

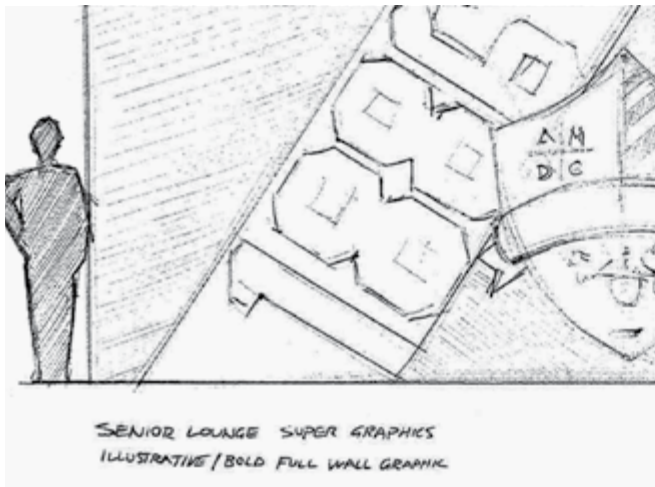
# Saint Ignatius Branded Environment Cleveland, Ohio

Placemaking  
Branded  
Environment

St. Ignatius is an all-boys college preparatory school located in Ohio City with more than 1,500 students from 100 cities across Northeast Ohio. The school is a state leader in academics and sports and students work for peace and social justice, living by the motto, Men for Others. With active alumni and an engaged student body, St. Ignatius is a grand source of pride.

## Objective

To develop a cohesive gallery space and senior lounge experience in which visitors could learn about alumni achievements.



## Results



Gallery serves as a mini-museum within the school, a place to explore its history and traditions.



Increased feeling of Wildcat pride!



Celebrates alumni who can motivate current students.

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Angela LoBue, Manager of Communications at St. Ignatius

## CASE STUDY

### Saint Ignatius Branded Environment

St. Ignatius is consistently recognized as a regional and state leader in academics and sports. Beyond its strong curriculum and scholarly achievements, St. Ignatius' spiritual program sets it apart from other schools. Rooted in the Jesuit tradition, St. Ignatius inspires students to work for peace and social justice in the ever-changing world as "men for others."

#### Objective

With a timeline that spans nearly 130 years, St. Ignatius High School has curated a host of treasures – awards, photos and documents – that represent its rich history and time-honored traditions. Instead of letting their artifacts collect dust in the basement, the school wanted to bring its past to the present by carving out a physical space that would pay tribute to all of the pride-evoking memorabilia that make being a part of the St. Ignatius community so special.

"Many of our alumni awards were hidden away in archives or random places across campus, and we lacked a dedicated area to showcase them," said Angela LoBue, Manager of Communications at St. Ignatius. "Fortunately, we received a generous gift from an alumnus, Le'Charles Bentley, which enabled us to prioritize creating a place that would honor the alumni who have helped us achieve success."

After working with Guide Studio on an interior and exterior wayfinding project, St. Ignatius' director of plant services recommended that LoBue seek the firm's help again in developing

the hall of fame-style room. The school already had a location in mind – the Senior Lounge – along with a collection of awards, photos, stories and quotes that were in desperate need of a place to call home.

#### Solution

Guide Studio provided St. Ignatius with a range of services to bring what would eventually be called "Bentley Gallery" to life.

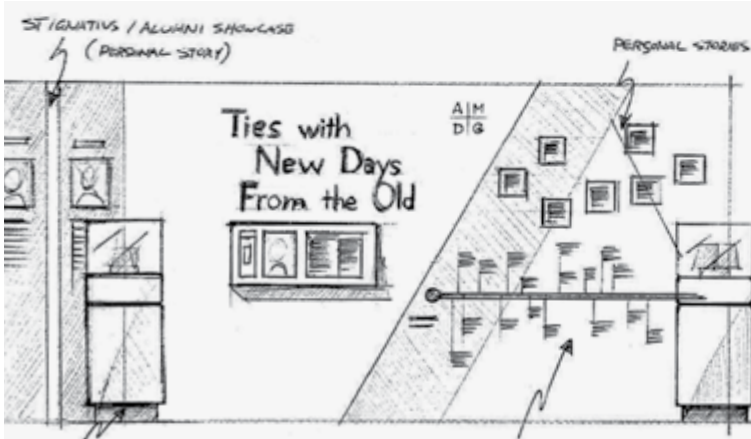
**Kickoff Planning:** To kick-start the process, a brainstorm session was held with school staff to get an understanding of their goals, vision and restrictions. While the school initially wanted to install the gallery within the Senior Lounge, Guide Studio observed that this location was too busy and heavily trafficked to serve as a place for reflection and remembrance. Alternatively, the design team identified another space, in between the Senior Lounge and the school's Sullivan Atrium, which would create a more immersive, gallery-like feel, where students and visitors would take pause, allowing the artifacts to make a bigger impact.



