



GEMINI DESIGN STORIES

HISTORY EXPRESSED THROUGH SIGNAGE & DESIGN AT THE UNIVERSITY OF NOTRE DAME STADIUM



THE PROJECT

Founded in 1842, The University of Notre Dame is one of the world's most iconic educational institutions. This recognition extends to athletics and one of college football's most successful programs. The Fighting Irish make their home in "the house that Rockne built", an on-campus stadium initiated by the legendary coach, Knute Rockne, in 1930. In 2014, the \$400 million Campus Crossroads Addition and Stadium Renovation represented the largest single project that Notre Dame had undertaken in 175 years.

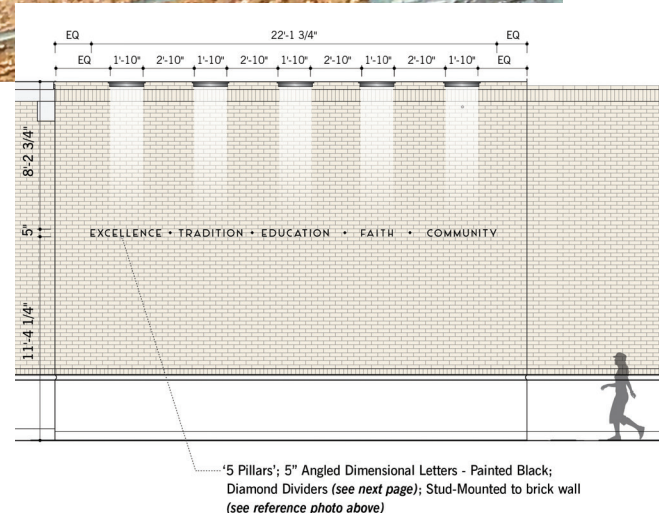
Chicago-based **Cardosi Kiper Design Group** has worked with the University for 14 years, completing over 100 projects. The company was selected to lead a \$1.6 million stadium placemaking and wayfinding signage design and fabrication phase, where it partnered with 12 different fabrication firms and **Gemini Sign Products** to bring the design concept to life. Over 4,000 signs and 750 thematic graphic elements were implemented throughout the stadium and Crossroads buildings.

THE VISION

The Crossroads project added academic spaces to the stadium creating a year-round facility. The stadium itself was re-imagined, with a fan experience designed to transport visitors back to the 1930s Rockne era as they moved into and around the stadium. This included numerous architectural details, stadium graphics, and signage that recaptured history, with materials and design that not only look timeless but have the longevity to stand the test of time.

THE DESIGN

Rich with tradition and history, the Cardosi Kiper team sought to capture the essence of Notre Dame and the era in its design elements. A modernized version of the typeface *Statendam* was selected for its retro appearance. Materials and finishes reflected the heritage across a wide array of Gemini products selected, including fabricated and flat cut metal letters and logos, cast bronze and aluminum letters, and precision tooled bronze plaques.



Celebration Entrance (above)

The celebration entrance bridges academics and athletics through the expression of Notre Dame's five core pillars: Community, Excellence, Education, Tradition, and Faith. The grand entrance is 24 feet high and the designers wanted dynamic letters that could be mounted on the wall at a height of 11 feet. Cardosi Kiper specified unique, 5-inch Gemini dimensional letters based upon the *Statendam* typeface, custom cast in a 30-degree angled face design that projects from the elevated mounting point to the viewer below. The precision cast letters were painted black and stud-mounted to the brick entrance walls. Overhead lighting is directed down on each pillar creating a dramatic look and elevating the meaning and impact of the University's core principals.



Gemini Letters, Logos and Plaques

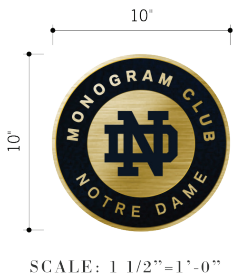
Numerous, made-to-order Gemini products were specified by the design firm and their fabrication partners, and were installed in a number of stadium applications, ranging from the locker room to ballrooms, academic facilities, club level venues, the athletic director's box, at all gate areas, and in honors and recognition applications throughout the stadium.



