Market identity. The architecture of the building is embraced through usage of the long horizontal strip of orange that encompasses the entire building.

Use of the Broadway Market logo as a graphic symbol help to reiterate the market's new direction. Inexpensive vinyl graphics cover the every other window, and 'B' icon is reproduced inexpensively with paint for another high impact, low cost solution.

The Broadway Market mark and identity should be applied to other collateral as well. This would include things such as garbage cans, street benches, and bus stops.



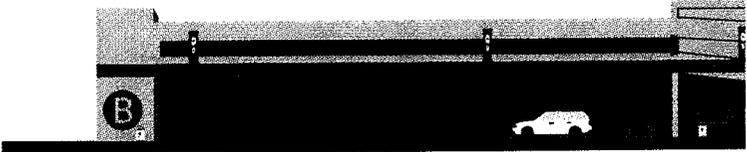
Broadway Market Identity Systems Proposal: Building Exterior



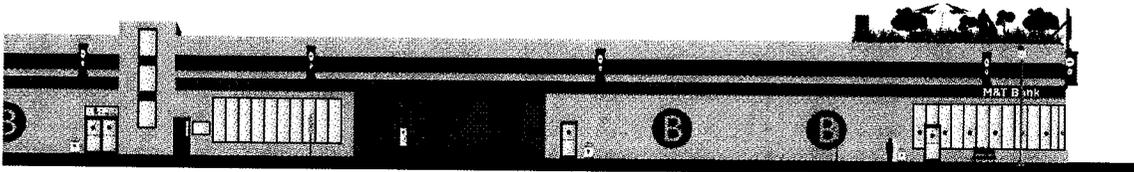
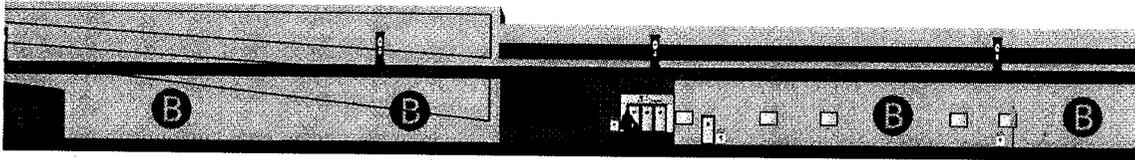
Broadway Market Identity Systems Proposal: Building Exterior

**Building Exterior
East Elevation**

East elevation shown, Implementation of parking signage to direct traffic effectively. Usage of large painted B symbols, and further use of branded collateral material including garbage cans, and vinyl door stickers.



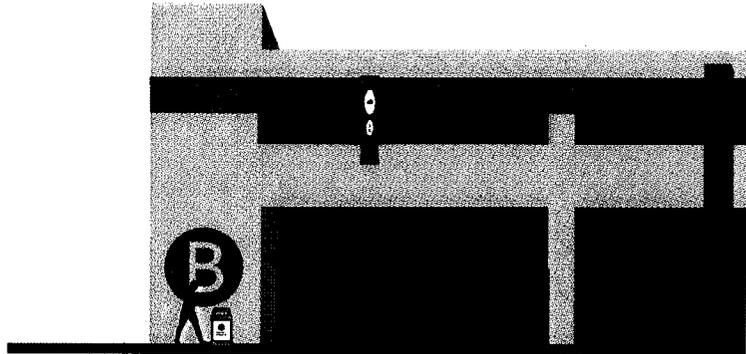
Broadway Market Identity Systems Proposal: Building Exterior



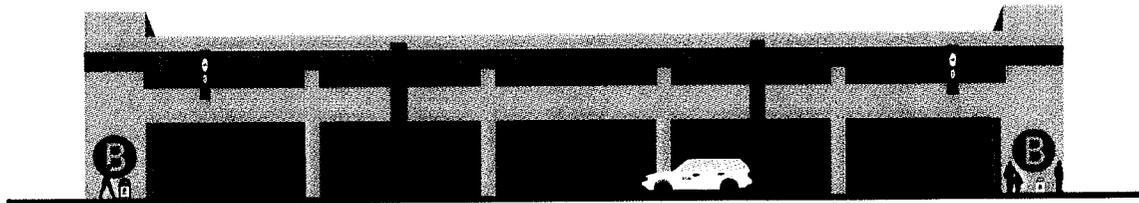
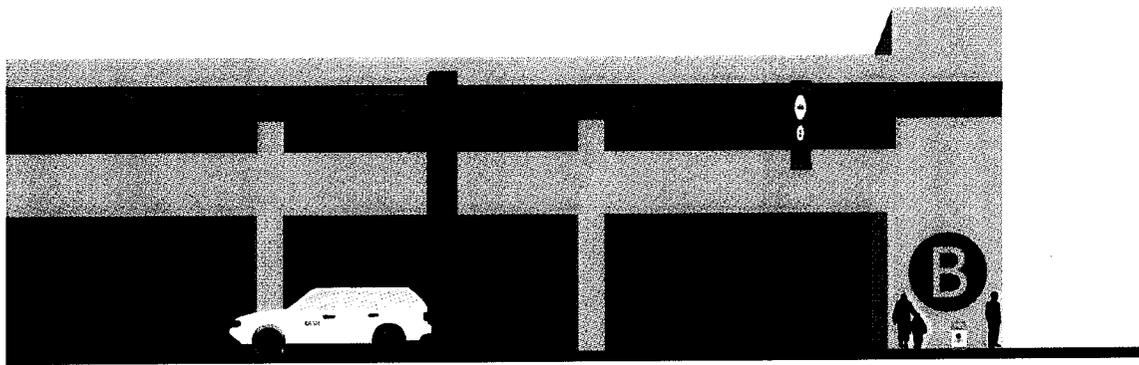
Broadway Market Identity Systems Proposal: Building Exterior

**Building Exterior
South Elevation**

South elevation shown. This depicts the rear entrance of the Broadway Market, and the parking garage. Further use of the horizontal orange stripe show the continued path around the building creating a strong visual identifier consistent with the new brand.



Broadway Market Identity Systems Proposal: Building Exterior



Market Interior Design Proposal

Charge

The market interior team has been charged with overhauling the environmental design of the interior of the Broadway Market building. All environmental graphic elements are to be considered. These elements include mapping, zoning, paint color of interior spaces, interior wayfinding signage that will help people to navigate the building, vendor signage, temporary signage (i.e., holiday, banners), and statutory signage (i.e., exit, fire door, no parking).

Problem Statement

The Broadway Market has a longstanding history with great potential for revitalization. There are currently various problems that need to be addressed in order to strengthen the identity and user experience within the market. Our team noted a great deal of visual noise within the interior of the market, a lack of vendor organization, an aging facility, and a lackluster welcome.

Visual Noise: Bright color currently marks the floor, poles, and zones of the market interior. When first implemented, these colors signified vendor location and rough market zones, but as the market has evolved they are no longer relevant. The intensity of the hues, in addition to haphazard vendor walls and signage create a cluttered visual landscape. In order to increase visibility and ease of wayfinding, the visual environment needs to be simplified and structured. In addition, statutory and directional signage are lacking in consistency and placement. This

can complicate the experience of infrequent visitors and cause unease in emergency situations. Also, a lack of consistency degrades the Market's image as a cultural landmark and anchor of Buffalo's heritage.

Vendor Organization: Throughout the Market's history, vendors and locations have changed. With new management seeking consistency and long term lessees, it is now more possible to reorganize the layout within the Market. Currently, vendor locations are based more on availability than visibility, obscuring some of the most attractive elements of the Market. The variety of retail outlets can also be confusing, as they are not organized by type. To improve the visitor experience, vendors need better locations and consistent, clean frontage to better present themselves. By reorganizing the locations of the vendors based on the type of goods sold, visitors will find it more predictable and easy to navigate.

Broadway Market Identity Systems Proposal: Interior Design Proposal

Problem Statement (Continued)

Aging Facility: Currently, architectural renovations are beyond budgetary allowances, but other design techniques can be used to update an aging building. Opened in 1954, the Broadway Market appears to have fallen into disrepair over the past fifty years. Harsh lighting makes chipping paint, leaking pipes, and dust covered corners very visible. **Minor alterations to the ceiling and floor will update the feel of the facility with significantly less cost than a structural change.** An open and safe feel inside will enhance the visitor's experience and provide an inviting space.

Lackluster Welcome: For many years, the Broadway Market has received a significant percentage of its revenue during the Christmas and Easter holidays. It's during this time that the parking lot fills and out of town visitors flood the floor. For these annual guests, as well as weekly shoppers, a more formal and inviting entrance experience should be created. Currently, entryways are empty and open, or force the visitor to immediately enter the lively market with no transition. With the Market as a holiday destination, the need and impact of welcoming signage is important.



Broadway Market Identity Systems Proposal: Interior Design Proposal

Analysis

Visual Noise: Significant visual noise is present within the current market, which creates confusion. The color choices used throughout the market are not consistent. For example, red is used as both a decor color in the ceiling structures and one that marks the poles. In addition, yellow is used on the escalators, but also for the lease lines on the floor. The colors have no basis in telling you where you are in the market or to show you where you are going. Also, the color palette currently used is harsh with very vivid primary colors. The use of the red, green, and yellow is very dominant throughout the market, but is not harmonious.

The current statutory and directional signage within the market is unclear and inconsistent. There are currently many signs that are made from pieces of paper stuck to the wall. For example, this type of signage is used to show the restrooms. This presentation and quality is unprofessional and lowers the overall aesthetic of the market interior. In addition, there are various signs used throughout the market to present the same information, but the layout and design is completely different. This inconsistency does not communicate clearly to visitors and is hard to understand. In the case of the restroom, the signage cannot even be found unless you were in the hallway heading towards it. This is not helpful to the user because the location cannot be found from another area of the market. Finally, there is unnecessary placement of signage throughout the building that is very repetitive. This can be seen in the "No smoking" stencils that are on the poles in the entryway.

Another element that adds to the visual noise in the market is the exposed storage found in various locations. Allowing all the unused cases to be seen is unprofessional and it creates emptiness. This emptiness makes visitors feel like the market has been abandoned and detracts from the active vendors. It also clutters the atmosphere.

Broadway Market Identity Systems Proposal: Interior Design Proposal

Analysis (Continued)

Vendor: With the current set up of the market, there is no, or very little, requirements for signage throughout the space. The ability to create unlimited amounts of signage does several things to hinder the overall success of the market. With out a consistent eye level for signage, the visibility from front to back becomes very cluttered. Among other issues created, people who are new to the market may find it confusing to walk amongst the clutter and it provides unfair promotion of one vendor over another. Not only should the over hanging signage be consistent, but location of temporary signage should have its own unifying system.

Currently there seems to be little organization to the layout of vendors in the market as fresh foods and retail are intermingled. This lack of **grouping confuses and hurts the flow of the experience at the market.** Zoning areas need **some refinement and solid rules put in place to ensure efficiency for patrons.**

The number of entrances into the market makes for a very overwhelming decision. The current system lacks emphasis on the **primary entrances, which is hindering the flow within the market from front to back.** In the services area, the facades of the vendors are all different causing confusion as to where one begins and ends, and the inconsistent signage only furthers the confusion. The service area is not the only area that is inconsistent in its appearance because every vendor seems to have a different set up. There is not a system for consistent counter or wall heights nor material or colors.

Analysis (Continued)

Aging Facility: Key elements of the market building highlight the age and lack of maintenance over the years. The overhead **fluorescent lighting installed at ceiling level** is harsh on the eyes, providing even light throughout the space. Without a direction, **the global light feels industrial and flat**, which detracts from the focus of the market: the fresh food. Without dimension, the space lacks a dynamic feel, echoing shopping experiences at big box stores. Wear shows throughout the building, but is focused in key areas such as the floor and ceiling. The light color of the ceiling and ventilation units shows dust, scratches, and disrepair easily. Exposed pipes are not in themselves an issue, but their current unkempt and leaky state dictate a lack of **cleanliness** to the visitor. The floor is also a key area of wear with the layers exposed, sometimes down to the concrete. In addition, the bright colors highlight chips and cracks, becoming a point of focus while exploring the building and its interior.

Though they initially served as lease lines for vendors, the hanging ceiling structures no longer serve their initial purpose. In their current state, they add to the visual noise with their color and hanging level. In some situations their presence feels oppressive, and in others merely unnecessary. Structurally necessary, the concrete poles currently **serve as a distraction from wayfinding and vendor identity**. Their current paint treatment highlights the inconsistency in shape while also perceptually reducing the height of the building to the viewer.

The untreated surfaces in the market, notably expanses of white washed walls, promote a sense of vacancy. Their lack of aesthetic contribution also does not encourage the identity or presence of temporary vendors.

Broadway Market Identity Systems Proposal: Interior Design Proposal

Analysis (Continued)

Lackluster Welcome: The current entrance does not draw attention to bring people into the market. An underutilized and empty space welcomes visitors to the market. In addition, there is no map or information area to greet visitors that are unfamiliar with the market layout. The space does not encourage people to proceed further into the market where all the fresh food vendors exist.

Upon entering the market, there is very little to welcome you, let alone tell you where to go or what is available. It is very easy to become lost and stay lost. There seems to be lack of attention paid to moving the patron around the space. In addition, special features such as the parking garage or second level are not highlighted.

The expanse of glass visible to passers by on Broadway Street is cluttered and unkempt, ultimately appearing abandoned. Although the Broadway Market is one of the most lively places in the Broadway-Fillmore neighborhood, it appears empty and closed from the street level.

Broadway Market Identity Systems Proposal: Interior Design Proposal



Welcome

BROADWAY MARKET

Restrooms <<<
Escalator >>>



Market Interior Visual Noise and Wayfinding

Proposed Design Solution

Visual Noise: The visual noise currently present within the market can be addressed by implementing the following design solutions. Unifying the color palette presented within the market will create consistency. The palette being proposed will tone down the colors to feature vendors, rather than calling attention from the products. The lighter colors will replace the bold colors to calm the visual noise. In addition, specific colors will be used for different means to place emphasis on wayfinding and vendor zoning.

New statutory and directional signage will be implemented to make it clear and consistent. A visual hierarchy will be planned so that there is primary signage and secondary signage. The primary signage will be able to be seen from a large area and would include the signs for the exit, parking, and bathrooms. Secondary signage will be for the vendors. Since standards will be set for major signage, the market will be able to remain consistent even as vendors leave and new leases are signed and implemented.

The situation of exposed storage will be fixed in two phases. In the long term, all extra cases will be moved to an additional storage area. In the short term, a curtain, scrim, or moveable wall will be implemented for use as a temporary storage solution. This solution will keep the clutter from detracting from market initiatives and collateral.

Though they initially served as lease lines for vendors, the hanging ceiling structures no longer serve their initial purpose. In their current state, they add to the visual noise with their color and hanging level. In some situations their presence feels oppressive, and in others merely unnecessary. Structurally necessary, the concrete poles currently **serve as a distraction from wayfinding and vendor identity.** Their current paint treatment highlights the inconsistency in shape while also perceptually reducing the height of the building to the viewer.

The untreated surfaces in the market, notably expanses of white washed walls, promote a sense of vacancy. Their lack of aesthetic contribution also does not encourage the identity or presence of temporary vendors.

Interior Color Palette

The following Benjamin Moore paint colors should be used when painting the interior of the Broadway Market.

In addition, they vinyl accents should be made out of orange vinyl to match the Benjamin Moore "Sharp Cheddar" paint color.



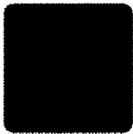
Ceiling + Top of Pole

Benjamin Moore
"Black"
INT. R M / E XT. R M



Doors + Accent

Benjamin Moore
"Sharp Cheddar"
2017-20 / WP 706 4B



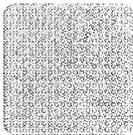
Overhead Lease Lines

Benjamin Moore
"Sangria"
2006-20 / C4B



Vinyl Symbol

Vinyl
Orange



Poles

Benjamin Moore
"Stonington Gray"
HC 170 / C1B



Wayfinding Stripe

Benjamin Moore
"Purple Lotus"
2072-30



Walls

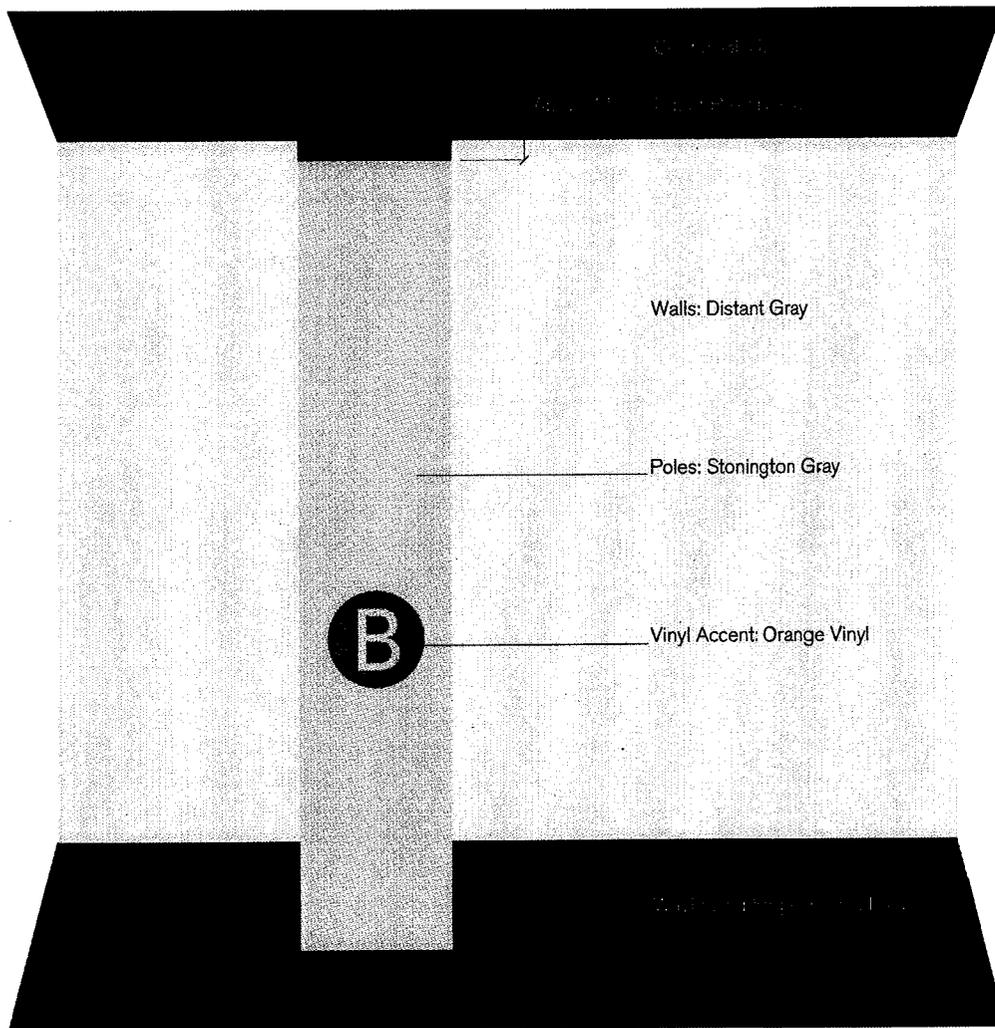
Benjamin Moore
"Distant Gray"
2124-70 / C1B



Floor + Rise on Pole

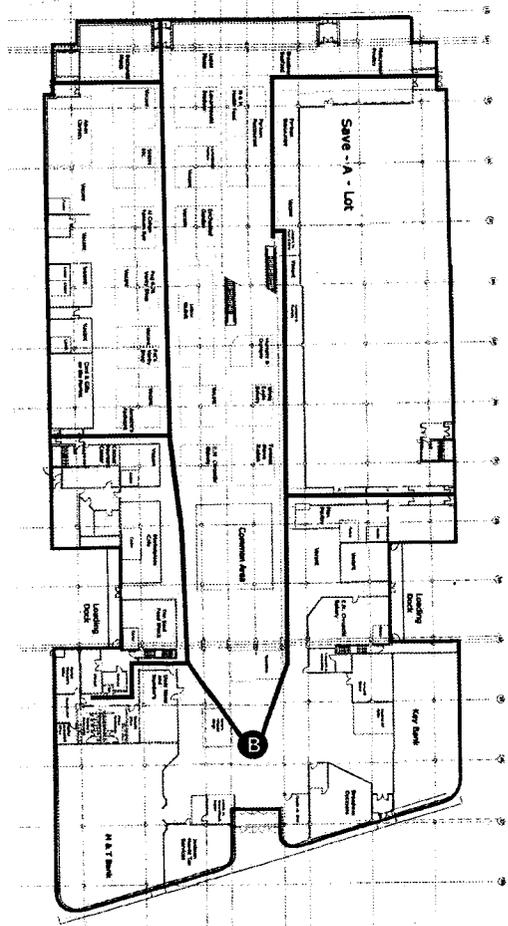
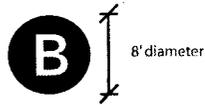
Benjamin Moore
"Chelsea Gray"
HC 168 / C3B

Broadway Market Identity Systems Proposal: Wayfinding



Floor Striping

Floor striping supports primary wayfinding, acting as a guide along the main thoroughfares of the market. Primarily, they run on the N/S axis to the exits. The iconic logo placed in the center of the main entrance reinforces the brand identity, as well as point the visitor towards the vendor areas and amenities.

