



FOR IMMEDIATE RELEASE  
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**DOWNTOWN BERKELEY TO UNVEIL NEW WELCOME DISPLAYS**  
**12noon, Monday, December 3, Downtown Berkeley BART Plaza**

(Berkeley, CA) — Four years in development, Downtown Berkeley will unveil its new Welcome Displays in BART Plaza at 12noon, Monday, December 3. The Welcome Displays will greet visitors, residents, workers and students as they emerge from the new BART main entrance, and provide a wealth of information on their display panels and brochures about Downtown, the UC Berkeley campus and Berkeley.

The Welcome Displays, consisting of four pylons with backlit information panels, were designed by Square Peg Design of Oakland, with significant community input, as part of the BART Plaza renovation project. The panels include maps of Downtown Berkeley and the UC Berkeley campus, as well as information about Downtown and City-wide arts and community events and resources. The panels also provide brochure holders so visitors and residents can take information on the go. (See attached Downtown Berkeley Welcome Displays Summary.)

According to John Caner, CEO of Downtown Berkeley Association, "We wanted a visible display that visitors could readily find emerging from BART, replacing the old welcome cart that we brought onto the plaza daily. We also wanted a modern display that would complement our new

Plaza. After several design roundtables we are delighted with the ‘elemental chic’ and innovative solution that Fernando Zamora at Square Peg designed for us”.

Eric Wendt of Square Peg Design pointed out, “This project presented a unique set of challenges in available real estate for pausing and interaction, a high priority for our DBA client and their constituents. By locating the Displays at the perimeter of the BART entry glass paving/skylight, we were able to disguise the utilitarian bollards and utilize the space between Displays and entrance canopy for one on one ambassador conversations.” Wendt adds, “With creative input from the Berkeley community, the four pylons were arranged in a graceful countervailing curve to juxtapose against the arc of the new BART main entrance canopy. The dedication and collaboration of the display design was championed in the craftsmanship of their fabricator, Alex Nolan of Ohmdrone. The artisans at Ohmdrone fully embraced the difficulty of working with the locally sourced Eucalyptus salvage lumber, and complimented the rustic, natural wood with their precision crafted & finished aluminum pylon structure & LED lighting.”

Barbara Hillman, CEO of Visit Berkeley, states, “This new Welcome Displays along with the new BART Plaza will give visitors a sense of arrival and information previously lacking about how to get to our Visitor Information Center, campus, and other destinations in the Downtown and throughout Berkeley. And with the event displays and brochures, visitors and residents will be provided with updated information about fun and exciting happenings in Berkeley.”

“This project is a great resource visitors and local residents can use to find their way to campus and venues all over downtown,” said Ruben Lizardo, UC Berkeley’s Director of Local Government and Community Relations. “This is the kind of project the Chancellor’s Community Partnership Fund was established to support—one that leverages local dollars and relationships for creative community-based projects that benefit Berkeley.”

### **About the Downtown Berkeley Association**

The Downtown Berkeley Association (DBA) is an independent 501(c)(6) nonprofit membership organization, funded by Downtown property owners, and focused on creating a welcoming, vibrant and prosperous City Center. The DBA is the manager of the Downtown Berkeley Property-based Business Improvement District (PBID) encompassing approximately a thousand business, nonprofits and property owners, bounded by Oxford/Fulton to the east, Grant Street to

the west, Delaware to the north, and Carleton to the south. For more information please visit [www.downtownberkeley.com](http://www.downtownberkeley.com).