## CASE STUDY

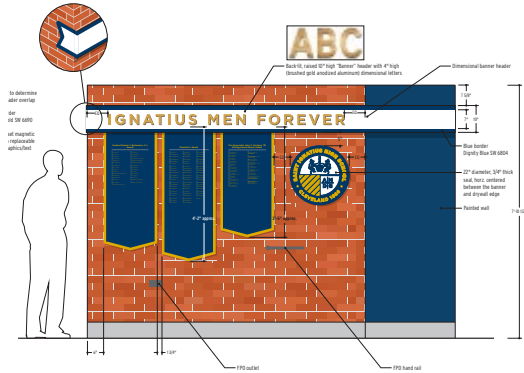
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**Concept Design:** Next, Guide Studio went to the drawing board and developed several concepts that illustrated various options for the gallery. They shared sketches that incorporated the school's blue and gold color palette, wall graphics, timeline that spanned from the school's founding in 1886 to present day and alumni stories.



Additionally, Guide Studio pitched a creative way to bring the Senior Lounge into the design plans since the school still wanted to renovate that area of the campus. The Senior Lounge mockup featured stanzas from the alma mater and quotes from St. Ignatius legends that would carry students and visitors into the gallery space, creating one cohesive experience from room to room.

**Design Development:** With the client's approval on design direction, Guide Studio mapped out dimensions for the space and laid out different elements, materials and graphics, including alumni quotes, story frames, TV screens for streaming videos and glass cases that could hold the oldest and most precious artifacts. The consultancy also recommended that the space include magnetic panels on the wall, which



would allow the school to update award lists and stories more easily and frequently than having them painted directly onto the wall.

**Installation Coordination:** In close collaboration with a fabricator and school staff, Guide Studio mapped out and executed on a schedule to manage the various steps to completion: painting the space, cork installation and electric work. As with many dimensional installations, there are unpredictable challenges that require troubleshooting in the moment. For the Bentley Gallery, it came toward the end of the project when some of the cork tiles fell off of the wall. With help from the installer, Guide Studio identified an alternative – and more attractive – cork tile and an application process that worked better with the wall surface. The result: a stronger installation that kept the original design intact, and even improved.

“Guide Studio was extremely reliable and easy to work with throughout the entire process,” said LoBue. “Even better, both the project manager and design consultant are St. Ignatius alums. They understood the meaning and purpose behind the gallery, and were committed to troubleshooting any last minute issues that would stand in the way of the project's success.”

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#### Results

The Bentley Gallery was completed in the fall of 2015. Not only was the project completed on time, it was also right on budget, despite the modifications made along the way. The gallery made its official debut on October 24, 2015 during a dedication ceremony and was met with glowing reviews by alumni, faculty, staff, students and its benefactor, Le’Charles Bentley.

“We have so many events and people coming to campus on a daily basis, and the Bentley Gallery is an inviting, open place to explore our history and traditions,” said LoBue. “Whether you have attended St. Ignatius or not, you don’t leave that space without feeling some Wildcat pride.”

In addition to serving as a mini-museum within the school, LoBue explained the gallery has

achieved a dual purpose. “We do a lot of photo and video shoots onsite, and the Bentley Gallery has become a cool backdrop for our content and events,” said LoBue. “Last year, we captured the new president and some students eating lunch together for St. Ignatius Magazine, and the gallery pops with color in the background.”

The space that once served as a storage area now echoes with words of inspiration and reminders of the school’s strong heritage.

“The overall impact of the Bentley Gallery grows with each student I see taking time to pause and read the profiles on the wall or watch the videos on display,” said LoBue. “And I see hundreds of students doing just that every single day.”