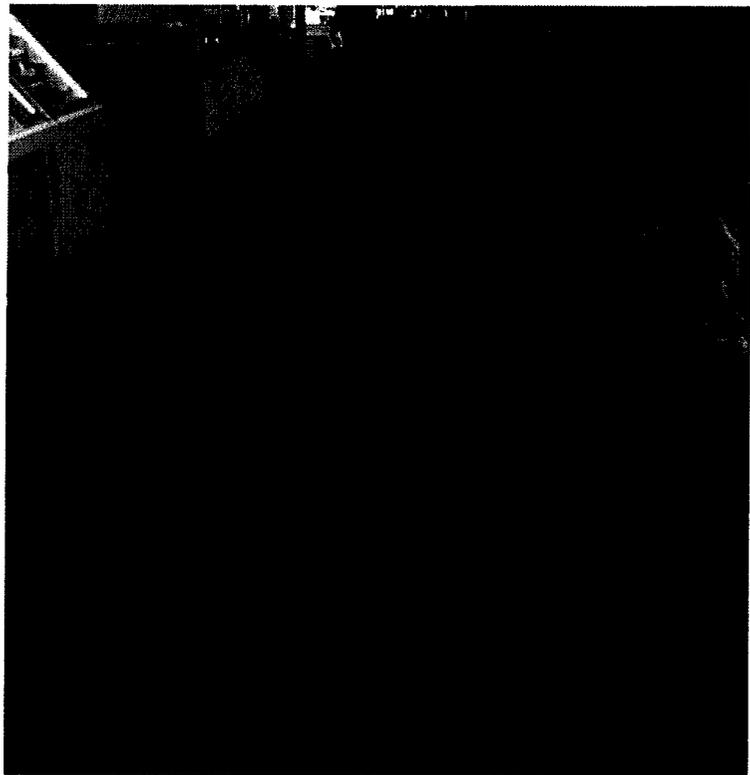


Broadway Market Identity Systems Proposal: Wayfinding

Before



After



B We
BR

- Restrooms <<
- Water Fountains <<
- Market Office <<
- Security <<

B
<<

Information
Map
Security

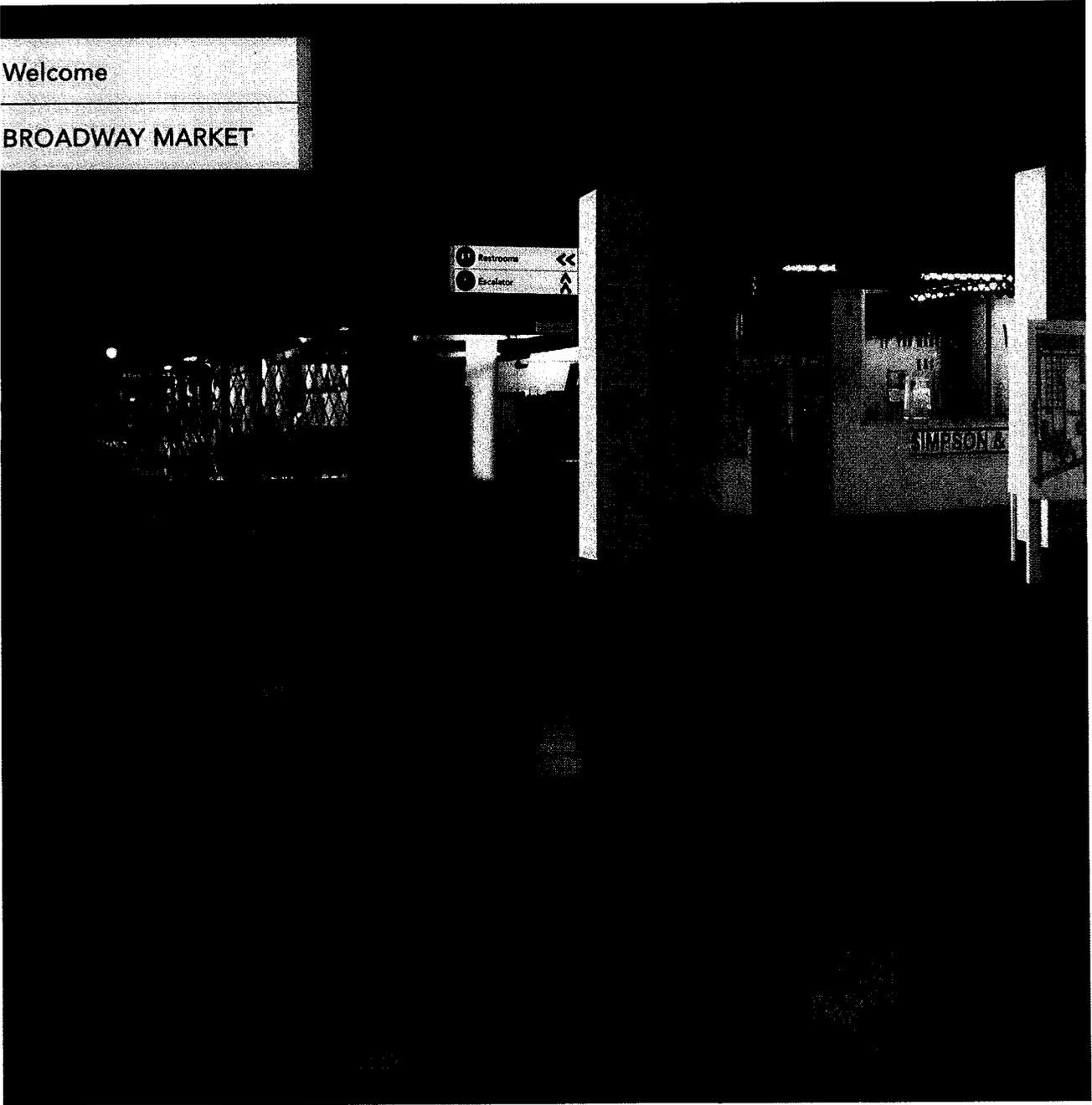


Welcome

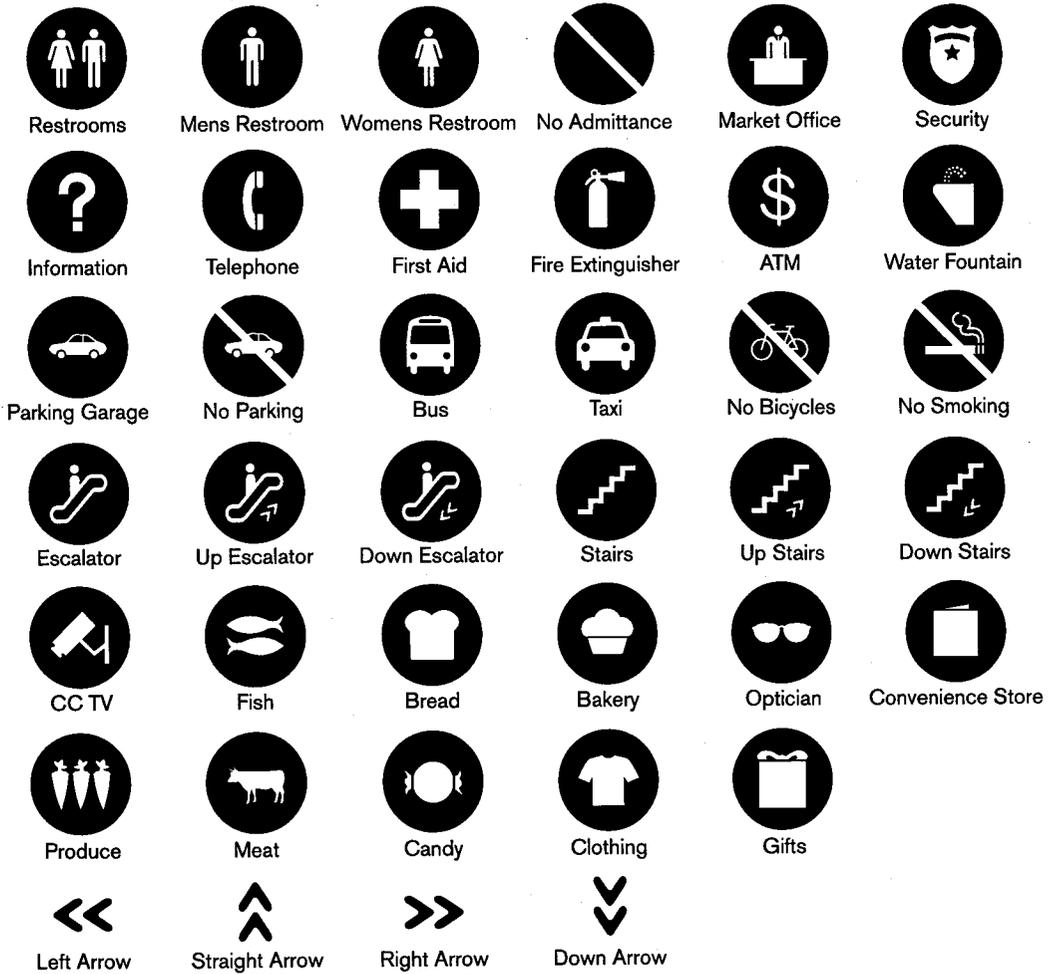
BROADWAY MARKET

Restrooms <<
Escalator >>

SIMPSON



Wayfinding Symbols on White



Wayfinding Symbols on Black



Restrooms



Mens Restroom



Womens Restroom



No Admittance



Market Office



Security



Information



Telephone



First Aid



Fire Extinguisher



ATM



Water Fountain



Parking Garage



No Parking



Bus



Taxi



No Bicycles



No Smoking



Escalator



Up Escalator



Down Escalator



Stairs



Up Stairs



Down Stairs



CC TV



Fish



Bread



Bakery



Optician



Convenience Store



Produce



Meat



Candy



Clothing



Gifts



Left Arrow



Straight Arrow



Right Arrow

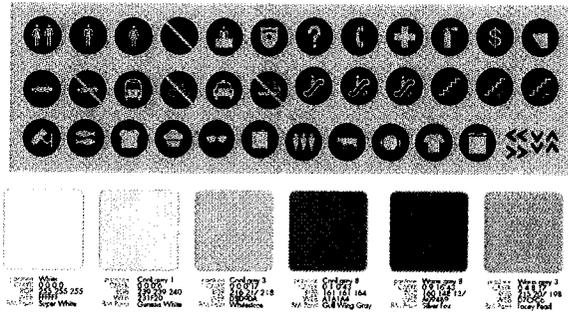


Down Arrow

Treatment of Wayfinding Symbols

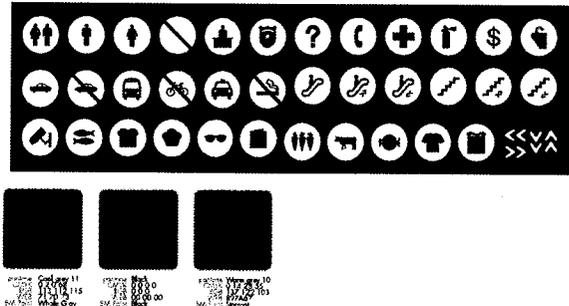
Black Symbols

The symbols should be used in very specific colors. The symbol will be black when placed on any of the light backgrounds outlined to the right.



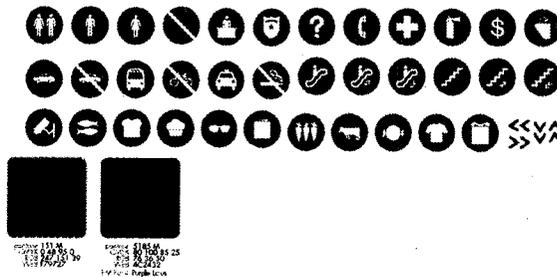
White Symbols

The symbol will be white when placed on any of the dark backgrounds outlined to the right.



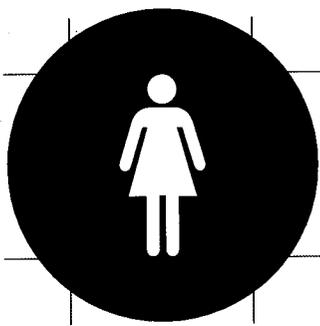
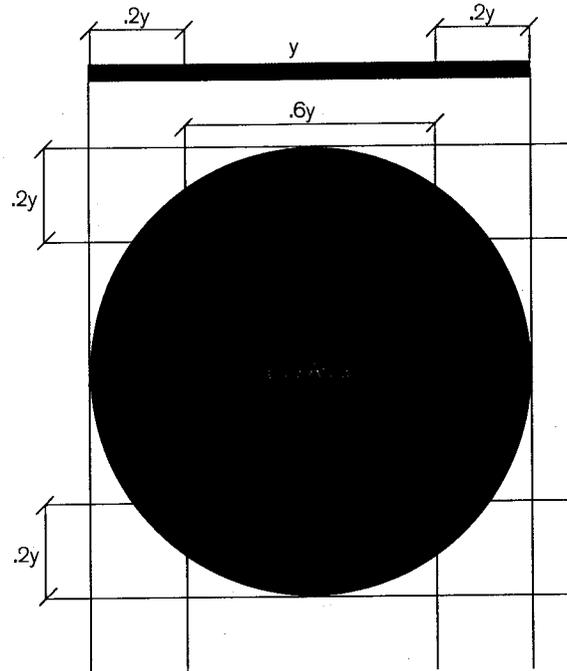
Colored Symbols

The only two colors that the symbol will be are Pantone 151M and Pantone 5185M. No other colors will be applied to the symbols. Colored symbols should only be placed on the light colors (Pantone White, Cool gray 1, Cool gray 3, Cool gray 8, Warm gray 8, and Warm gray 3) pictured above. Under no circumstance should a color symbol be placed on a black background.

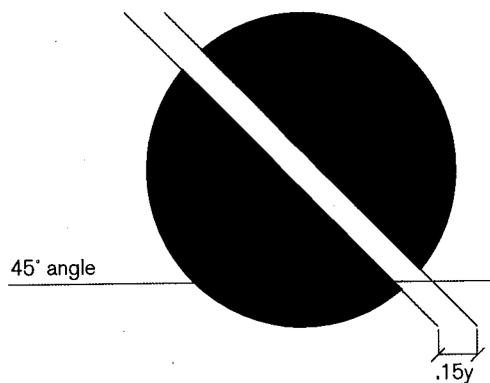


Symbol Specifications

The symbols are placed as a consistent size within a circle so that all the symbols appear similar. The size of the image within the circle is also the same size from one circle to the next. These standards must be adhered to so that continuity can be maintained throughout the market.

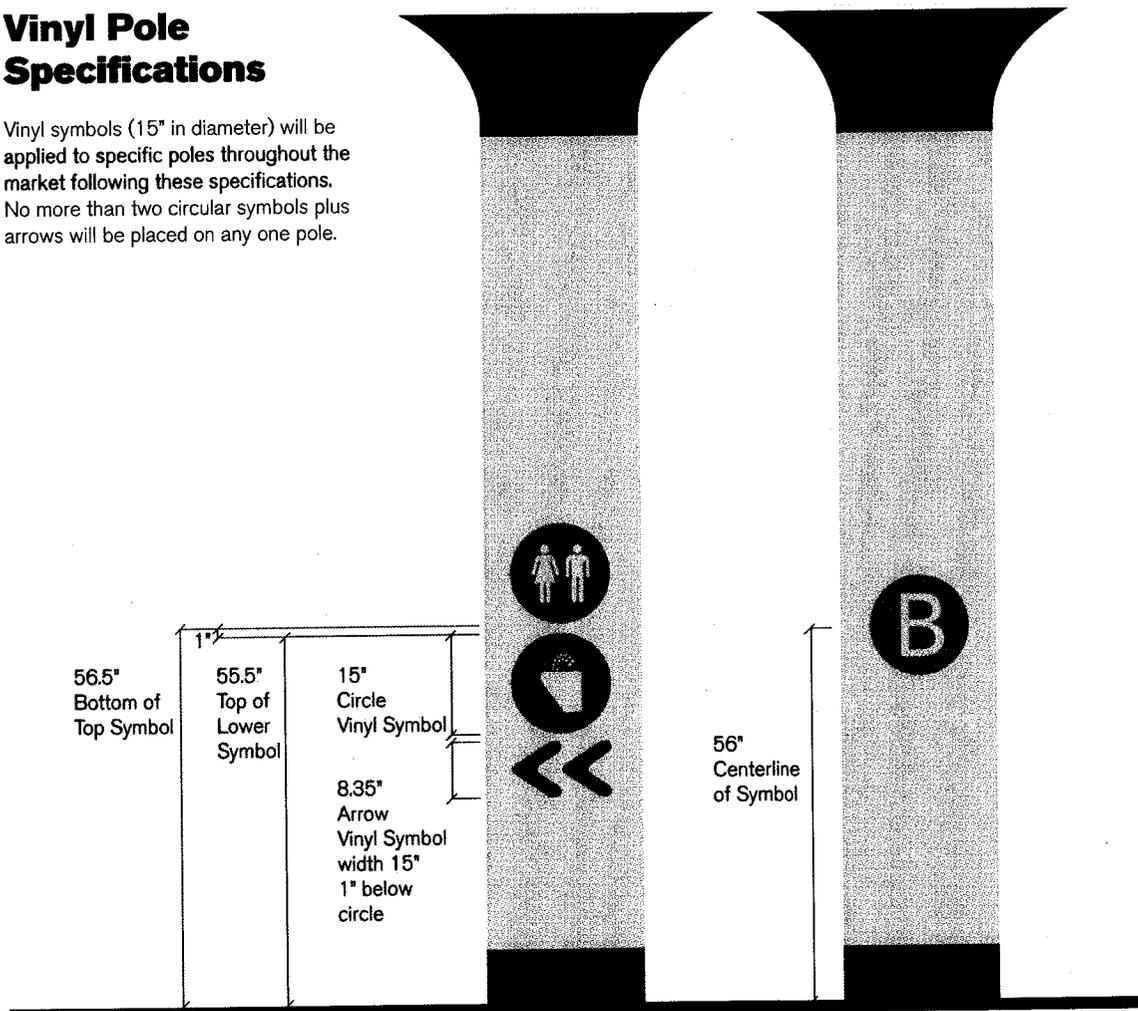


Symbol Centered

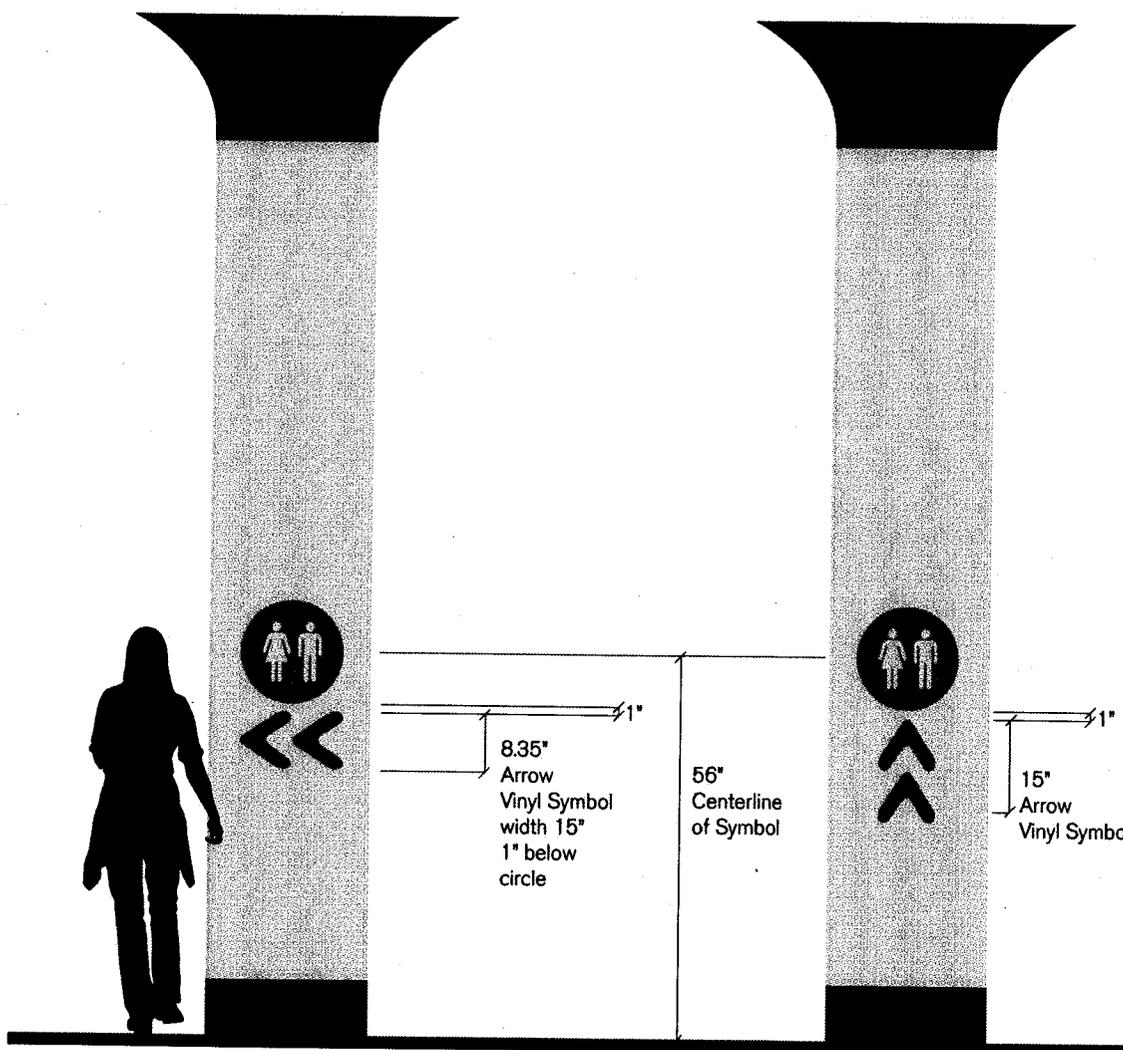


Vinyl Pole Specifications

Vinyl symbols (15" in diameter) will be applied to specific poles throughout the market following these specifications. No more than two circular symbols plus arrows will be placed on any one pole.