▼ LEGACY

"Each of our four major fabricators had looked at the design aesthetic, as well as the longevity needs for the sign elements, and selected Gemini products."

– Ted Kiper,
Vice President, Principal,
Cardosi Kiper Design Group

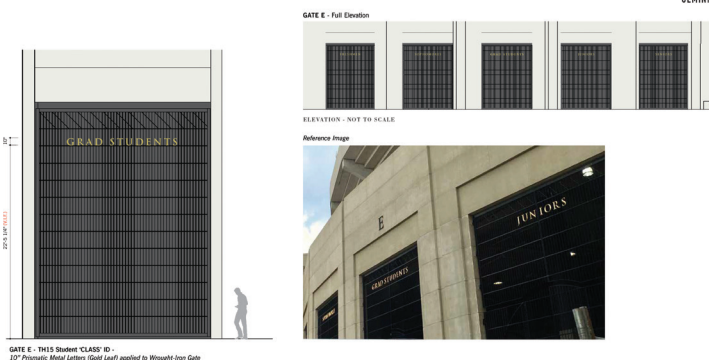


Stadium Accolade Display (right)

As the most honored football program in NCAA history, Notre Dame pays tribute to their legacy through an extensive accolades area highlighting the program's current 101 All-Americans, 52 members of the College Football Hall of Fame, 7 Heisman Trophy winners, and 11 National Championships. Each player and team is recognized with a Gemini precision-tooled brass plaque, and a second plaque was provided to each honoree's family. Detailed photos are part of the team and Heisman plaques, using Gemini's Giclée process that prints a UV-cured image onto the metal, creating a durable and resilient solution. Gemini's leatherette finish was chosen for the plaque background, which was painted in the program's blue color, contrasted by the raised brass letters and the Notre Dame monogram.

Because the design required tight tolerances, Gemini's precision tooled plaques were specified over cast plaques. Precision tooling reproduced crisp detail and the thin strokes of letters as small as 1/4-inch high. Most importantly, because this is a "living" display, the designers chose Gemini for their ability to maintain consistency and repeatability, year-after-year, as new honorees are enshrined.





Student Gates (above)

Historically, students at Notre Dame enter stadium gates marked by hanging banners representing their class year. Cardosi Kiper Design Group immortalized this tradition by replacing the banners with 10-inch cast metal prismatic letters in the classic typeface used on campus buildings. The letters are finished in the same gold leaf as the famous Notre Dame "Golden Dome".

PARTNERSHIP

"With Gemini, we enjoy an open dialog – not only with us, but shared with our fabrication partners."

– Ted Kiper,
Vice President, Principal,
Cardosi Kiper Design Group

THE PARTNERSHIP

Cardosi Kiper Design Group have used Gemini letters in numerous campus building applications. Gemini was selected as their vendor of choice because they are able to provide made-to-order letters and logos in a host of fabrication processes designed to stand the test of time. The choice of Gemini was also shared by the four primary fabrication firms that were part of the project. Each firm sees Gemini as a strategic partner, supporting projects from design, to fabrication, through installation, with the added confidence of Gemini's lifetime guarantee on its products.



LEARN HOW WE CAN HELP WITH YOUR PROJECT

In the US contact:
1.800.538.8377 | Signage@GeminiMade.com

In Canada contact:
1.800.265.0426 | Canada@GeminiMade.com

North Tunnel Team Entrance and Locker Room (below)

Gemini's precision fabricated stainless steel letters and the Notre Dame monogram provide the inspiration for the Irish throughout the locker room, player facilities and as they take the field. Stud-mounted to the brick walls, the dimensional letters feature the contemporary athletic program typestyle and graphic standards.



Special thanks to Cardosi Kiper Design Group and the University of Notre Dame. Images, trademarks and information used by permission. ©2018 Gemini Inc.