

case study ::: no. 12

2005 84 Lumber Classic – Farmington, PA



The 84 Lumber Classic has grown significance and become a regular stop on the PGA tour, even gaining national television coverage. With the increased stature, the sponsor, 84 Lumber, desired increased corporate exposure and commissioned industrialevents with the creation of a brand-sustaining solution to grace the main public entrance. This iconic structure provided an elegant gateway to the tournament audiences. This indelible impression was imparted not only to the multitude in attendance but was a primary focus of the network television broadcast.

Playing on the company's heritage and core business as a supplier of high quality lumber, the creative concept included the utilization of a variety of wood products, with different grains and stained in a variety of colors to support a dimensional 84 Lumber logo. Out of this initial concept, "Woodhenge" was born. Permanently installed on a concrete pad, this structure was designed with removable panels allowing updates to the materials as needed. The dimensional logo is a tensile structure easily installed or removed along event and seasonal demands. This stylish, *not to mention fun* solution has become a standard fixture on the tournament grounds.