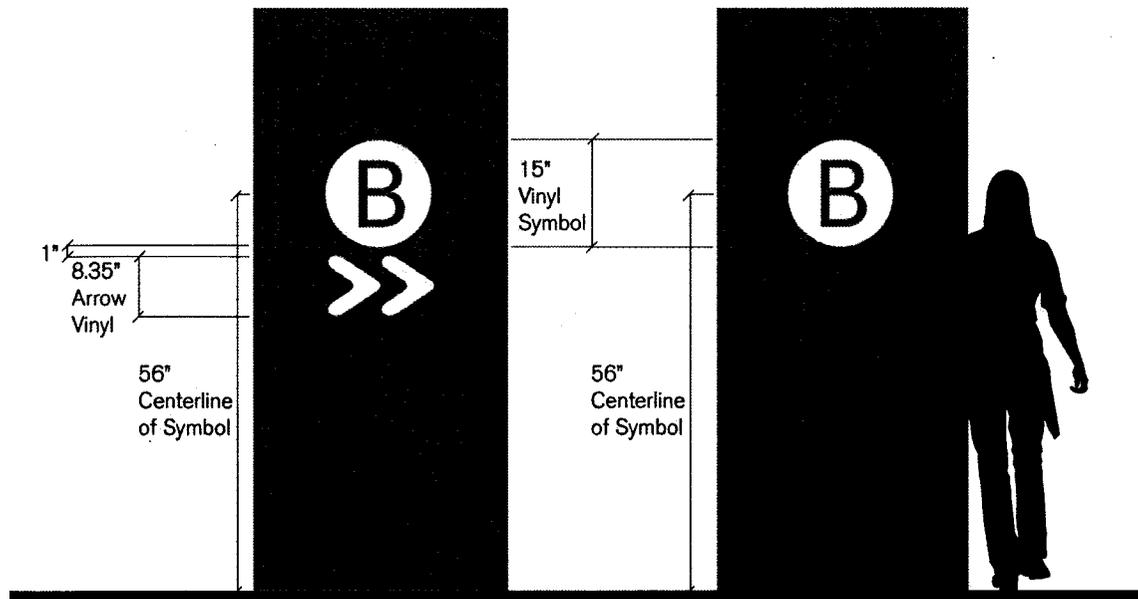


Broadway Market Identity Systems Proposal: Interior Wayfinding



Vinyl Door Specifications

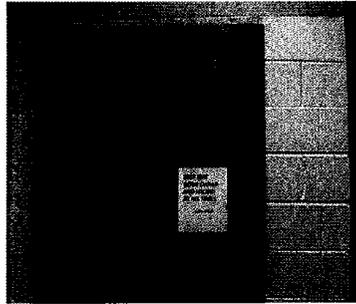
Vinyl symbols (15" in diameter) will be applied to specific doors throughout the market following these specifications. All doors will be painted Benjamin Moore "Sharp Cheddar" 2017-20 / WP 706 4B.



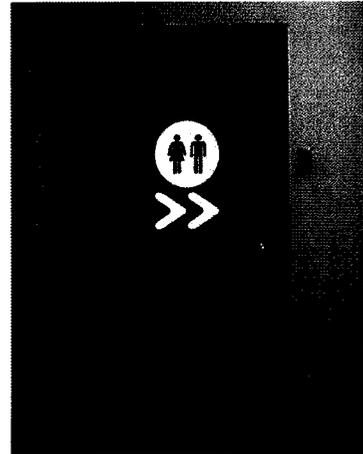
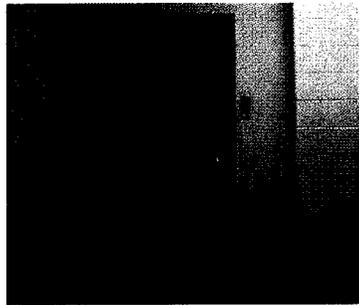
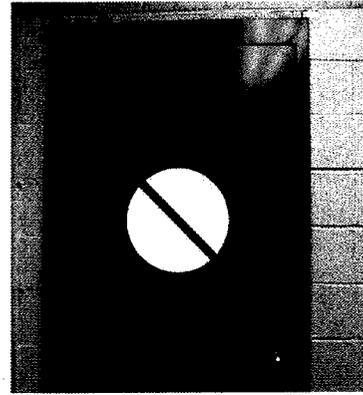
Vinyl Door Applications

The Symbols are placed within the environments to ensure the navigation throughout the market is optimal. The large symbols help a lost or confused patron find his or her way.

Before



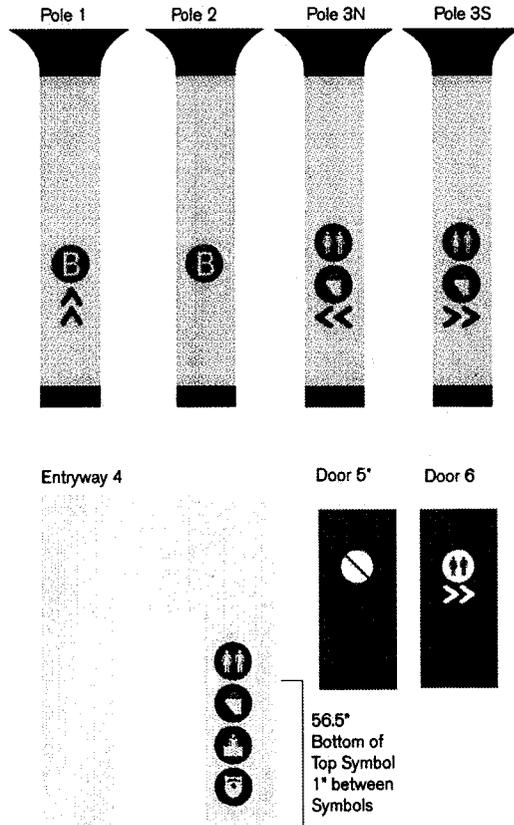
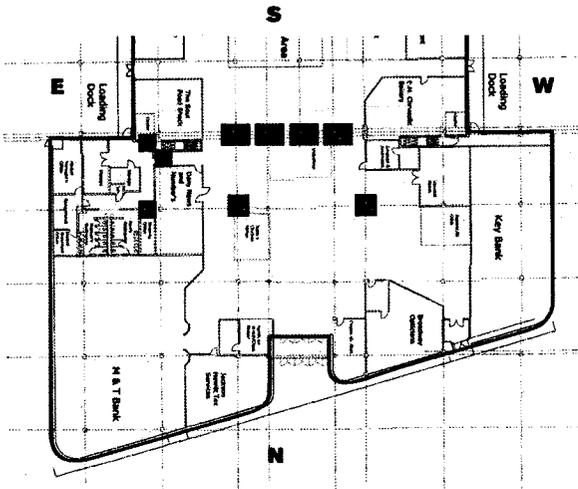
After



Vinyl Placement Pole and Door

Vinyl symbols will be placed throughout the market in the locations pictured on the map.

*Door 5 vinyl can be used throughout the market on other doors where public admittance is prohibited.



Broadway Market Identity Systems Proposal: Interior Wayfinding

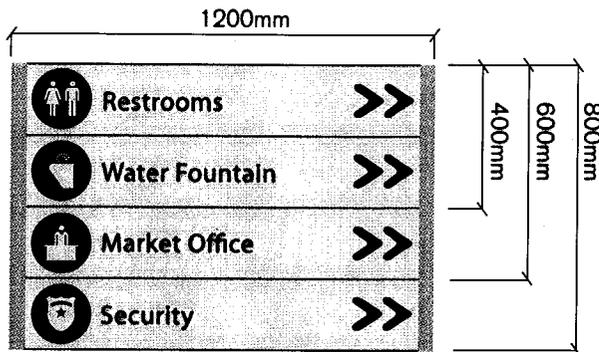
Suspended Wayfinding Signage

Totemellipso Signs

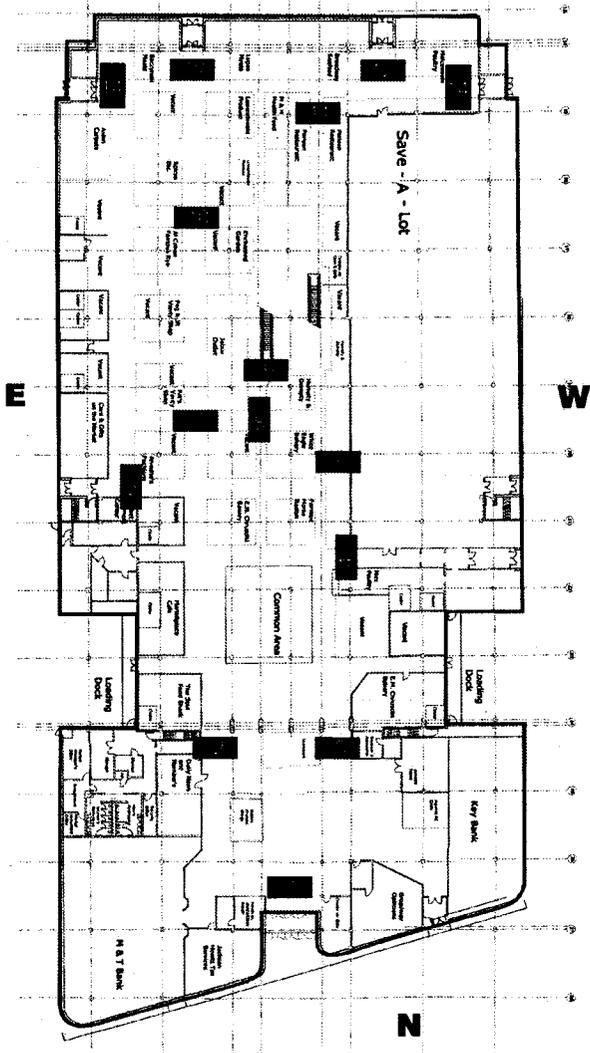
This double sided curved sign is produced by IDSignSystems. This sign system is cost effective and is easy to assemble.

The bottom of each dropdown sign will be 12' from the ground. This will keep the signage above any vendor sign so that they wayfinding will be seperated from the visual noise of vendor signs.

The map on the right side shows the placement of the signage and the direction that each sign is placed within the market.

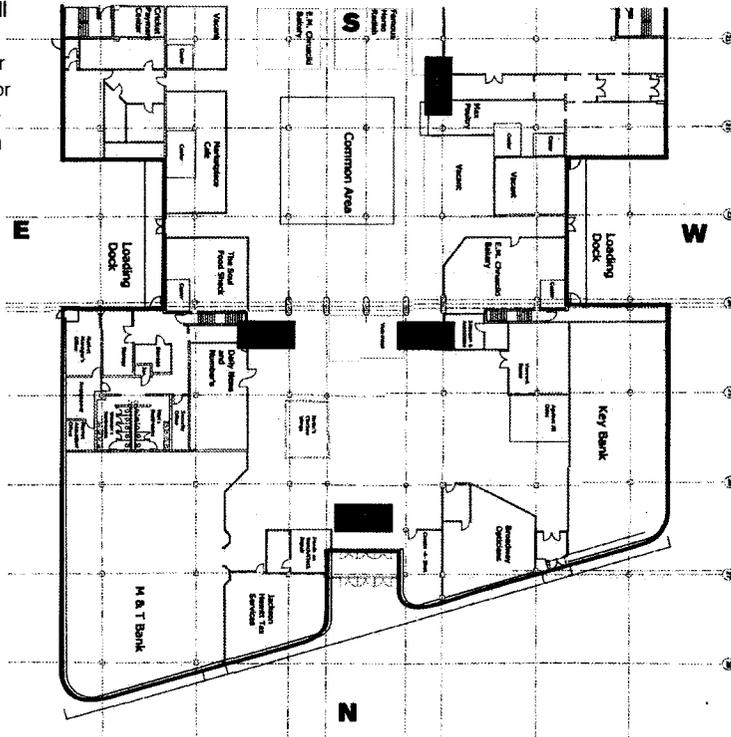


Broadway Market Identity Systems Proposal: Interior Wayfinding



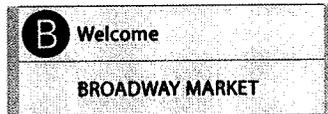
Suspended Wayfinding Signage 1-4

Each suspended wayfinding signage will be custom tailored to guarantee that a patron will be able to locate where he or she needs to go within the market. Major decision making points have been identified, making sure that when a question arises, and answer will not be far away.

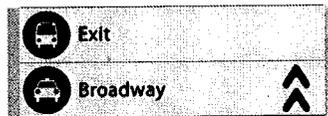


Broadway Market Identity Systems Proposal: Interior Wayfinding

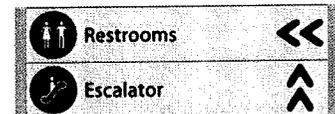
Signage System 1N



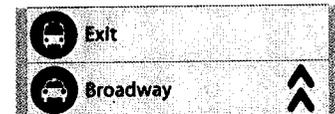
Signage System 1S



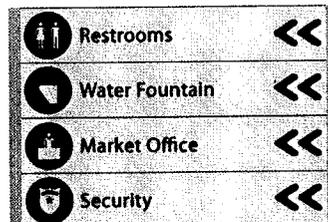
Signage System 3N



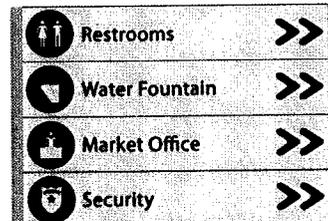
Signage System 3S



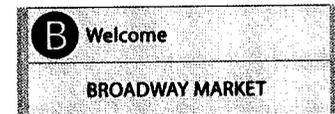
Signage System 2N



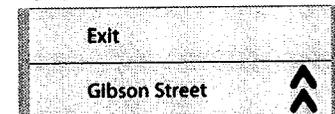
Signage System 2S



Signage System 4W

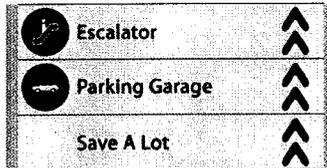


Signage System 4E

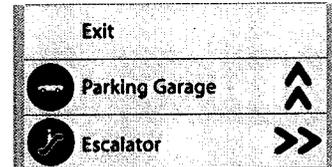


Broadway Market Identity Systems Proposal: Interior Wayfinding

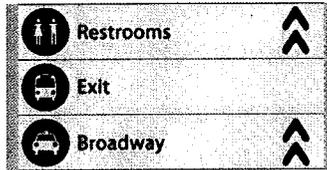
Signage System 5N



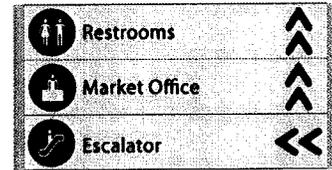
Signage System 7N



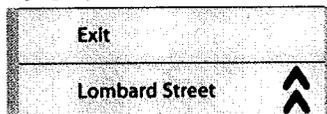
Signage System 5S



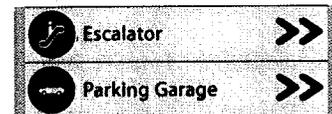
Signage System 7S



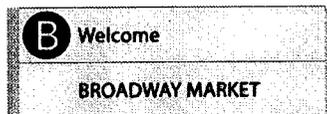
Signage System 6W



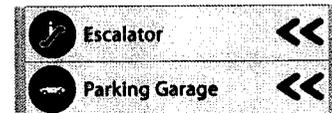
Signage System 8W



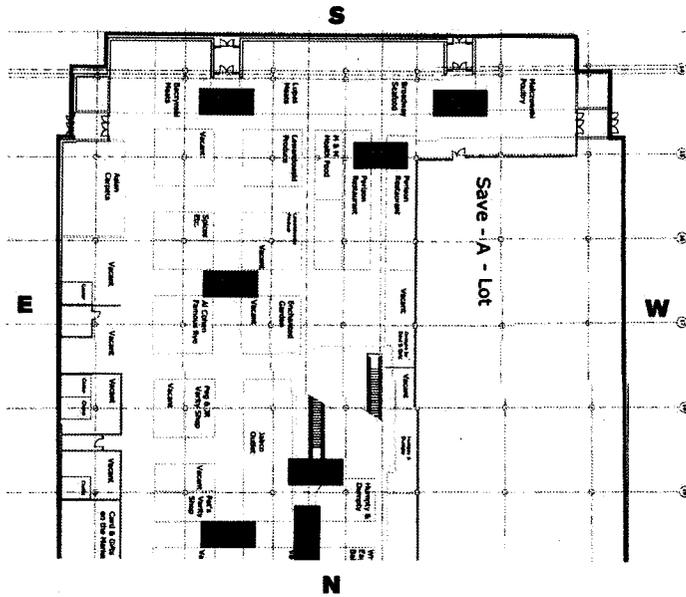
Signage System 6E



Signage System 8E

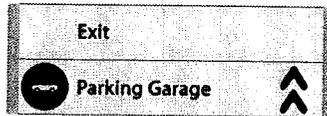


Suspended Wayfinding Signage 9-12

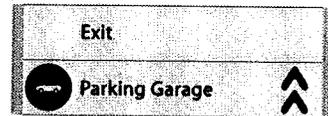


Broadway Market Identity Systems Proposal: Interior Wayfinding

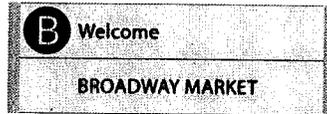
Signage System 9N



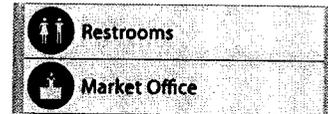
Signage System 11N



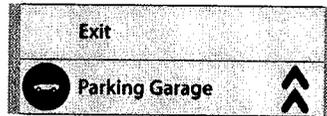
Signage System 9S



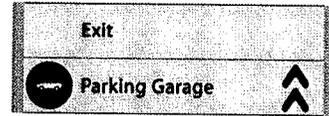
Signage System 11S



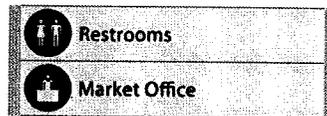
Signage System 10N



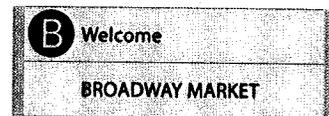
Signage System 12N



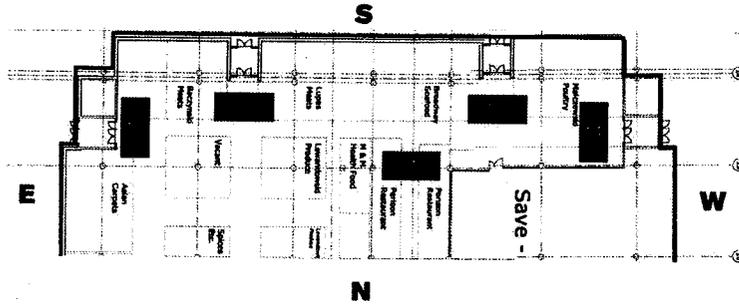
Signage System 10S



Signage System 12S

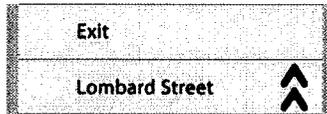


Suspended Wayfinding Signage 13-14

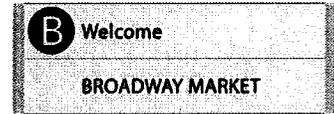


Broadway Market Identity Systems Proposal: Interior Wayfinding

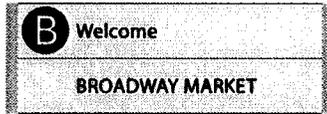
Signage System 13W



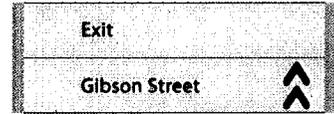
Signage System 14W



Signage System 13E

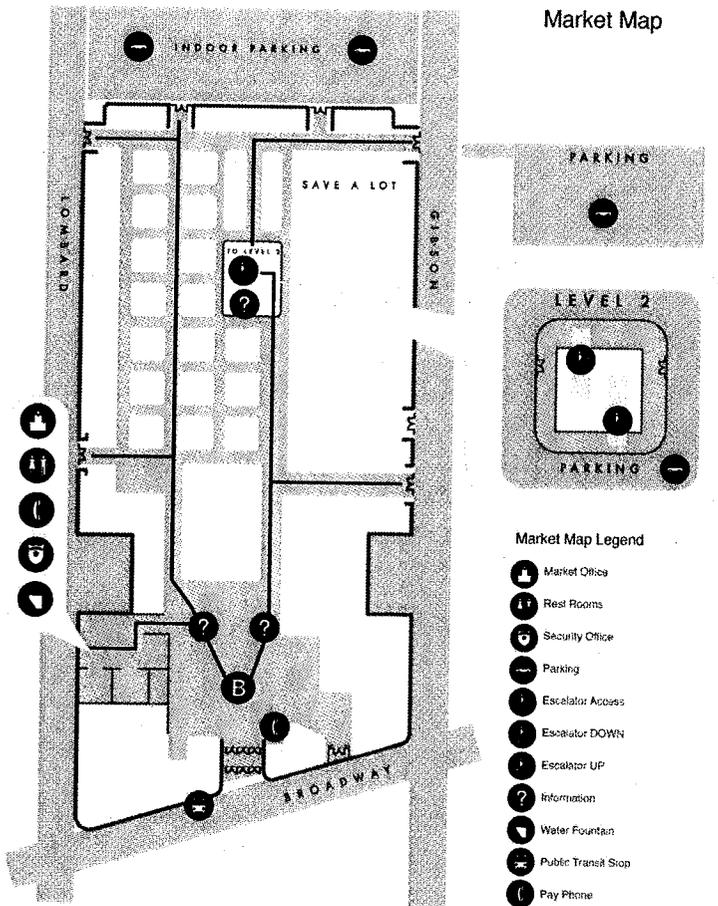


Signage System 14E

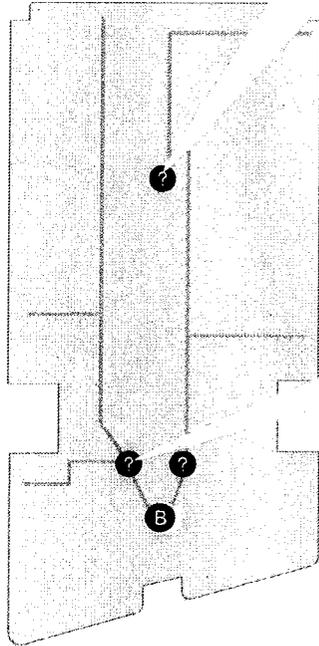


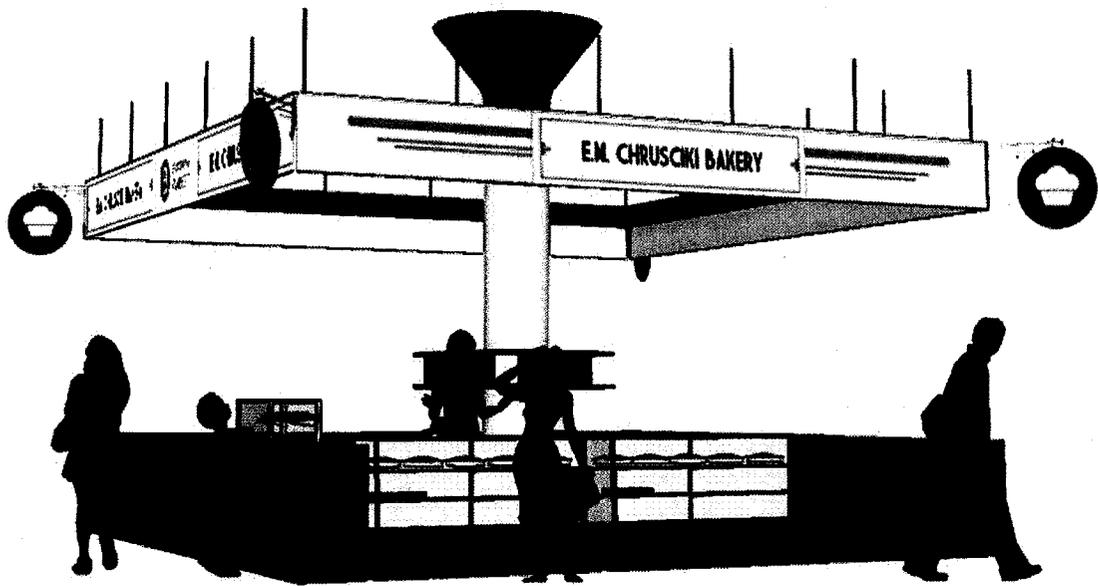
Market Wayfinding Kiosk

This map will be placed in two different sections in the market, at three different locations. There will be one kiosk located at the bottom of the escalators, and two near the entrance of the building. These kiosks will let the patrons know where key places in the market are, and give a general overview of what is inside.



