

## Metalphoto® Case Study: Lasting Donor Recognition

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Award-winning Mariemont School Foundation chose Metalphoto photosensitive anodized aluminum for permanent images to last a lifetime.



**To create photo images with sharp black graphics and superior durability, White Design Studio turned to Metalphoto.**

Located just outside Cincinnati, Ohio, the Mariemont School Foundation is a non-profit organization of parents, residents and alumni working to sustain excellence within the award-winning Mariemont School District.

In 2012, the foundation set out to create an outdoor structure that would recognize the district's generous supporters, display the faces of local students and faculty, and inspire others in the community to give.

Cincinnati design firm White Design Studio was charged with creating a unique, eye-catching display that is able to make an emotional connection with passersby.

### **More Than a Sign**

The installation that White Design Studio created transcends typical signage to become a true work of art. Interlocking hexagonal tiles — inspired by Mariemont schools' hexagonal architecture — fit puzzle-like on a large outdoor wall in hues of brown, yellow and blue. The wall is trimmed above by a metallic trellis and sited

prominently at a bustling Mariemont bus stop.

Each tile commemorates a donor or displays a photograph of students. To create photo tiles with sharp black graphics and superior durability, White Design Studio turned to Metalphoto.

“The panels needed to be permanent, durable and crisp,” says Thomas Dangerfield, a designer for White Design Studio.

“Metalphoto gave us great-looking photos in a very durable product.”

### Outdoor Photos That Endure

Metalphoto anodized aluminum is the only material that could give White Design Studio the photo resolution they wanted with the durability they needed for this project.

Sealed under Metalphoto’s sapphire-hard

anodic layer, these tiles will maintain their original appearance for more than 20 years, even with exposure to heat, humidity, sunlight and abrasion.

In fact, the National Association of Graphic and Product Identification Manufacturers (GPI) has called Metalphoto the most durable aluminum substrate available, citing superior resistance to abrasion, heat and sunlight.

Given its location on a busy city street, the donor recognition wall also benefits from another Metalphoto characteristic — it is inherently graffiti-resistant.

### Precision Fabrication

To achieve the puzzle-like pattern, White Design Studio needed every tile to meet exacting measurements. Each tile is 5” x 3” and lines up precisely with a matching hexagonal grid on the wall.



“Metalphoto of Cincinnati [a leading Metalphoto processor] produced the Metalphoto and cut them to the exact shape we needed,” says Dangerfield. “Every time we have to get involved in the production process it costs our client money. MPC was able to produce exactly what we asked for.”

Additionally, Metalphoto’s high-contrast black-on-silver graphics capability also helped White Design Studio create true photographic images with no compromise in resolution.

“This application was unique because it was outdoor. That made Metalphoto the ideal choice for this application,” says Dangerfield. “If we did any outdoor projects again, we would absolutely use Metalphoto.”

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### **About Metalphoto:**

For over 50 years, industrial and military engineers have specified Metalphoto photosensitive anodized aluminum in applications where permanent product identification is critical. Metalphoto’s proprietary technology permanently seals a UV-stable image inside of anodized aluminum, offering the confidence of unparalleled durability, image resolution and readability. Metalphoto is used for component labels, machine nameplates, barcode labels, operator control panels, maintenance schematics, architectural signage and many more

applications where permanent identification is critical.

Metalphoto is produced by Horizons Imaging Systems Group, an internationally recognized manufacturer of printable aluminum technologies. Employing a range of processes, the company’s state-of-the-art manufacturing lines are located in Cleveland, Ohio, USA.

For more information, call 800-482-7758 or visit [www.horizonsig.com](http://www.horizonsig.com).

### **About Mariemont School Foundation:**

The Foundation is an organization of Fairfax, Mariemont, Columbia Township and Terrace Park parents and residents, alumni and other supporters working together to fund initiatives that help the

Mariemont School District preserve, enhance and sustain educational excellence in our communities.

For more information, call 513-272-7509 or visit [www.mariemontschoolfoundation.org](http://www.mariemontschoolfoundation.org).

### **About White Design Studio:**

White Design Studio, in Cincinnati, Ohio has been helping customers define and refine their brands since 1991.

We’re passionate about how people interface with

each other and culture, through things like media, architecture, printed material and interactives.

For more information, call 513-271-3730 or visit [www.whitedesignstudio.com](http://www.whitedesignstudio.com).