

Don & Carmen Meyer CENTER OF EXCELLENCE



CLIENT: AVERA



OUR SOLUTION: Capturing the life of the legendary Coach Don Meyer would be no easy task. The task was about more than dates and places. To be successful, the project was capture how he lived, how he believed, how he led others and fought, and how to achieve and win. Six panels to highlight the impact one man had on countless lives, past and future.

CHALLENGE

Our sales and design team met with the customer to document the requirements for the memorial. On this project, customer had a broad definition. While Avera was essentially the customer, Carmen and the Meyer family also had input on the project's feature elements. Our design team went to work creating a layout that captured the theme and components most important to the audience. Once the design was approved, our skilled production team went to work to create the pieces...all work done in house by Corporate Image Group.

RESULTS

The back panels of each of the six spaces has cut vinyl letters that are script in Don's handwriting taken directly from his notebooks and journals. On top of the panels we have added acrylic sheets. Each sheet has high-quality prints mounted to the back surface. We create visual interest and depth with the use of various levels of metallic stand-offs. Not only was our team responsible for the design and craftsmanship, we also completed the installation. Only the look on Carmen's face when she first saw the wall could be a measure that we truly got our own slam dunk on this project.