Broadway Market Identity Systems Proposal: Interior Wayfinding





Market Interior Vendor Signage

Proposed Design Solution

Vendor Signage: We are proposing to create, not only sign size restrictions, but mandatory sign heights. The unification of the vendor signs will greatly improve the overall visual aesthetic of the market. This will ensure that navigating the market becomes easier and will settle some of the cluttered feeling now being imposed. Vendors should adhere to the standards immediately, overriding grandfathering, to ensure immediate flow increase. The temporary signage that each vendor may change, for specials and such, will have a template made that they may edit certain parts of to suit their needs. Guidelines for the location of these signs will need to be worked out when vendor structures are unified.

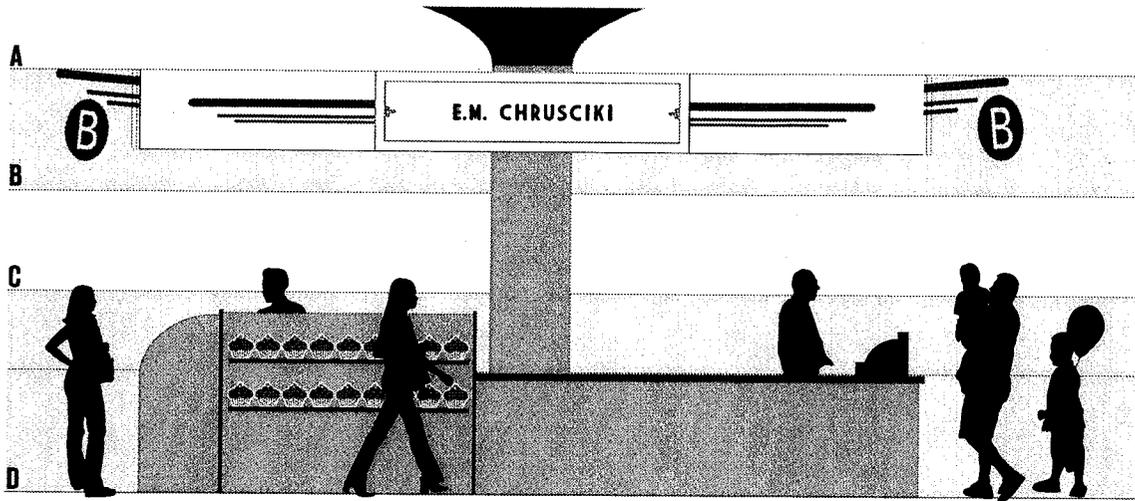
Currently, the flow of the market is broken up by the placement of the different style of vendors. We are proposing to organize the vendors to create a better flow and efficient experience at the market. Putting the fresh foods towards the center and the retailers towards the outside would be ideal, as well as creating one single area for temporary vendors.

Part of the confusion that occurs for patrons is the number of entrances and exits, we would like to minimize the use of these and direct people more towards the front or back of the market. Dedicating the front and back as primary entrances and the side streets as secondary will help the flow from front to back.

The planned renovation of food prep and retail space on the side of the market still has some unanswered questions, but we have a couple ideas that may aid in the longevity of the area. Creating a unified foundation with a changeable facade would be optimal to keep the look fresh and consistent. Also, designing the little buildings to embrace the architecture of the building would be optimal rather than introducing different styles for variation.

The vendor spaces need to be unified in multiple aspects to aid in a familiar look and uniformity from vendor to vendor. Counter heights, wall heights and placement of space needs to have a specific set of regulations. There are a series of makeshift walls that should be unacceptable. Creating a unified look for the spaces will also help open up the visibility and help with the flow of patrons throughout the market.

Broadway Market Identity Systems Proposal: Vendor Signage



Personal Vendor Area Diagram

The area a vendor rents has been zoned to increase uniformity within the market. Each zone has a simple, but effective, set of rules for personal signage. There are four zones indicated that vendors should take note of.

Zone A 11 ft and above
Statutory Zone
No vendor signage
Exit, Restrooms, ETC..

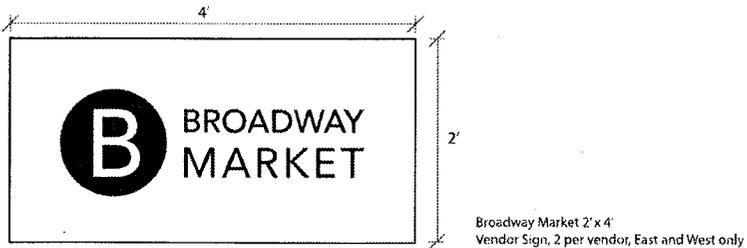
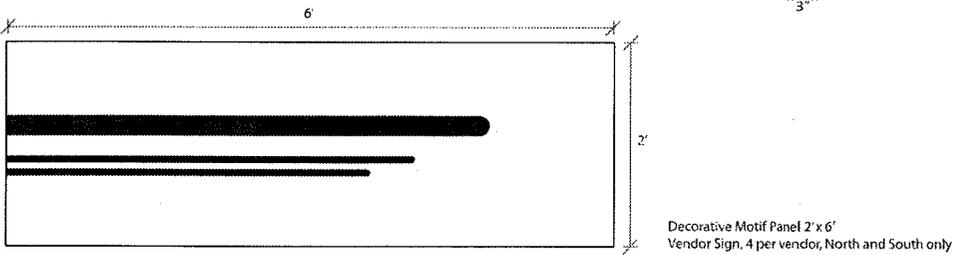
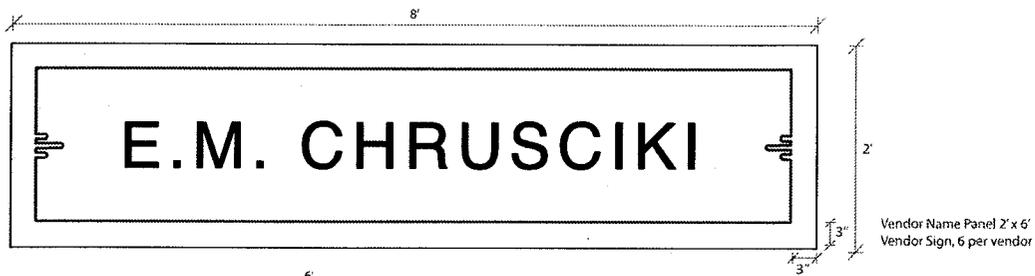
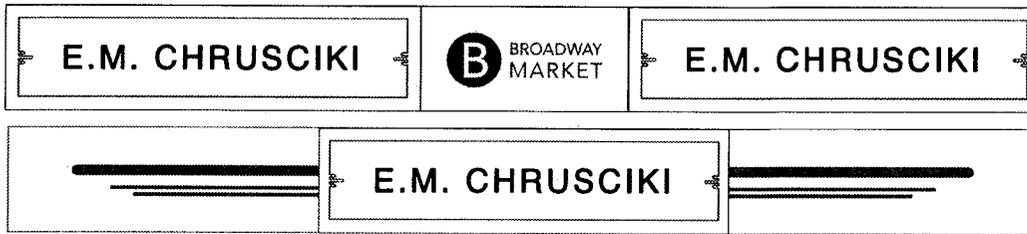
Zone B 8.5 to 11 ft
Vendor Signage
Built in overhead

Zone C 5 to 8.5 ft
Clear Zone
No Signage

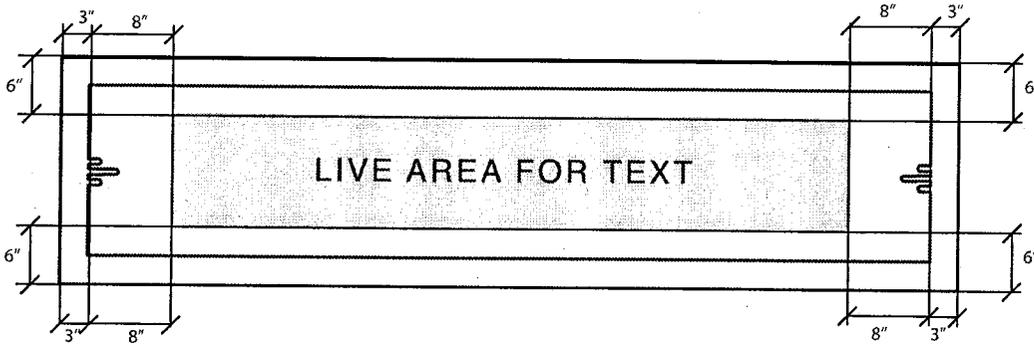
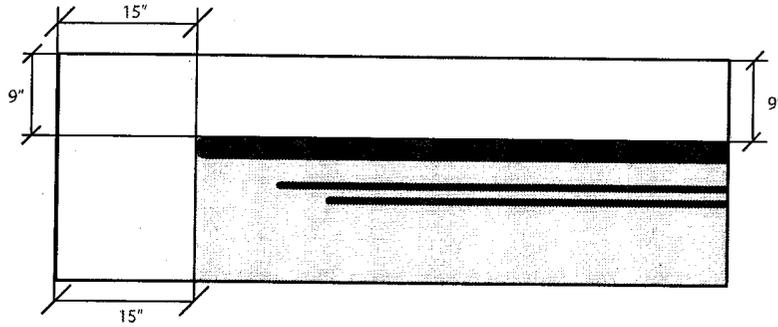
Zone D 3 to 5 ft
Additional Signage and Goods
3 ft Average counter height

Broadway Market Identity Systems Proposal: Vendor Signage

Broadway Market Identity Systems Proposal: Vendor Signage

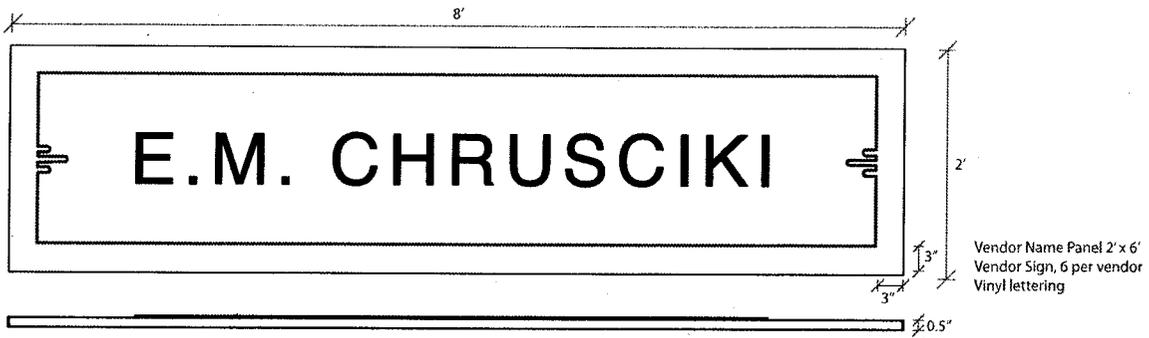


Broadway Market Identity Systems Proposal: Vendor Signage



Vendor Names
 Helvetica, Regular, ALL CAPS, 6pts tracking, BLACK ONLY

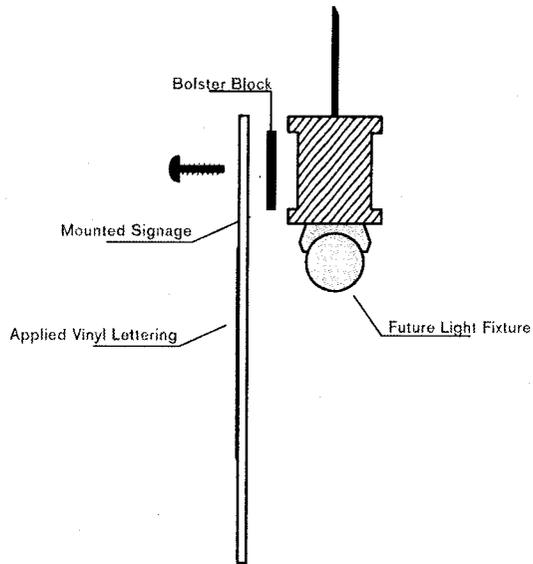
Broadway Market Identity Systems Proposal: Vendor Signage



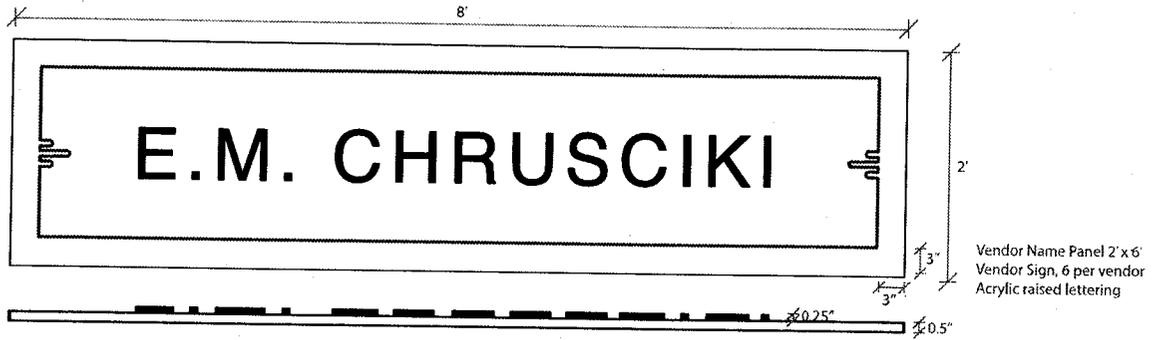
**Vendor Signage
Tiered Options**

Since some vendors may be more permanent than others, we are suggesting a tiered system for signage.

The first level is a simple acrylic sign that has vinyl letter applied to it. It appears to be flat, and has no dimension, but still has crystal clear readability at an affordable price.



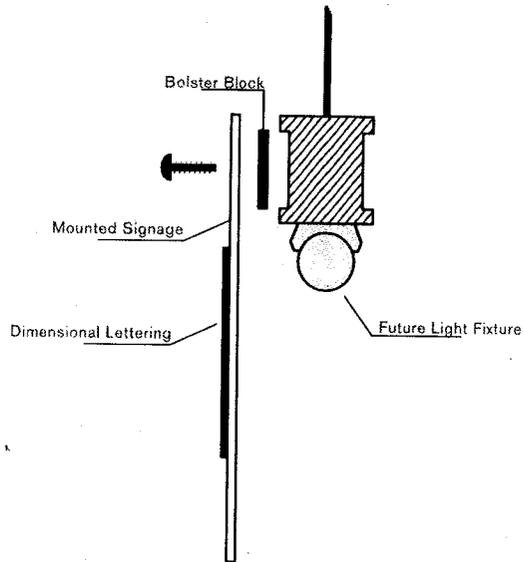
Broadway Market Identity Systems Proposal: Vendor Signage



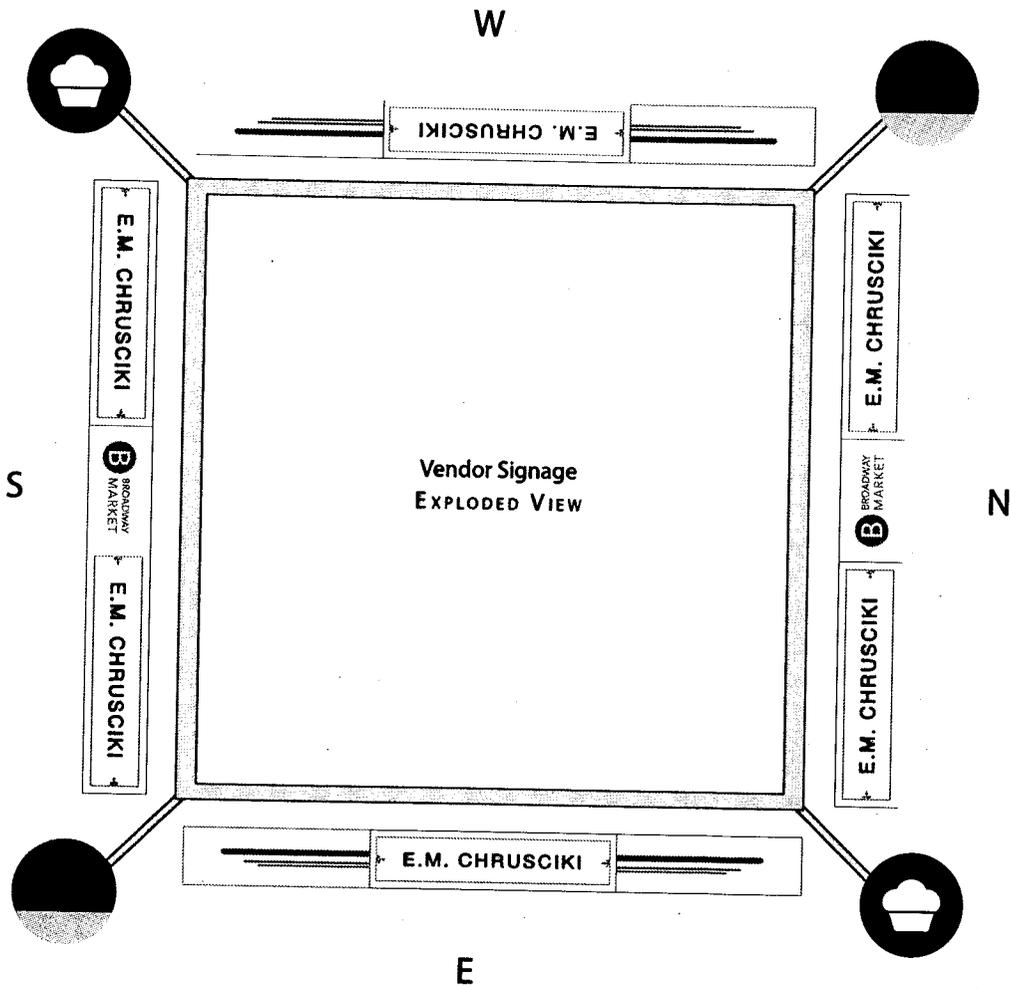
**Vendor Signage
Tiered Options**

(continued)

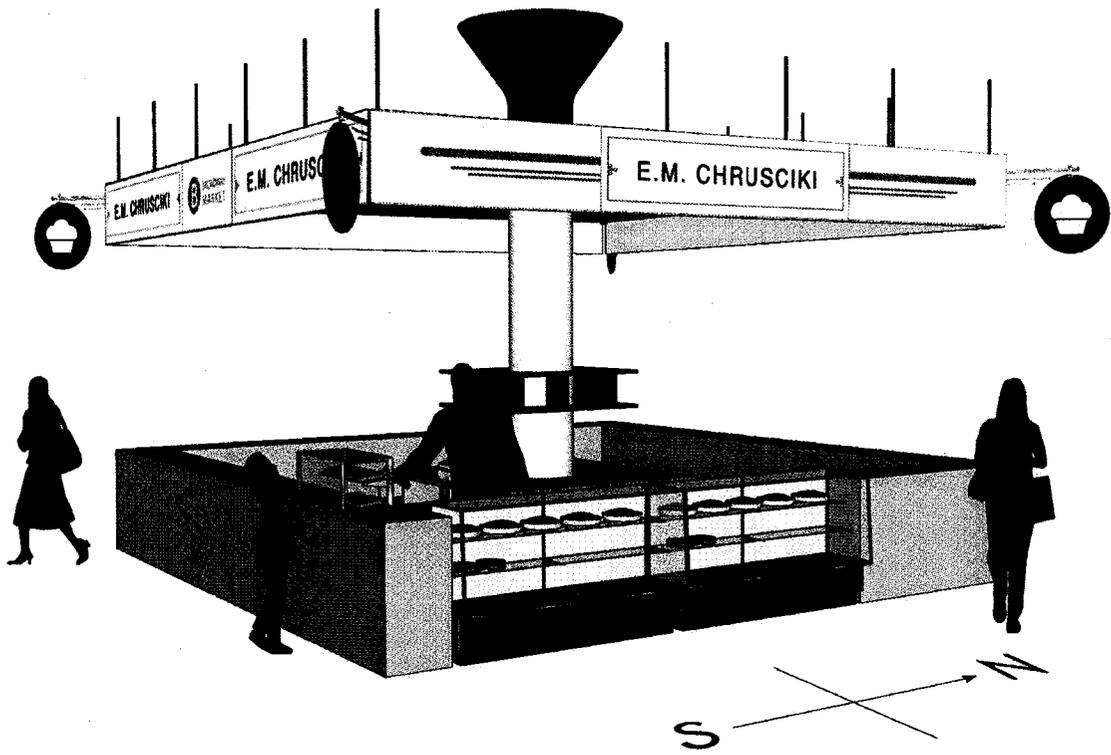
The second level has the same acrylic board as the first, but has raised letter applied to the front facade of the sign. This is a more expensive sign, but has more market presence and adds a level of dimension.