### **About Visit Berkeley**

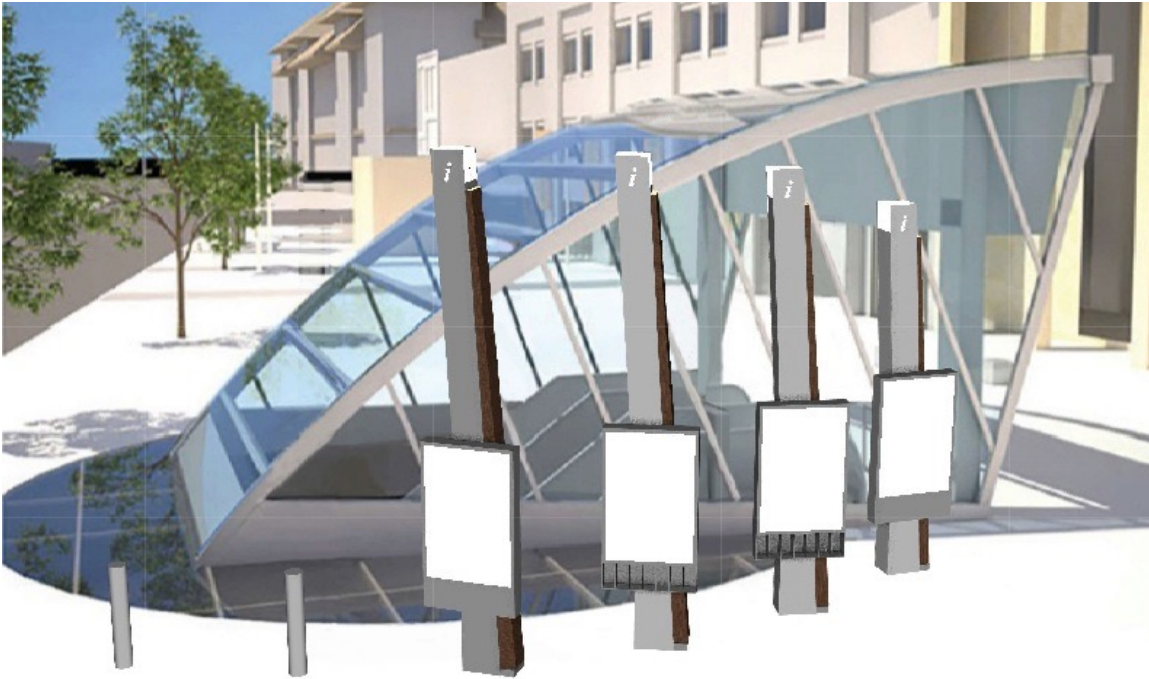
Visit Berkeley is the destination marketing organization for Berkeley, Calif. Founded in 1992, the mission of Visit Berkeley and the Berkeley Film Office is to cultivate and promote Berkeley as a desirable destination for meetings, conventions, tour groups, leisure travelers and film production while enhancing Berkeley's economy. For more information, please see [www.visitberkeley.com](http://www.visitberkeley.com).

### **About UC Berkeley Chancellor's Community Partnership Fund**

The UC Berkeley Chancellor's Community Partnership Fund (the Partnership Fund) supports projects that establish, extend and strengthen partnerships between the Berkeley community and UC Berkeley. The Partnership Fund, established in 2005, seeks to enhance the quality of life for people who live and work in Berkeley by providing grant funding to neighborhood improvement projects and community service programs that connect the university's energy and resources with those of the wider Berkeley community. The 2019-20 grant cycle the Chancellor's Community Partnership Fund is underway, and will provide approximately \$290,000 in grants to innovative community-campus partnerships. Pre-Applications are due on December 10th and more information can be found on the Partnership Fund website. Berkeley-based collaborative projects that focus on arts and culture, community safety, economic development, environmental stewardship and education are encouraged to apply.

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## DOWNTOWN BERKELEY WELCOME DISPLAYS SUMMARY 11/26/18



The Downtown Berkeley Welcome Displays will be installed to north of the new BART entrance prior to unveiling 12noon, on Monday December 3. The Displays were designed by Fernando Zamora of Square Peg Design, with significant input from the Downtown Berkeley Association (DBA), City staff and elected officials, BART, Visit Berkeley, and UC Berkeley Visitors Office. The design was also reviewed by the Public Art Committee of the Civic Arts Commission, and Berkeley Design advocates that all provided significant input that resulted in design improvements. The Displays are beautifully fabricated and installed by Alex Nolan of Ohmdrone, a local Berkeley business.

The Displays are a partnership funded by at UC Berkeley Chancellor's Community Partnership Fund, Visit Berkeley, and the DBA. The DBA is the manager of the project and is responsible for managing content and operations, as well as maintenance of the Displays.

The Displays consists for four information light boxes panels attached to four pylons that slip over and are attached to bollards installed by BART to protect the new main entrance. Each aluminum pylon is inset with a stack of locally harvested salvage eucalyptus wood blocks providing warmth and uniqueness to the design. LED lighting highlights the eucalyptus and illuminates the information "i" lantern at the top. The four pylons are different heights providing a graceful counter balance to the arc of the new entrance canopy.

Initially the DBA was planning on interactive electronic LCD panels, but the technology and cost was not practical on this custom project. Hence the Displays are made up of four static back-lit panels. The panels as well as edges and top of the Displays will be on a timer so they are lit at night for visibility, and off during the day. Content for the light boxes will be printed on transparent film and readily installed inside light box panels (36" x 48" with 33.125" x 45.125" viewable area.)

Two of the panels will also include brochure holders (seven slots each) to hold standard size tri-fold brochures or single piece rack cards (up to 4" x 9" in size). There will be a Lucite locked door covering brochures that can be closed at night.

The four back-lit panels will provide the following film printed content managed by the DBA:

1. Map of Downtown Berkeley (DBA provided)
2. Map of UC Berkeley campus (UCB provided)
3. Downtown cultural events (DBA provided)
4. Visit Berkeley events and information (Visit Berkeley provided)

Brochure holders will hold brochures and rack cards / postcards of interest to visitors (e.g., maps, events, historic walks).

The Welcome Displays with static panel and brochures, will complement the future deployment of IKE Smart City interactive kiosks in BART Plaza and/or elsewhere in Downtown and City, as recently approved by City Council.