

## VGS Awarded 2024 Best in Show: Signshop-Designed & Fabricated, Internally Illuminated Comprehensive Project Concept



**FIRST PLACE / BEST OF SHOW**

Our client **Raising Canes** came to us with a three-brand restaurant takeover involving them, the **Dallas Cowboys** & **Post Malone**. The vision was to wrap the entire outside building, parapet and windows in metallic 3M automotive wrap digitally printed with Post Malone's tattoo artwork.

With the windows being blocked out, VGS was challenged with creating a brand expression of a completely enclosed and internally illuminated backlit wall and ceiling "perforated" blue and white lighting system, covering every inch of the inside of the space. As a whole, the project blurs the line of signage fabrication, complete brand and retail immersion, and customer experience. AGI was responsible for the large fabricated star and the exterior illuminated building signage.

### CLIENT

Raising Canes, Post Malone,  
Dallas Cowboys

### FABRICATORS & INSTALLERS

Visual Graphic Systems Inc.,  
Carlstadt, NJ

AGI, Virginia Beach, VA

### DESIGNERS

Raising Canes & Post Malone  
(concept)

VGS and AGI (technical)

### FABRICATION EQUIPMENT

Metal fab, aluminum extrusion,  
laser-cutting, LED flat panels,  
stainless steel, custom-welded  
components, silkscreening, digital  
flatbed printing.

### INSTALLATION EQUIPMENT

Welders, mechanical fasteners,  
wall and ceiling wall drop in grids,  
LEDs, custom memorabilia cases,  
faux locker systems.

### MATERIALS

Aluminum, plexiglass, stainless  
steel, polycarbonate, LED panels  
and LED strip lighting, 3M  
materials, backlit transparencies.

### SOFTWARE

Adobe Illustrator, SketchUp,  
AutoCAD, Autodesk Revit.