Broadway Market Identity Systems Proposal: Vendor Signage

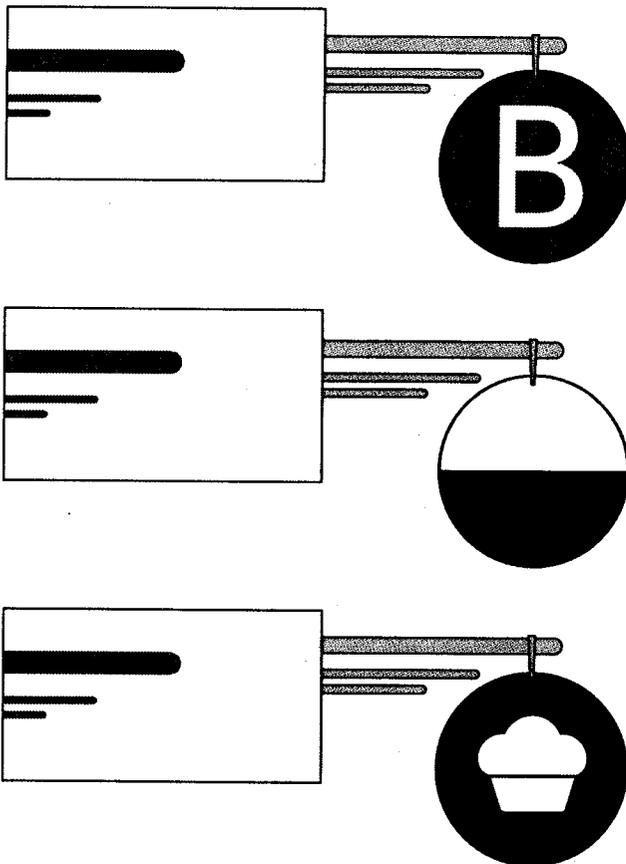


Broadway Market Identity Systems Proposal: Vendor Signage

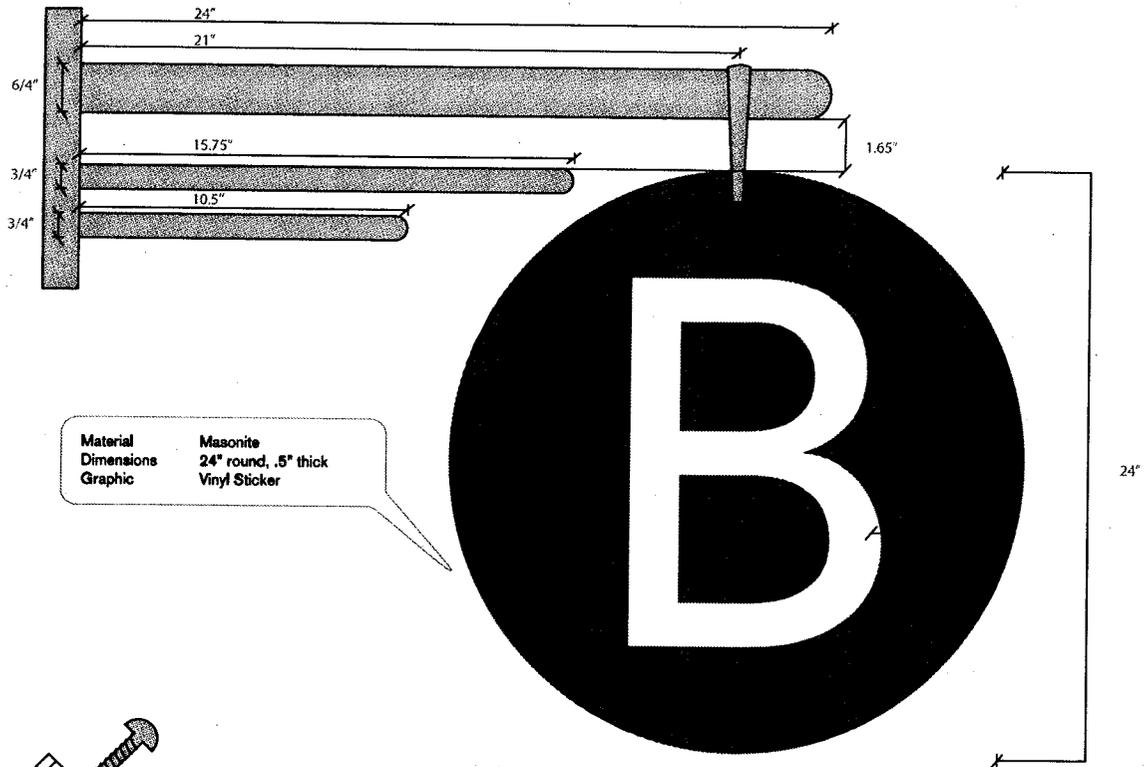


Personal Vendor Signage

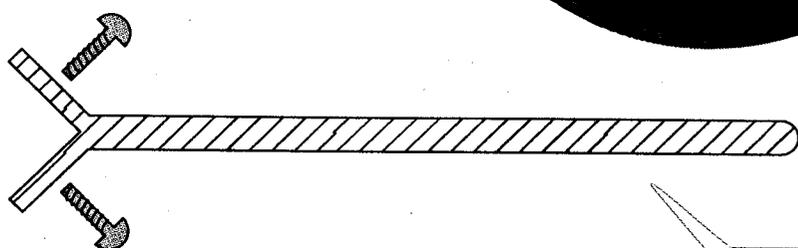
To support the vendor signage is a system of blade signs that will extend from the corners of the drop downs. Reminiscent of traditional signs, the blade signs will support the identity of each vendor, and also create a livelier overhead space. They are made from aluminum, the same material as the dropdown wayfinding signage to create consistency. Each vendor will have a choice of two types of blade signs: one representing the national heritage of their product, and the other supporting the category of goods that they sell.



Broadway Market Identity Systems Proposal: Vendor Signage



Material: Masonite
 Dimensions: 24" round, .5" thick
 Graphic: Vinyl Sticker

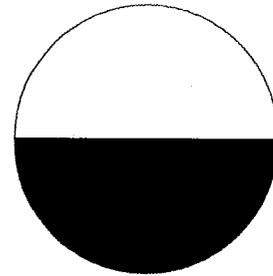


Material: Masonite
 Dimensions: 24" round, .5" thick
 Graphic: Vinyl Sticker

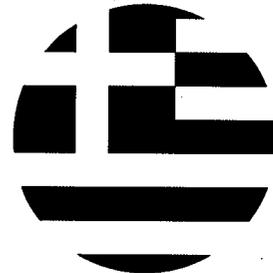
Personal Vendor Signage

Each Vendor will have the ability to choose what they would like to represent themselves on the blade signage. Each and every country can be represented via the usage of that countrys flag.

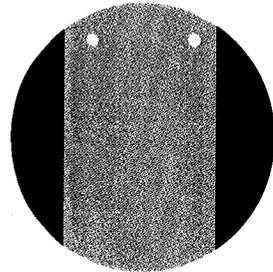
Should a space be vacant, or a vendor un-interested in a national association, the Broadway Market Logo can be used in its place, again always creating the feel of a full and lively space.



Poland

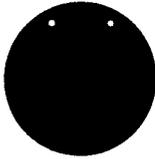


Greece



Romania

Broadway Market Identity Systems Proposal: Vendor Signage



Bangladesh



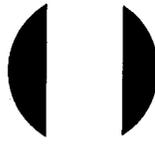
China



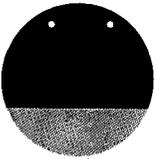
Dem. Rep. of Congo



Ethiopia



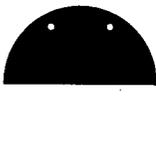
France



Germany



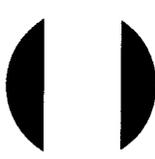
India



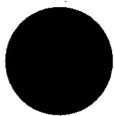
Indonesia



Iran



Italy



Japan



Mexico



Nigeria



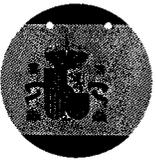
Pakistan



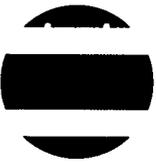
Philippines



Russia



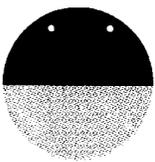
Spain



Thailand



Turkey



Ukraine



Market Interior Temporary Vendor Signage

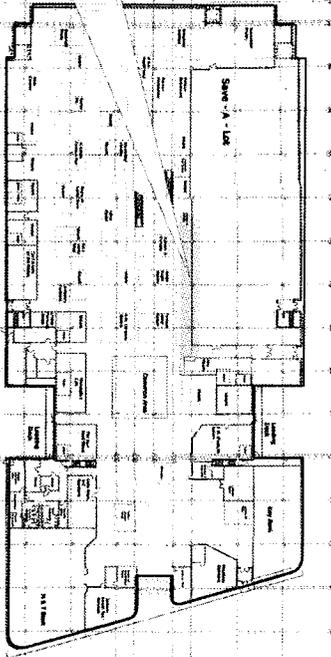
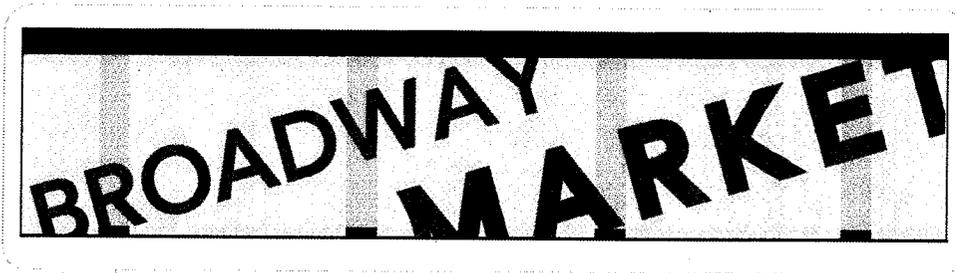
Proposed Design Solution

Temporary Vendor: Adjacent to the leased vendor area is a section reserved for temporary vendors. Currently, the space is blank and underutilized. When temporary vendors are not present, this space is bare and deserted. However, we believe that the temporary vendors deserve the same amount of presence as those who have a more permanent location.

First, by treating the blank wall with the Broadway Market logotype, in large orange letters, the new graphic element will alleviate the blank space and add character to the area. In addition, a flexible signage system can be implemented between the poles using tension wires. This will allow temporary vendors to hang their signage when they arrive, and dismantle it with ease.

Temporary vendor signage is designed with the same treatment as the permanent vendors, however it's made with a less expensive, vinyl material and easily hung by grommets. Also, to better present the vendors, we suggest replacing the existing table cloths with a vivid orange color, branded with the B logo. This will create a more dynamic space, even without the presence of vendors.

As makeshift displays, the table can also serve the purpose of promoting each vendor's unique identity. This can be done with a long printed scrim made of color canvas. When placed over the orange table cloth, the B will be covered up and replaced with the vendor's identity. These temporary solutions maintain consistency throughout the vendors, allowing their product to be the focus of attention.

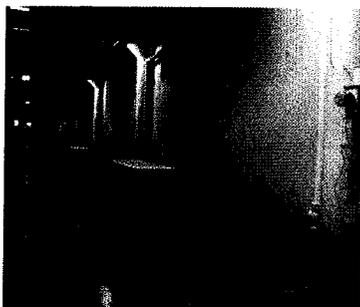


Temporary Vendor Space

Treating the blank wall with the Broadway Market logotype, in large orange letters, the new graphic element will alleviate the blank space and add character to the area. In addition, a flexible signage system can be implemented between the poles using tension wires. This will allow temporary vendors to hang their signage when they arrive, and dismantle it with ease.

Broadway Market Identity Systems Proposal: Temporary Vendors

Before



Accent + Wayfinding
"Sharp Cheddar"
2017-20 / WP 706 4B

After

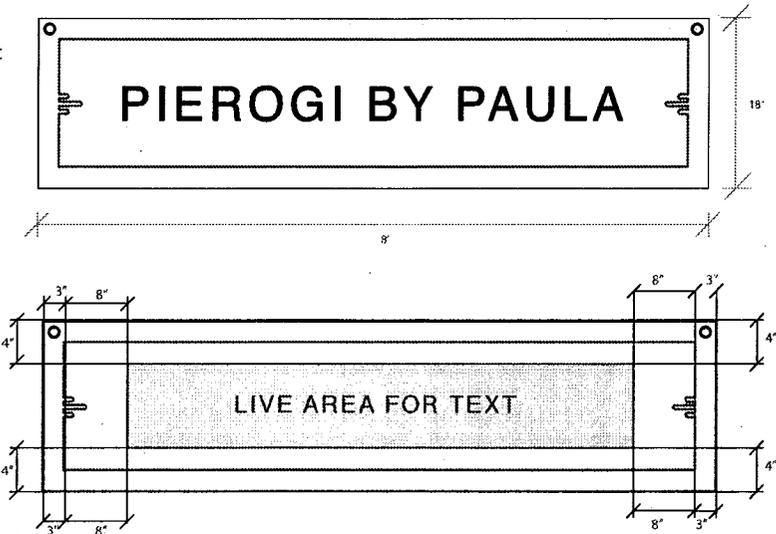


Temporary Vendor Signage

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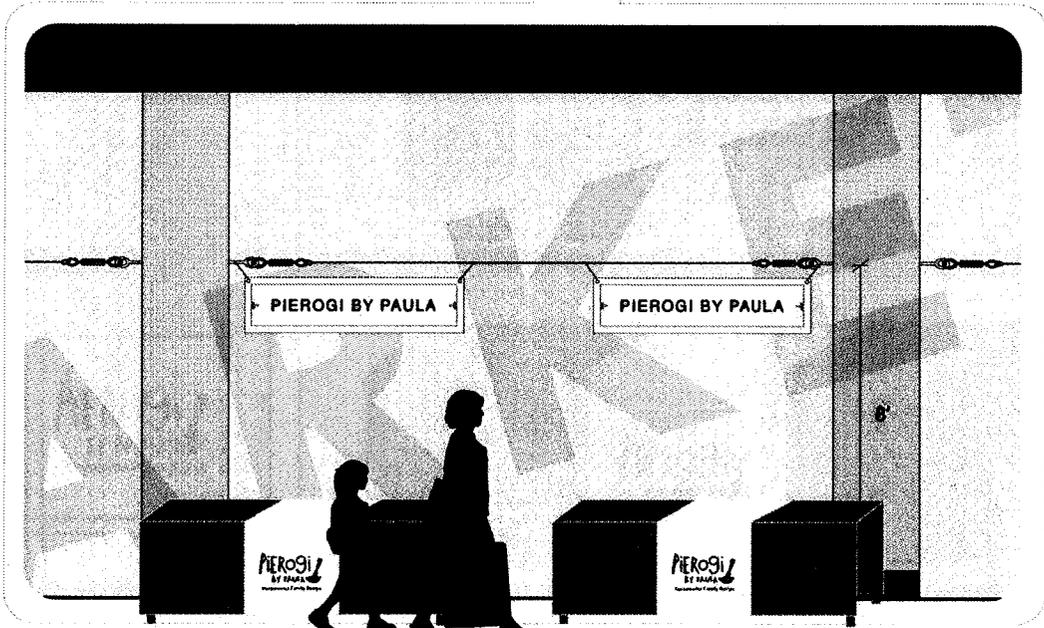
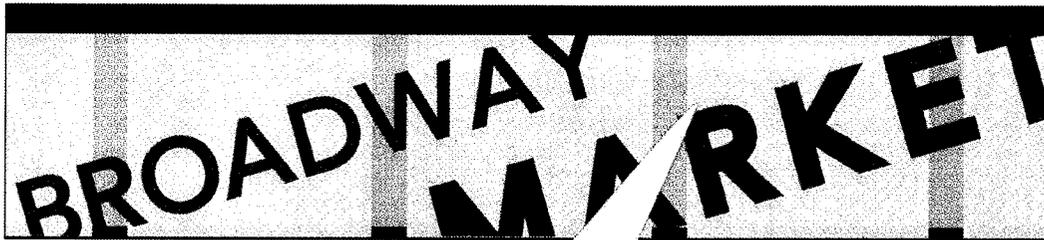
Temporary vendor signage is designed with the same treatment as the permanent vendors, however it's made with a less expensive, vinyl material and easily hung by grommets.

Temporary Vendor Signage
Vinyl, grommets and hook hanging
8' x 18'



Vendor Names
Helvetica, Regular, ALL CAPS, 6pts tracking, BLACK ONLY

Broadway Market Identity Systems Proposal: Temporary Vendors



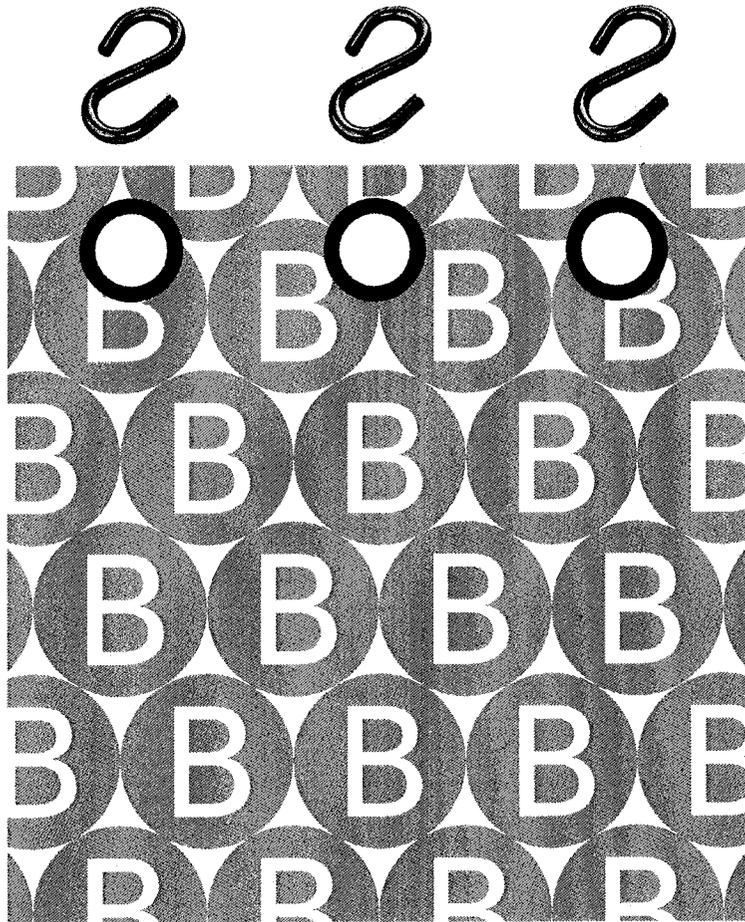
Market Interior Scrim

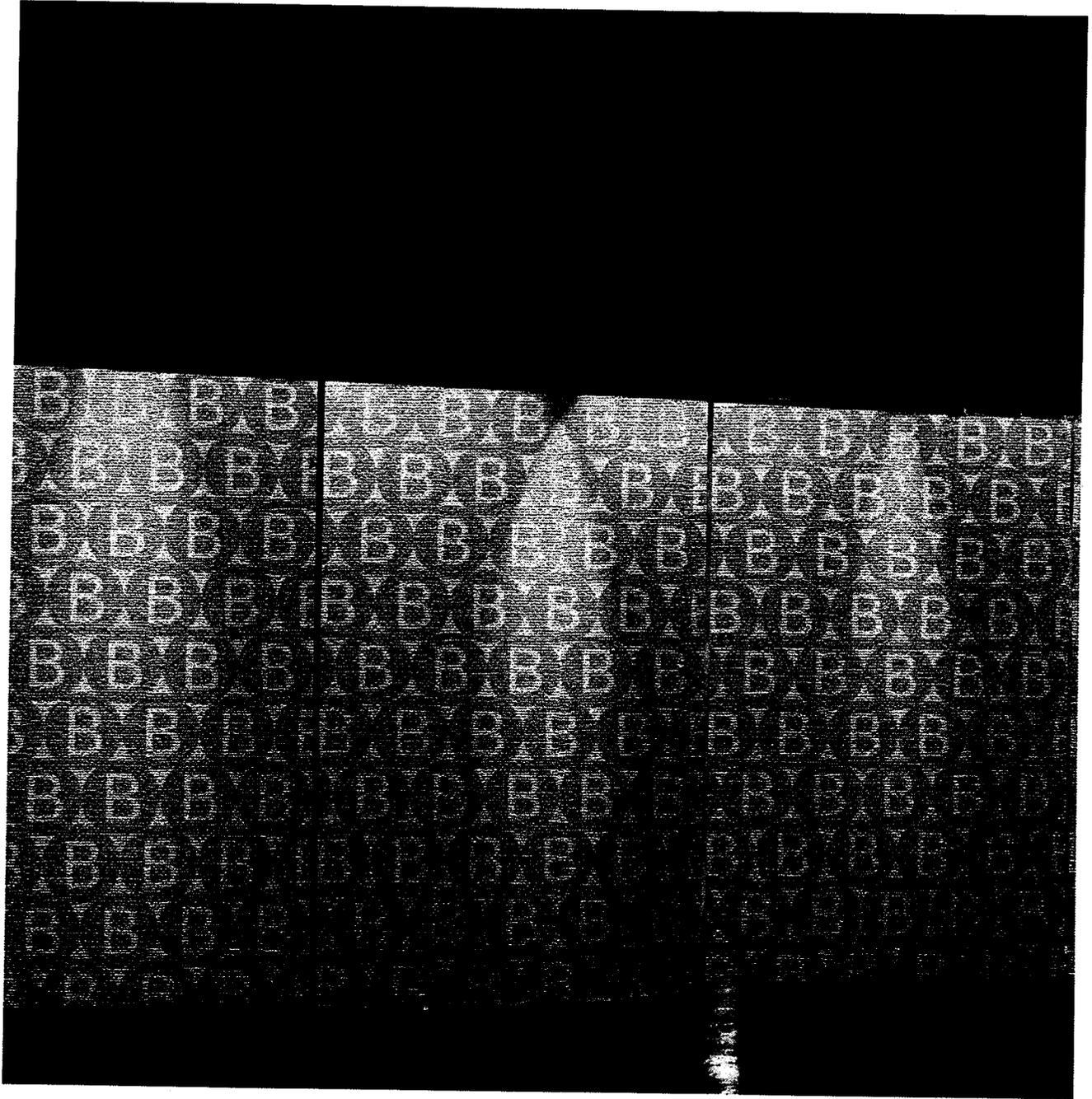
Within the market, there is exposed storage that adds to the visual clutter. In some areas this storage is blocked by a blue tarp, which is unprofessional and lowers the aesthetic quality of the market.

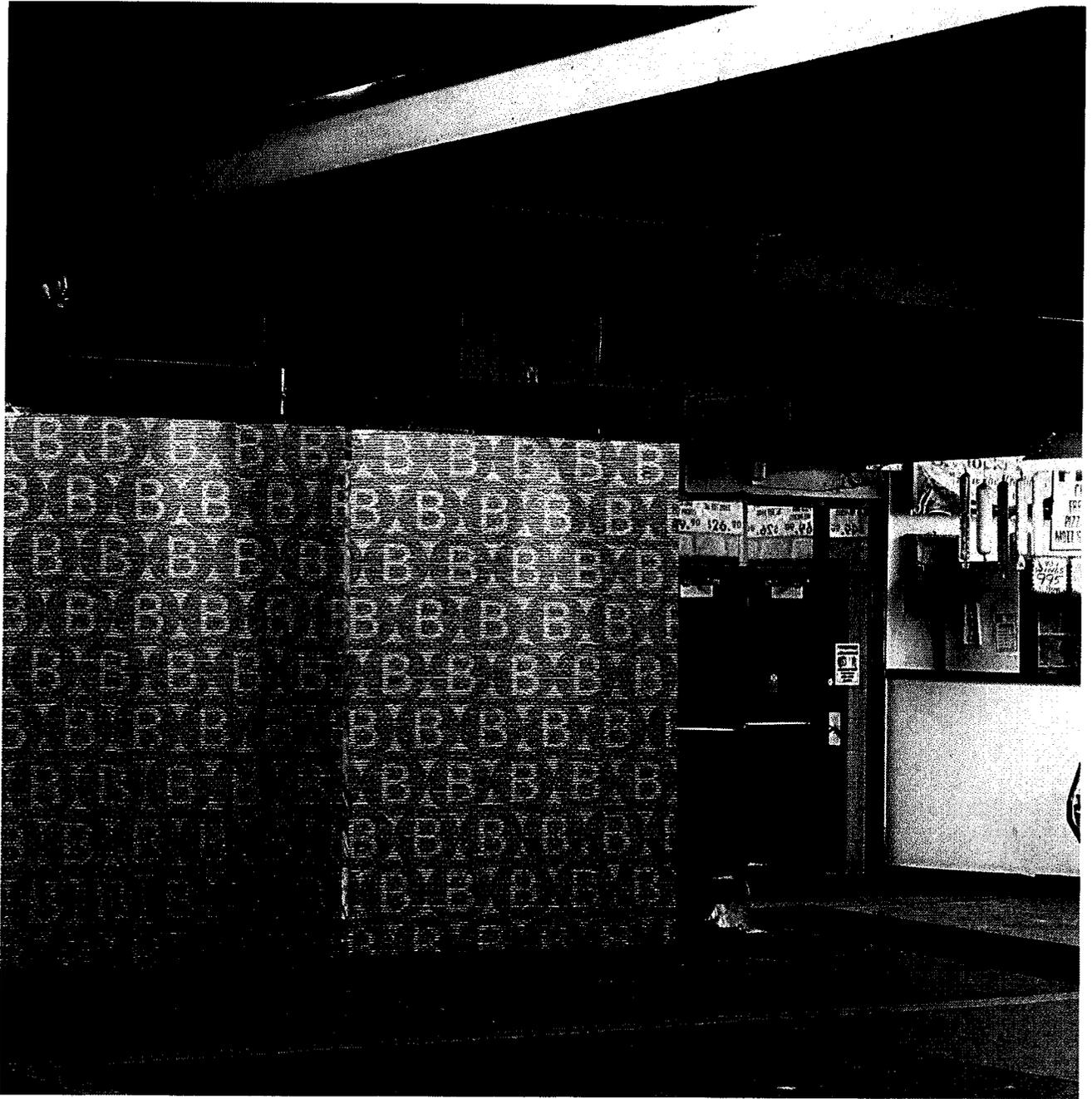
We have design scrim that are reusable and can be hung to block temporary storage that must be left in the open market.

Each scrim section is 48" wide and is a repeating pattern - which allows multiple pieces to be hung together to cover any length of storage. Since this material is reusable, the scrims can be stored and hung when needed. S hooks will attach the scrim to the overhead drop downs for easy installation, which will keep the clutter from being a distraction.

Scrim: Avery Heavy Banner Fabric
42" 54" or 64"
100% polyester fabric
7.1 oz
Solvent ink jet
UV curable screen
6 mo. durability (indoor and out)





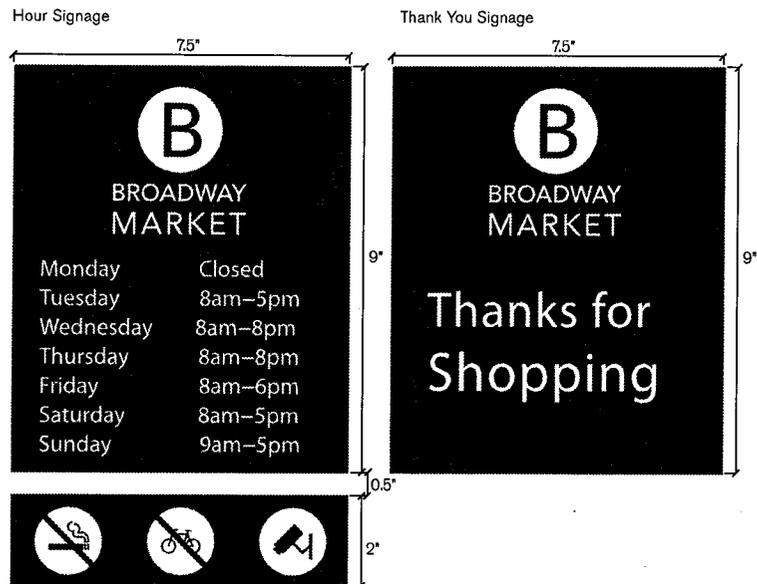


Broadway Market Identity Systems Proposal: Temporary Vendors

Door Signage

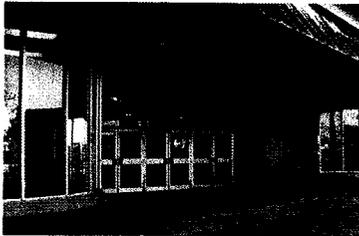
To complete the visitor's experience, we want to give them a Thank You on the way out. Window decals are located on both sides of the doors, greeting the visitor to the market, and thanking them for their patronage.

On the exterior side, the iconic logo will be used, and the hours of operation will be brought down to a more readable level. An additional strip of vinyl will be located below the hours of operation to tell the visitor what is not permitted in the market such as no bicycles, no smoking, and the presence of security. This system allows for changes to market hours, should they be extended into the evening and weekend.

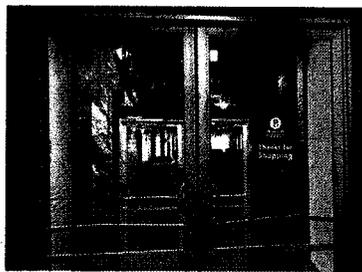
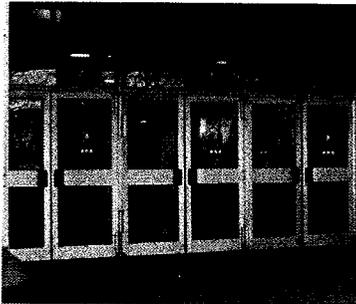


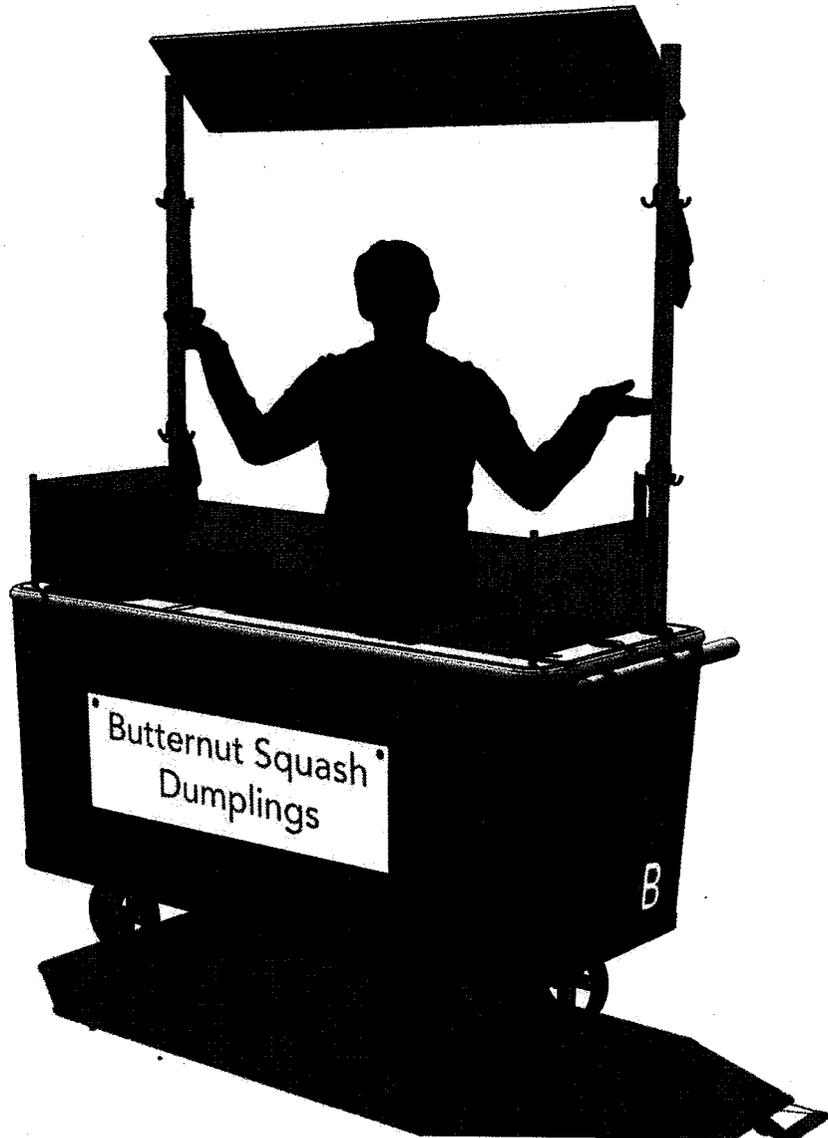
Broadway Market Identity Systems Proposal: Temporary Vendors

Before



After





Market Interior Demo-Kitchen Project

Proposed Design Solution

Maintain Broadway Market's link to their cultural and historical heritage. Include aesthetic cues related to traditional food carts used by the Market's first vendors.

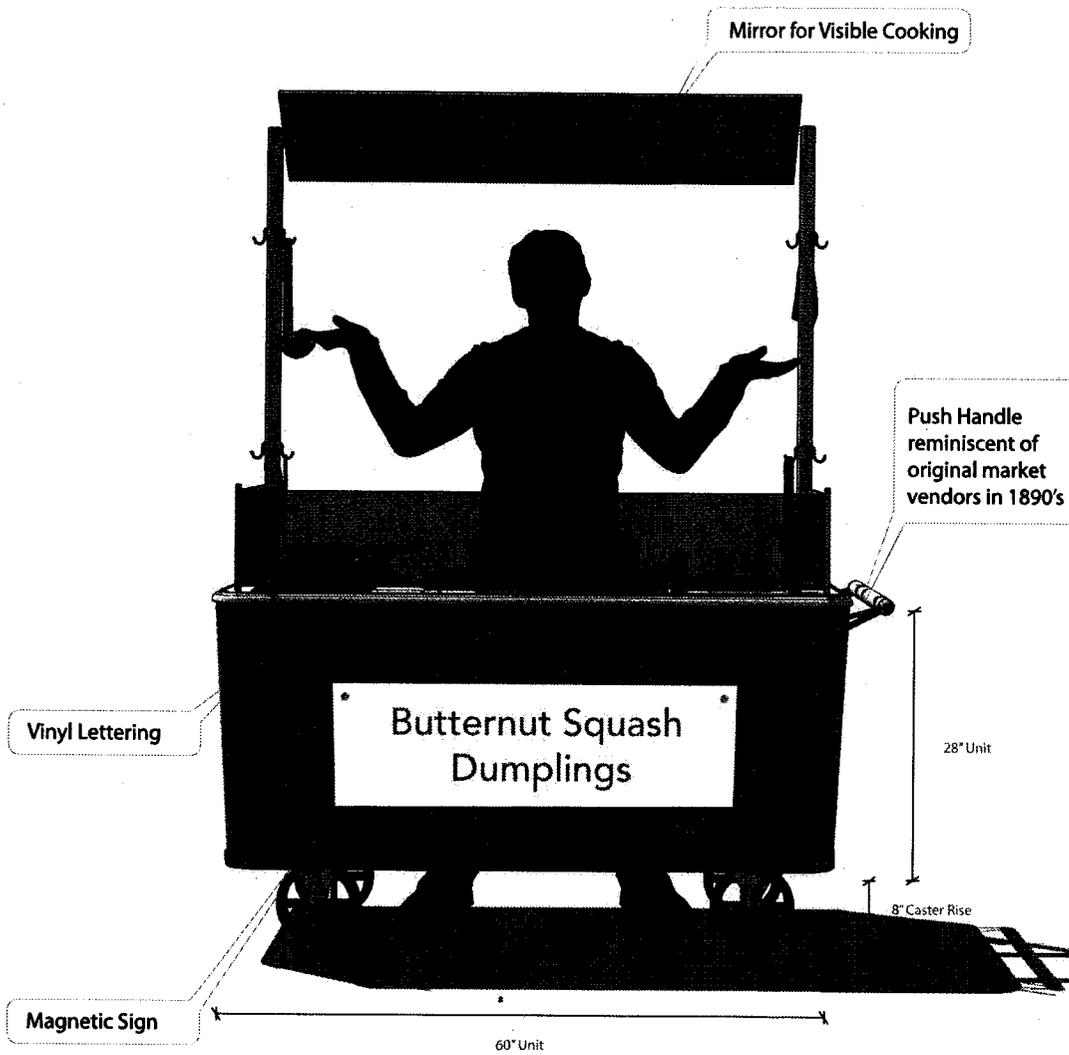
Uses: The demo kitchen will be used for the performative action of cooking in the public space of the Broadway Market. In some instances, preparation and cleaning will be done away from the cart in order to save time and increase ease. Eg. The cart will be used for the cooking of food, whereas the cleanup will be done in a kitchen space in the Market but separate from the cart, possibly equipped with a large sink and dishwasher. The focuses of the cart's design will be 1) ease of use by any chef, 2) audience accessibility (predominantly visual), and 3) Mobility.

Utilities: In order to limit the amount of installation required for the Broadway Market, as well as allow for maximum mobility of the demo-cart, the utilities will be narrowed to two: water/sewer, and electric. Using an electric oven and induction cooktop, gas is not needed. The water and sewer can be used at the discretion of the chef, as it may not be necessary at all times.

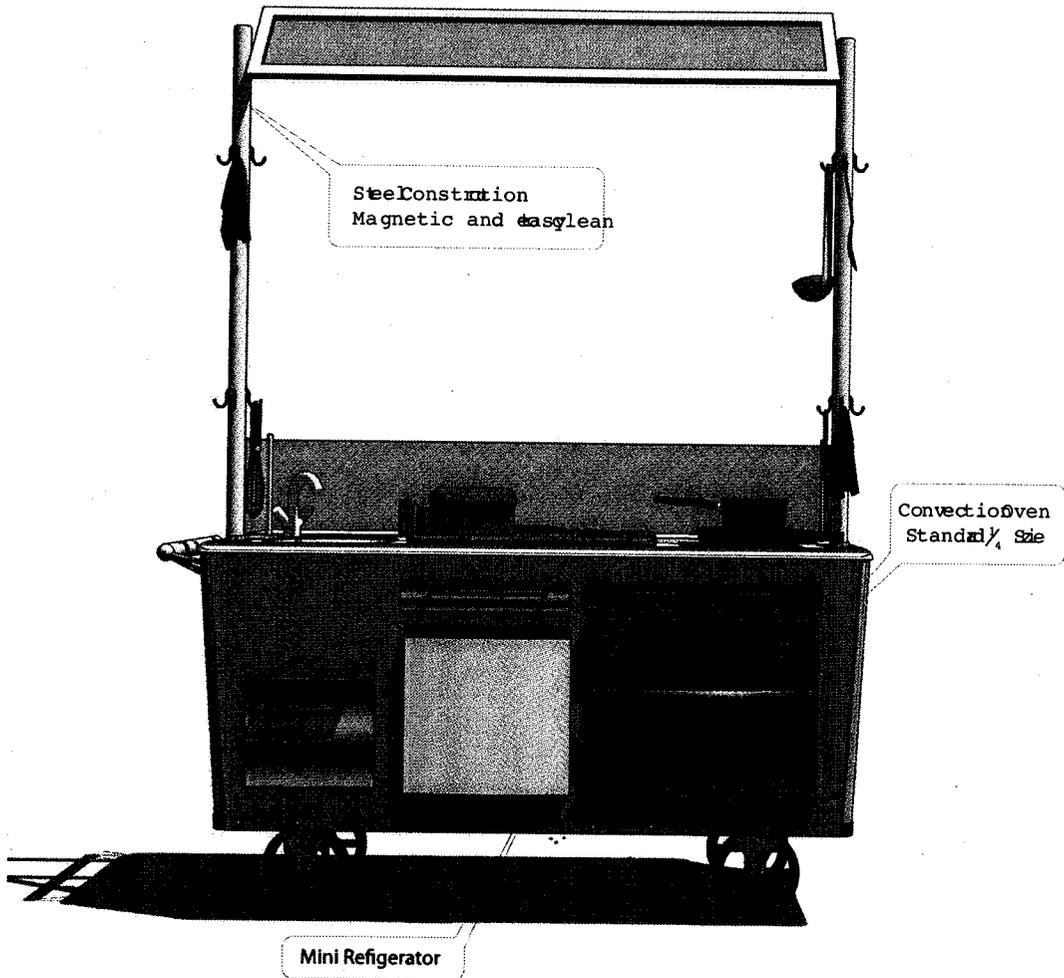
Amenities: The cart will include at least one cook top, and inflow/outflow water system. These amenities, though compact, should suffice for most cooking situations. The spacing on the surface of the cart will be designed to accept standard large pan sizes, which will most likely be donated from a local kitchen or restaurant. Storage and prep areas will also be designed to fit standardized equipment such as half-sized sheet trays, knives, and utensils. The cart will also provide a receptacle for food scraps and waste.

Performance: Modeling the orientation of the cart after the standard (American) home kitchen and professional demonstration kitchen, the workflow and area will be familiar to any chef. The cart is the tool that facilitates the sharing of information, but will not impede on the chef's relationship with the audience. It will therefore not act as a barrier and should be friendly in its aesthetic appearance. The chef should not find difficulty in breaking the 'wall' between him/herself and the audience. Reach should be possible across the cart, as well as the addition of an audience member assisting at the cart. As the cart will be used to promote cultural diffusion through new and traditional dishes, it will also support exterior graphic information to be consumed by the audience. This may be in the form of the recipe title, ingredients, or other information which may be relevant. This method should be temporary and easily changed for each chef/recipe/cooking event.

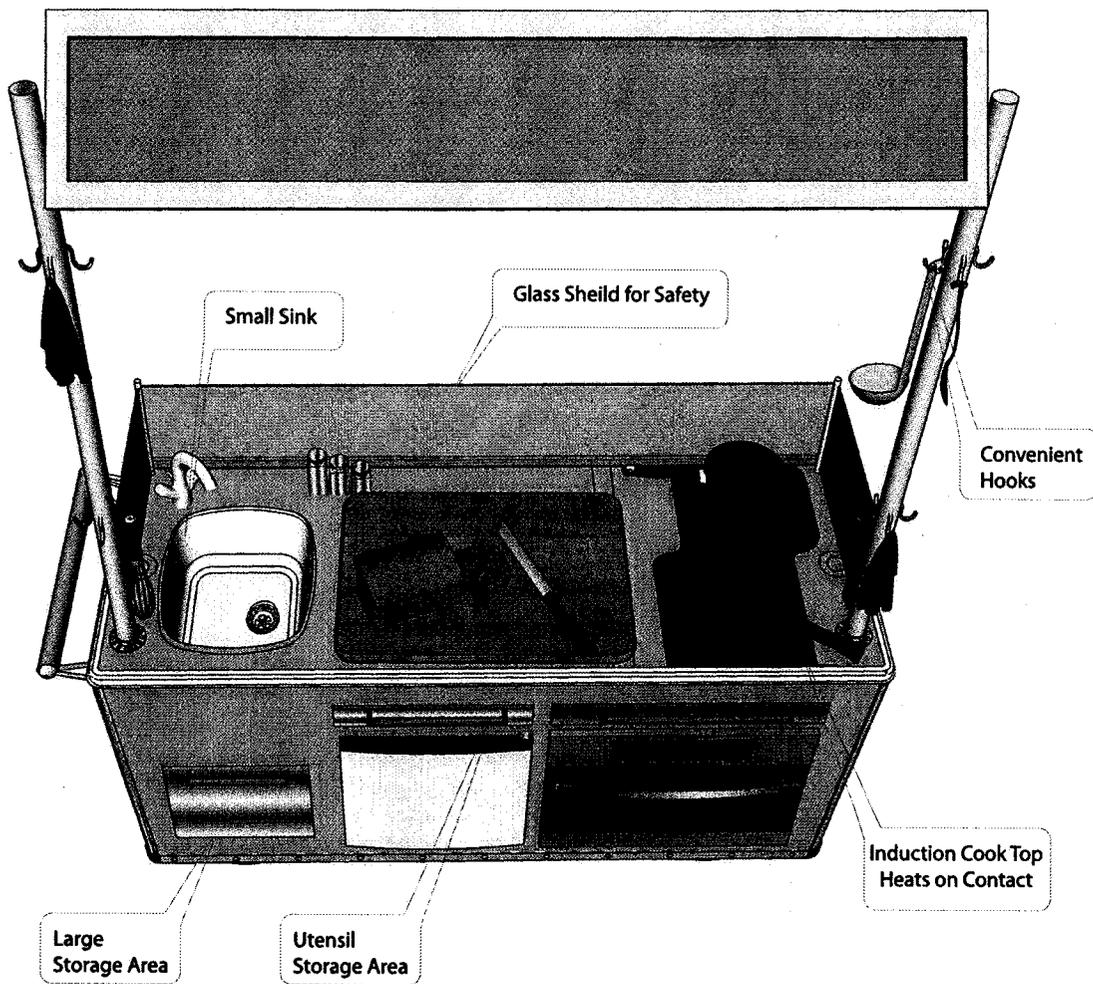
Broadway Market Identity Systems Proposal: Interior Design Proposal



Broadway Market Identity Systems Proposal: Interior Design Proposal



Broadway Market Identity Systems Proposal: Interior Design Proposal



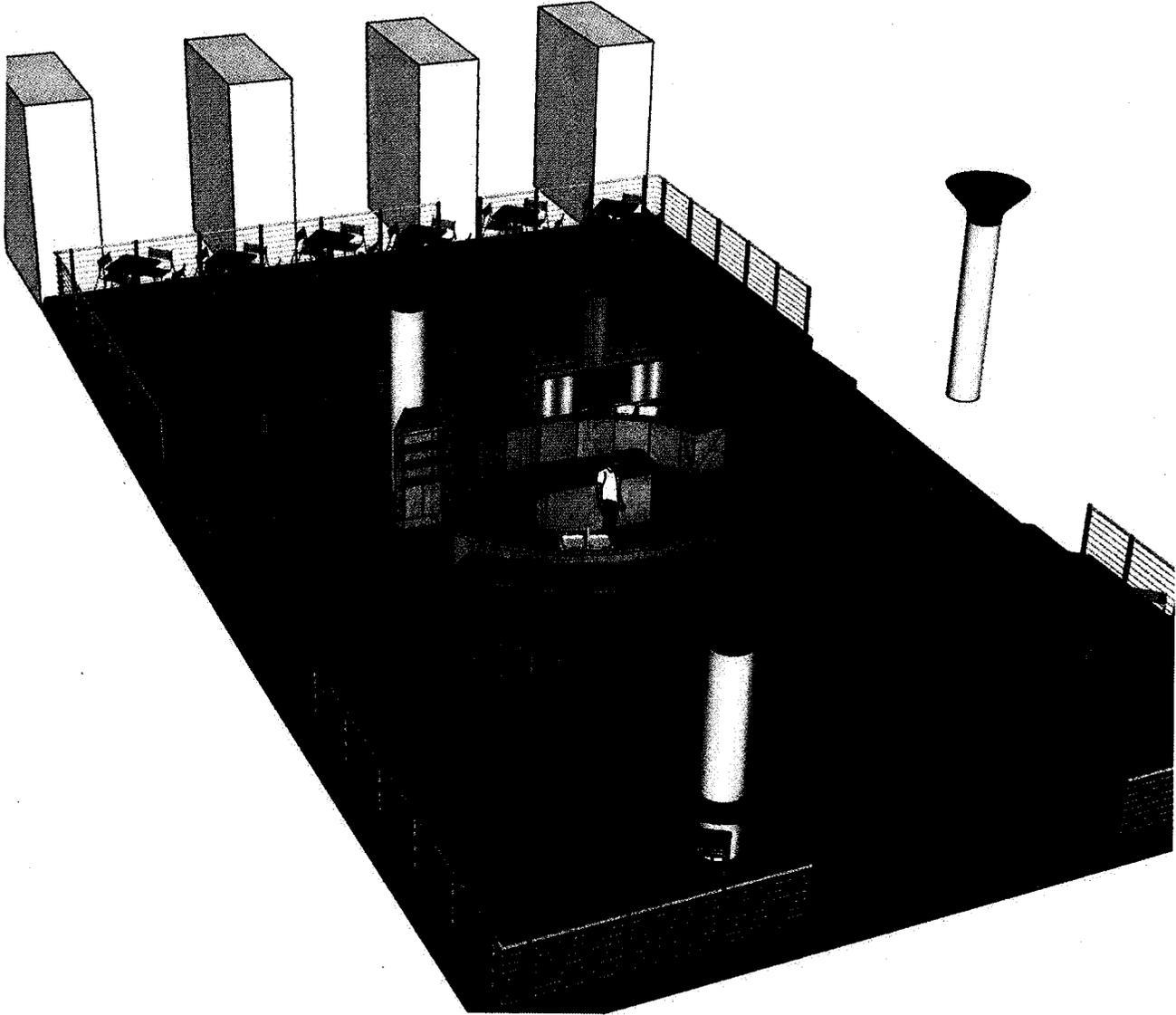
Proposed Design Solution (Continued)

Human Factors: Standard work surface height in a kitchen is 36", which though not appropriate for some is culturally accepted as "normal". Possibilities of adjustable height will be explored through the design process, with the possibility of a lower base height which can be raised, or a greater height during cart movement with an optional "parked" height. Standard depth for kitchen work surfaces is 24". Mobile kitchens tend to increase the depth in order to allow for additional range space or prep area. Designs will explore possibilities of increasing the length of the counter, instead of the depth to allow for users with limited reach, as well as assistance from the audience members.

Also, the design will pay attention to safety features, such as lipped counters and rounded corners to prevent accidents, especially for a unit that is mobile and may be unexpected to some.

Storage: As a mobile unit, the cart will move easily in a compact state. Locking wheels to park the cart will be easily accessible on the 'push' side, so it may be stored adjacent to other objects. The cart itself will act as storage for utensils and cooking needs while stored away and not in use.

Broadway Market Identity Systems Proposal: Interior Design Proposal



Market Interior Demo-Kitchen Project

Proposed Design Solution

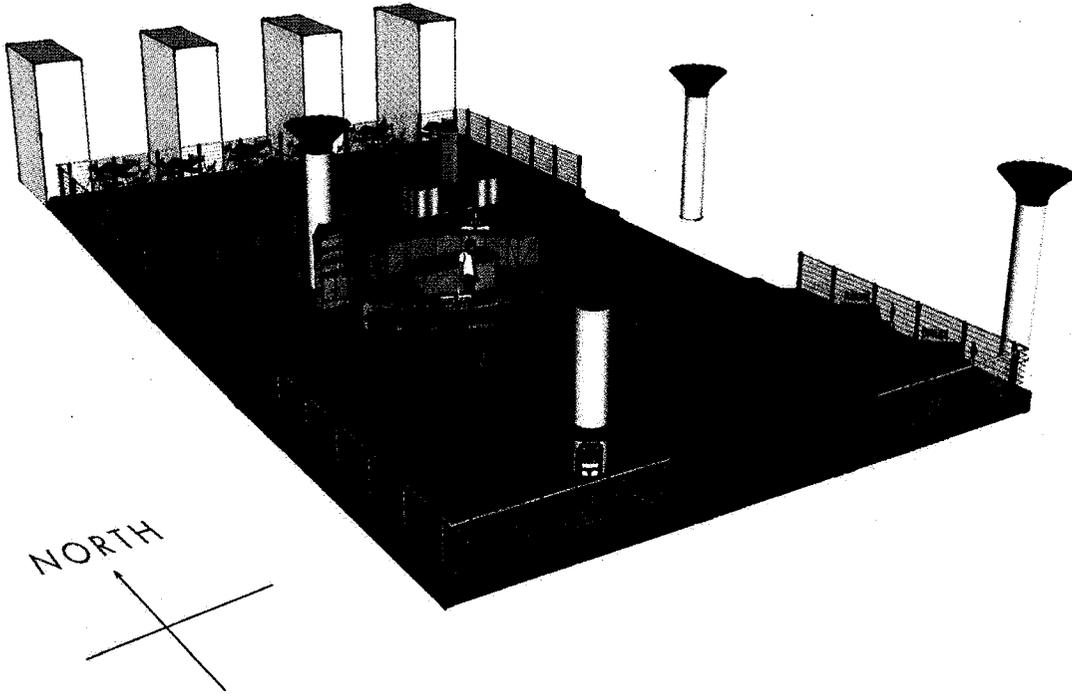
As the market becomes a busy place, and attendance at such cooking events like "Savor the Flavor" become popular, there will be a need to expand the demonstration area. The concept kitchen is a visualization that suits the needs of the market. Centered in the current eating area, the new kitchen doubles as casual dining and a demonstration kitchen.

The heart of the kitchen is circular in shape, echoing the branded logogram seen all over the market. In addition to its identity function, the round area accommodates four chefs easily, which will encourage group cooking events and audience participation. The double sinks on either side and the central gas range prove convenient for either side, preventing excessive movement, which would be hazardous and difficult to watch.

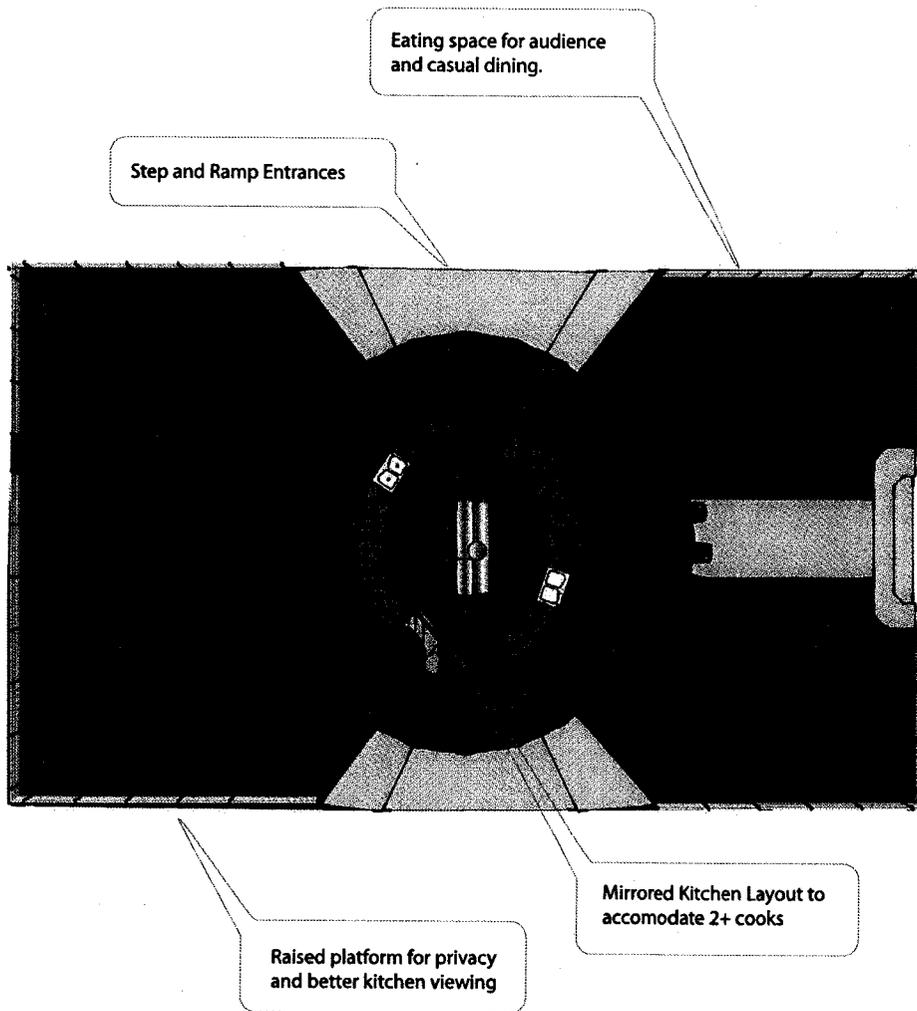
Fully utilizing the space, a double size convection oven is built around an existing pole to avoid blocking the audience's vision. Also, to communicate the chef's preparations to the extent of the eating area is a large LCD monitor, mounted to the range hood. This screen will share the chef's preparation to viewers at the ends of the dining space.

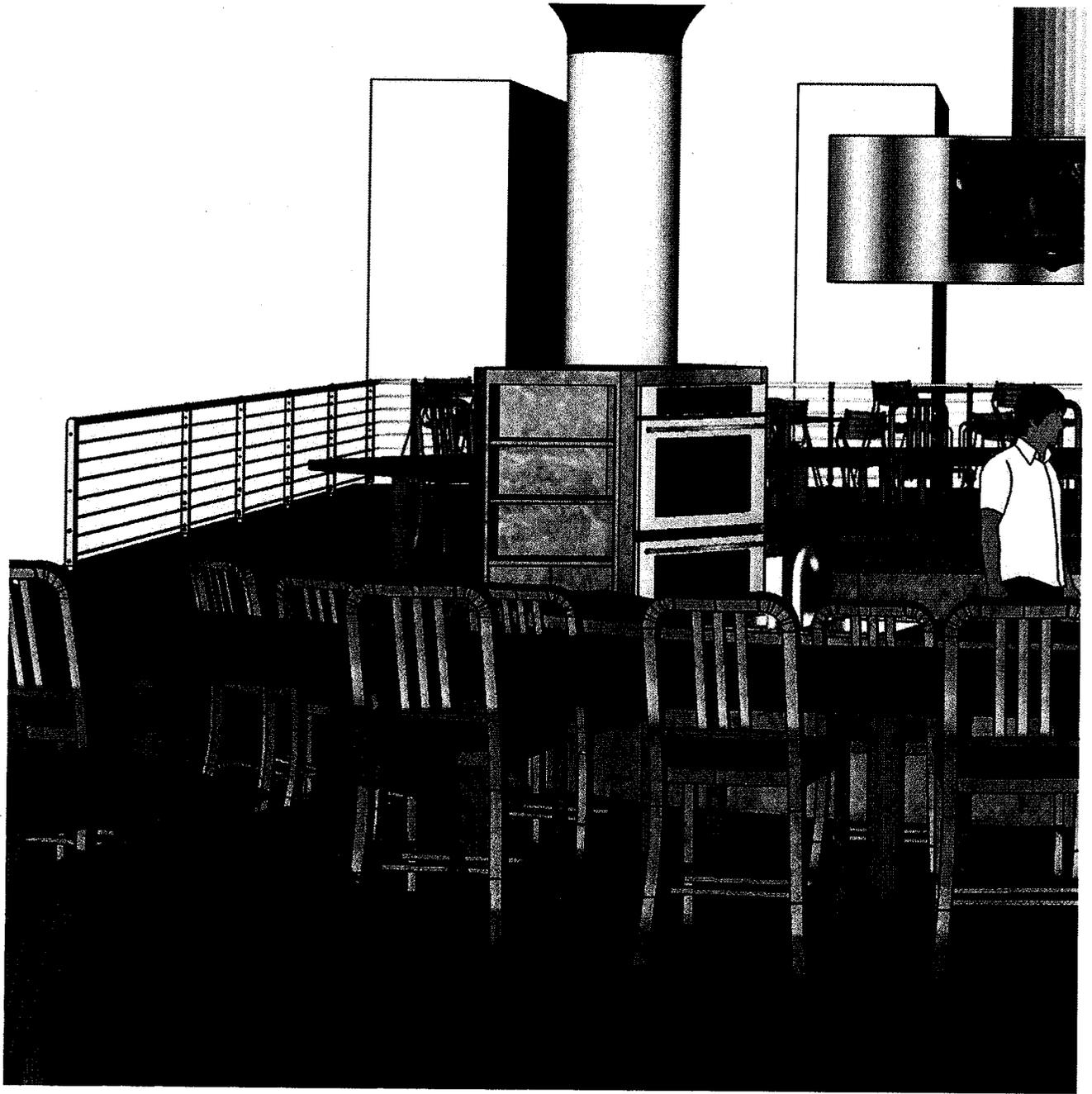
Key to the function of the kitchen design is its double duty as eating area and performance space. Even when not in use, the eating area will be abuzz with energy, bringing people together at the front of the market.

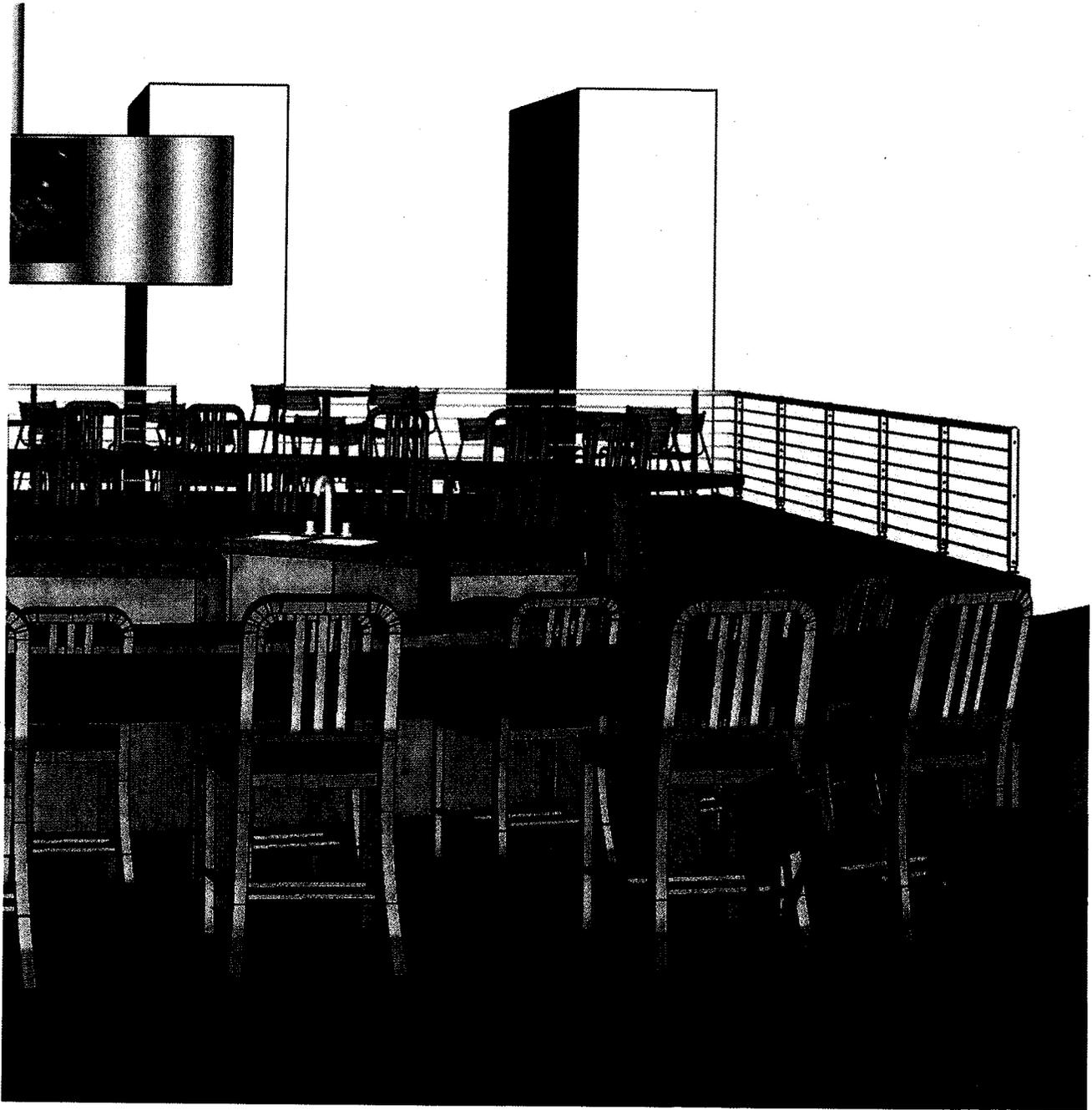
Broadway Market Identity Systems Proposal: Interior Design Proposal

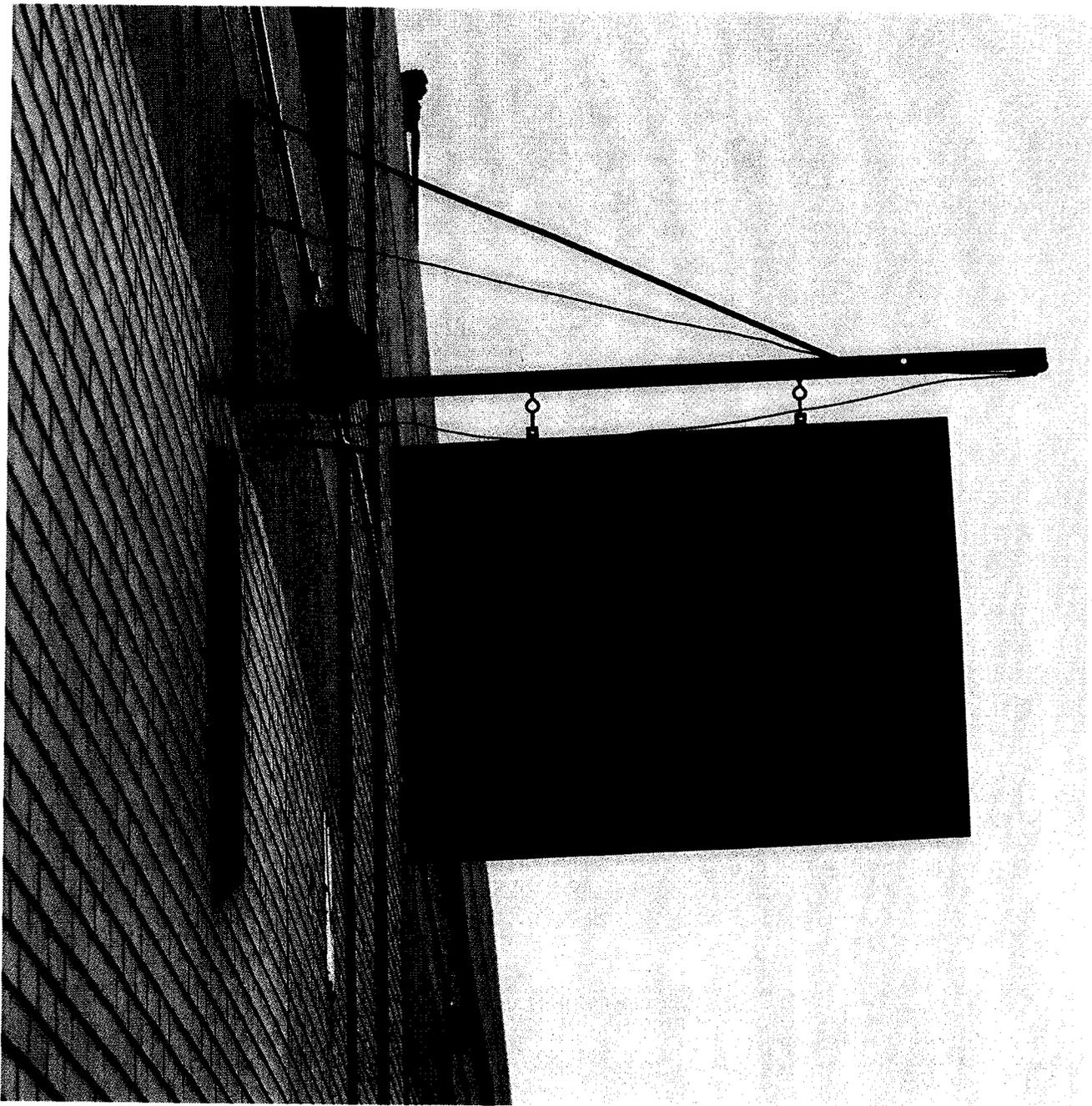


Broadway Market Identity Systems Proposal: Interior Design Proposal









Corporate Identity Design Proposal

Charge

The Corporate Identity team has been charged with overhauling the branding and identity of the Broadway Market. All types of collateral material and applications are to be considered. These elements include collateral such as business cards, letterhead, postcards and direct mailers, website, and various templates and standards for how to use the new mark, and how to apply the identity correctly.

Problem Statement

Identity: Broadway Market's primary problem is how disjointed it is, aesthetically and identity-wise. The current logo is dated and does not fit with the Broadway market's current audience (urban, older adults, ethnic descent) or purpose (international food-orientated market). The current logo is a farmstand cart, filled with nothing (not a positive message) accompanied by old-fashioned type spelling out the market's name. This is a misleading image, as the market is not a farmer's market but more of a public market/prepared food seller. The graphic imagery needs to be stronger and the type updated to represent the market's departure from it's old, depleted itself into a new, thriving community food center. The market also needs updated corporate collateral such as business cards and letterheads, changed to reflect the market's new purpose.

Advertising: The market has little to no advertising or promotion within the community. Events- such as "A Visit from Santa"- are left to be written on windows in hopes a passerby will catch the news, rather than on an organized "event" board or in a newsletter. There is little advertising for the market and the website is outdated with dark, gloomy colors that hardly inspire an appetite. The vendors are listed in a dreary fashion with no special attention paid to their uniqueness and strengths. While the market has a Facebook page, rather than get it's 900+ fans to interact and provide feedback, it is primarily used to promote things on a sporadic basis.

Problem Statement (Continued)

Same with it's 12 followers on twitter. The current bulletin board is located in a section of the market that is not well located, and is disorganized. It is not well policed and is mostly used for people outside the market to advertise things that have nothing to do with Broadway Market.

Vendors: Within the market, the individual vendors are allowed to run rampant with their own identities, creating a lot of visual noise as sign after sign is encountered, each different than the last, not all of professional quality. Some vendors have strong colors and patterns that jar with the market's current schemes and add to the confusion of the visitor. There is no one theme that runs through the market. The identity says old fashioned farm, the interior look says 50's modernism with a polish twist. It leaves the

market feeling cold and disorientating. It is jarring and not at all inviting. Empty tables and disorganized seating areas are abound, with no visual unity between any of them.

Temporary vendors: Such as Saturday vendors- leave the market in a sad state as their tables and booths are left out in their absence, empty and an eyesore. They make the market feel more abandoned than it is. Most visitors in the week won't realize that those **tables will be filled come Saturday, and thus do not come back then to take advantage of those temporary vendors.** The market's existing "street furniture" adds to the visual confusion. The various seating areas use a variety of tables and chairs, most of them plastic, bulky,

and old. Not very inviting. Table clothes on these tables come in all shapes and sizes, plastic and cheap looking. Other furniture in the building has no one theme to it. Wooden barrels are used for trash but metal benches are used for seating, with no aesthetic connection between the two.

Broadway Market Identity Systems Proposal: Corporate Identity Design Proposal

Proposed Design Solution

Identity: The Broadway Market needs to be unified through its corporate identity. For this reason, we created an identity mark that can work across many platforms and media, and in size both big and small, and is able represent the market in its current form as well as when it applies its future changes. The circular logo represents the "global" and "community" aspects of the market. The B stand for "Broadway" but can also be seen to stand for Buffalo, the city the market has helped shape. The bold letter also works as a symbol, handy for market goers that do not speak English as a first language. The bold orange works well with the neutral gray as a pop of color to attract attention and bring life to the market.

Due to the market's budget constraints, the identity system we created needed to be easy for the employees to apply on their own, such as printing their own business cards or letterheads. Creating templates for these forms- in black and white or color- was a

better solution than hard-set designs. We also considered that the market may not be able to afford to print in color and the logo needed to be something that can work with that so the black and white version is simple and strong. Still, we decided to also create a set of business cards that could be professionally printed should the permanent employees of the market want a set for themselves.

Vendors need to be brought into the market identity rather than standing completely on their own. This includes using the templates for business cards with Broadway Market branding but with space for their own business's information. The vendor's unique specialty should be highlighted while still emphasizing that this vendor is part of the Broadway Market family. The new identity we created will also be applied to collateral items such as reusable shopping bags to strongly brand the market and provide free advertising.

Advertising: The market's website appears to be updated regularly, implying that a webmaster is currently employed by Broadway Market. By continuing with these updates and revamping the look of the website, it can be much more useful to Broadway Market's shoppers. The "vendors" section would benefit from containing more information that just a name and phone number. A link to a website, a summary of the vendor, a list of items sold- anything that gives more information to entices people into visiting.

The event calendar usually contains little more than national holidays and would be better employed in a list form or not at all. The news section, which is last, should come first so visitors can immediately see why the market is special, that it is alive, and why they should come visit.

Broadway Market Identity Systems Proposal: Corporate Identity Design Proposal

Problem Statement (Continued)

The community is a big part of Broadway Market and forms of communication should be employed to bring more news to them. The market has expressed plans to install closed circuit TVs. An electronic community board, in the form of a slide show or single page, would be extremely useful, low cost, and easy to modify. Broadway Market staff can use the new website layout as a template for the slide show. Small advertisements in local newsletters, or other mailed collateral, would be very impactful and suitable to the Market's older, local audience.

Other kinds of advertising the market should be considered include magazine ads, tv spots, or radio spots. While these may be more costly to enact, they can reach a wider audience outside of the Market's neighborhood and bring the market more business.

Vendors: The problem with empty vendor tables can be solved with a simple solution-table clothes. These table clothes, in the official market orange color with the new market identity (or the vendor's identity, should they choose the option of paying for their own business to be printed on them), can be placed on these tables and booths when not in use. This will make them seem like they are simply waiting for their owner to come back, rather than being abandoned like a puppy in the rain.

Likewise, the tables in the seating areas can use their own tablecloth- in one of the market's supporting colors- to mask the variety of tables in use, define those areas as seating areas with a continuous color scheme, and create a visual unity that ties into the market.

Broadway Market Identity Systems Proposal: Corporate Identity Design Proposal

Broadway Market Identity Systems Proposal: Identity Standards



Identity

This is the identity that has been developed for the Broadway Market. The circular logomark represents the diversity of both the community within and surrounding the market. The iconic B stands for Broadway. It can also be interpreted to stand for Buffalo, thus reaching a broader audience. The accompanying typography is strategically coupled with the logomark, to more effectively communicate the markets brand.

Broadway Market Identity Systems Proposal: Identity Standards



Optional Horizontal Identity

A horizontal form of the identity has also been established. This form of the identity is to be used when the space for the logo will not adequately fit the vertical format.

Broadway Market Identity Systems Proposal: Identity Standards

Logo Safe Area

When using the Broadway Market logo, it is important that surrounding elements do not impede on the logo. These safe boundaries have been established to aid placement.

The surrounding safe area should be at least the height of the word MARKET. This is relevant for both Vertical and Horizontal orientations.



Broadway Market Identity Systems Proposal: Identity Standards



Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography

Avenir is the typeface used in the Broadway Market logo. Its sans serif form couples well with the circular logomark and portrays the markets strategy to modernize. In the case of needing to replicate the type and Avenir is unavailable, Arial is an acceptable substitute considering it is available on most word processing software.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Signage Typography

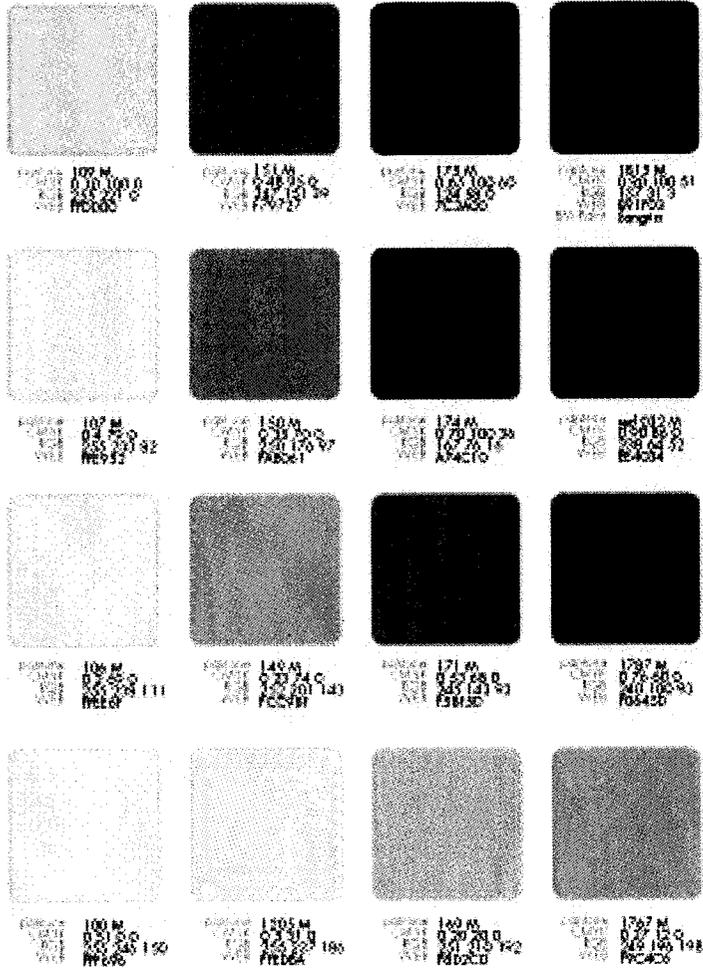
Gotham is the typeface utilized in the markets signage above the main entrance. It was chosen based upon its readability from a distance.

Helvetica is implemented in the vendor signage. It one of the most legible sans serif typefaces. It is also available in vinyl lettering which will cut down on vendor's costs.

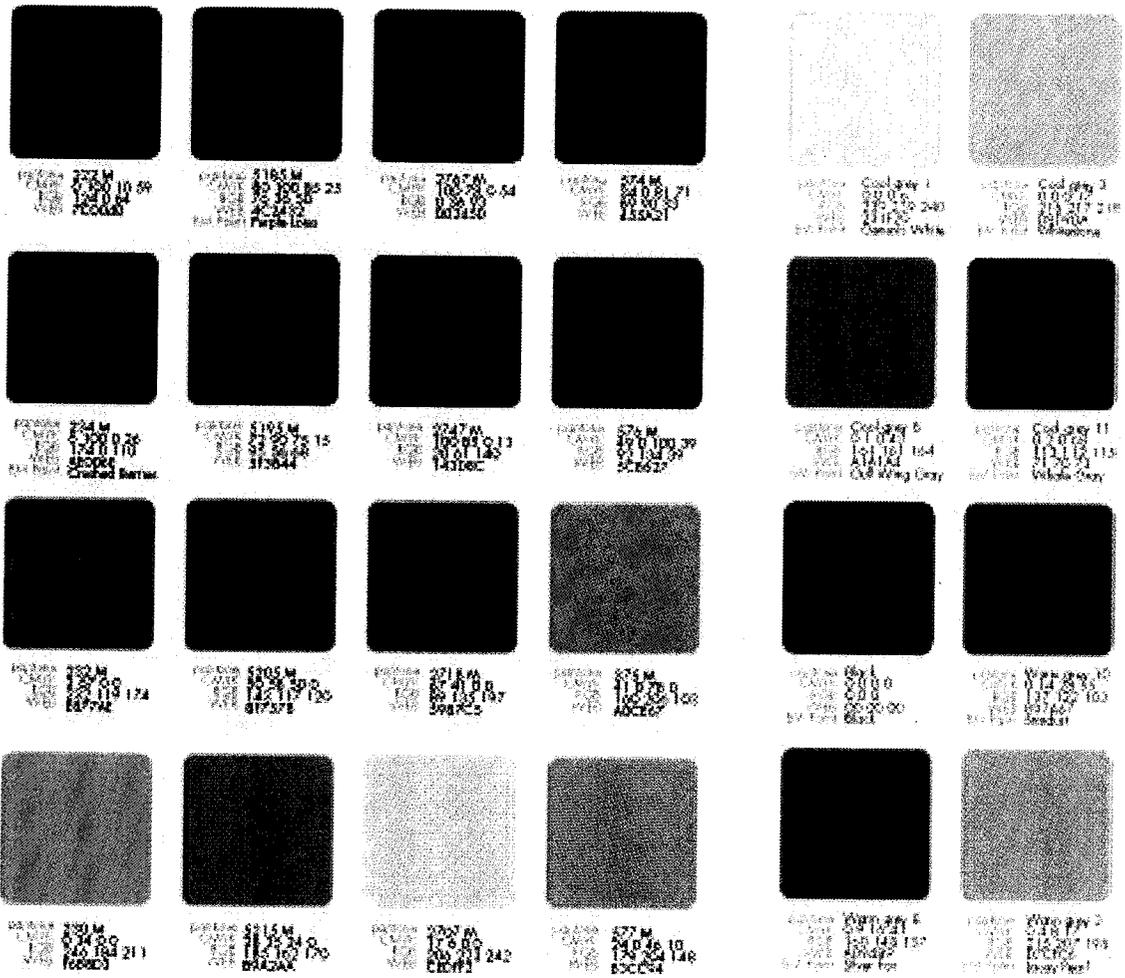
Broadway Market Identity Systems Proposal: Identity Standards

Color

A color palette has been created to use when changing the identities color to something other than its original orange (pantone 151 M).



Broadway Market Identity Systems Proposal: Identity Standards



Broadway Market Identity Systems Proposal: Identity Standards

Logo Restrictions

Here are some examples of ways in which the Broadway Market logo should never be used.

Do Not:

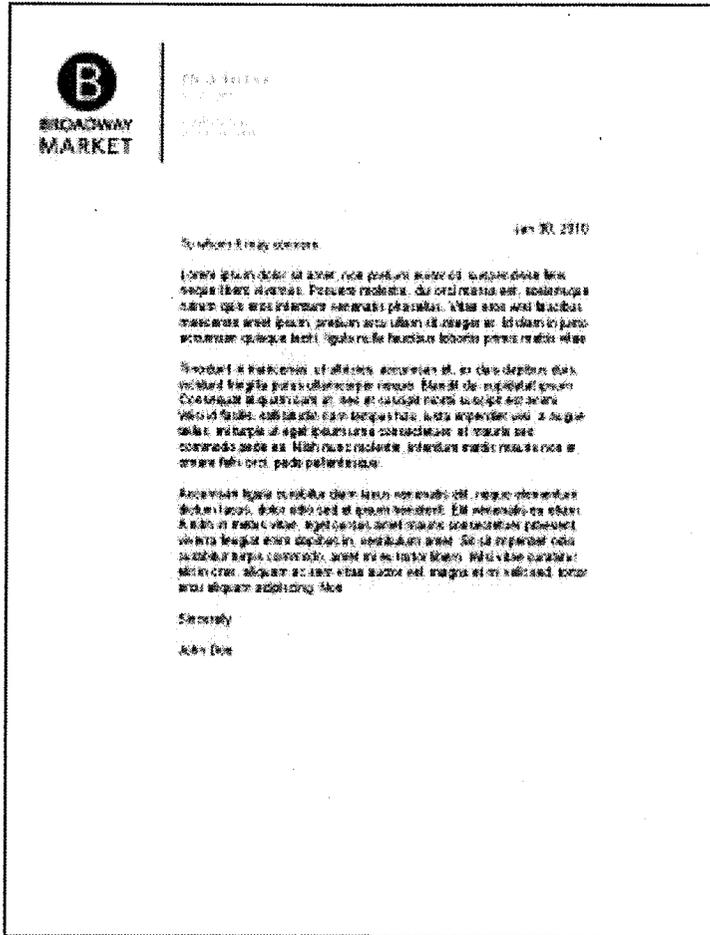
- alter the dimensions circle
- alter the placement of the B within the circle
- rotate any part of the logo
- substitute typography within logo
- allow type to be lighter than the circle
- enclose logo within a frame
- place logo on a textured background
- add a drop shadow to the logo
- recreate logo in outlines
- alter the proportions of the text
- add strokes to logo
- alter the set dimensions of the logo



Broadway Market Identity Systems Proposal: Collateral Materials

Letterhead

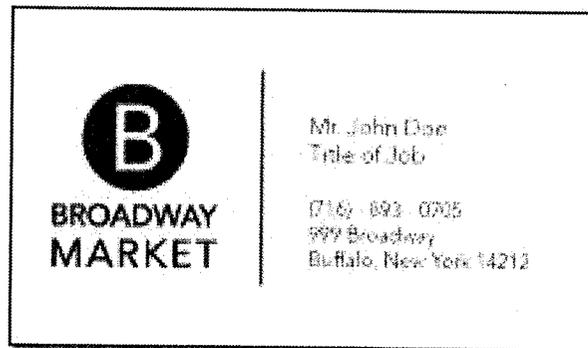
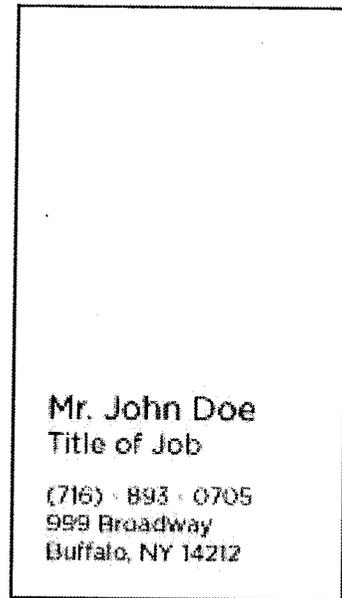
The mark has been implemented on letterhead to relate to identity standards. It portrays a look of modern professionalism. To achieve this, simply set your document margins to [top: 2.5", left: 2"].



Broadway Market Identity Systems Proposal: Collateral Materials

Business Card

These are possible business card designs. The top two cards represent the front and back of a double sided card. These would need to be professionally printed. Below is a cost effective design that is single sided and can be printed in house



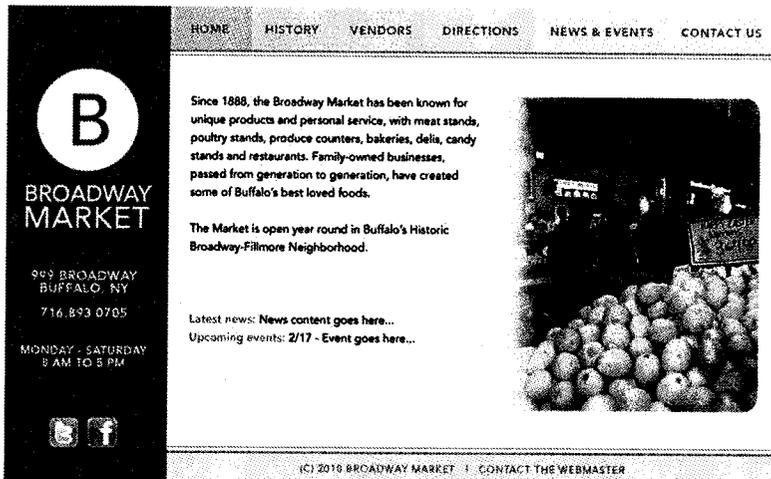
Broadway Market Identity Systems Proposal: Collateral Materials

Shopping Bag

The Broadway Market logo can be used on various different forms of collateral materials. Here is an example of the logo being used on a reusable shopping bag. They can be sold by various vendors within the market. When used elsewhere, they become mobile advertising.



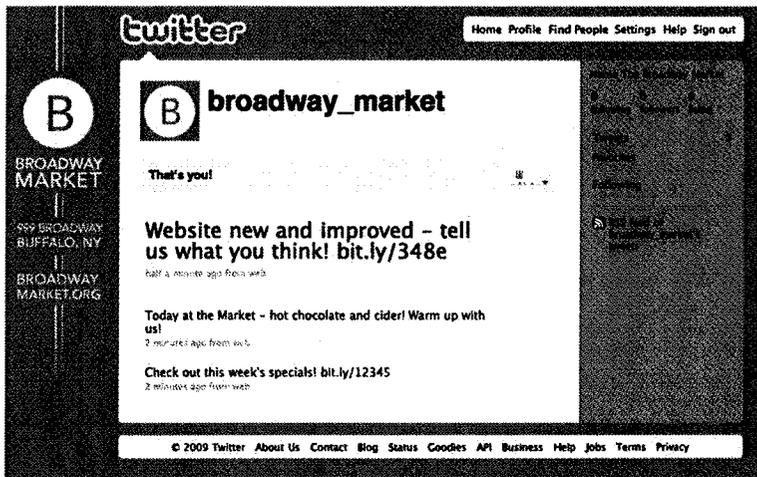
Broadway Market Identity Systems Proposal: Social Media



Website

Avenir is the typeface used in the Broadway Market logo. Its sans serif form couples well with the circular logomark and portrays the markets strategy to modernize. In the case of needing to replicate the type and Avenir is unavailable, Arial is an acceptable substitute considering it is available on most word processing software.

Broadway Market Identity Systems Proposal: Social Media



Twitter

Avenir is the typeface used in the Broadway Market logo. Its sans serif form couples well with the circular logomark and portrays the markets strategy to modernize. In the case of needing to replicate the type and Avenir is unavailable, Arial is an acceptable substitute considering it is available on most word processing software.

Conclusion

Overview

Presented in this book is a plan for reinvigorating the visual identity of the Broadway Market. Undoubtedly, this effort will require the collaboration of many individuals, concerned citizen groups, and government entities.

We remind the reader that the design solutions set forth in this book are overall guidelines that can and should be adopted for specific and contextual use.

The design solutions proposed in this book can be implemented over a five-year budget cycle, making best use of available capital and human resources while maximizing return on investment and "visual impact."

Colophon

This book was designed by Stephen Pecoraro, Adam Hasenauer, Andrew Maruska.

All studio members contributed to the design of the work shown.

It was set in Berthold Akzidenz Grotesk which was designed by Günter Gerhard Lange in 1898, at the H. Berthold AG type foundry.

Production and digital assemblage occurred on a series of Apple Macintosh iMac machines at the Rochester Institute of Technology.

Printed "on demand" by Blurb.

This book was launched at the final presentation of the studio, at the Broadway market on February 17th, 2010.

