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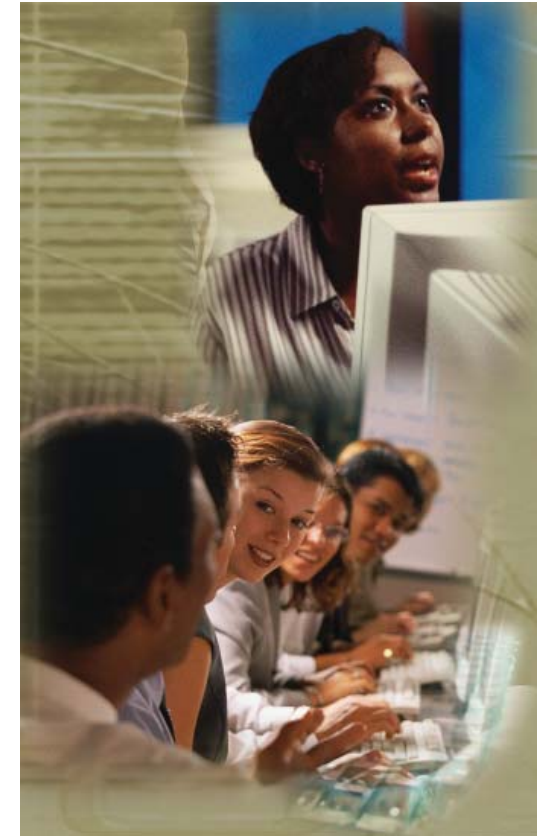
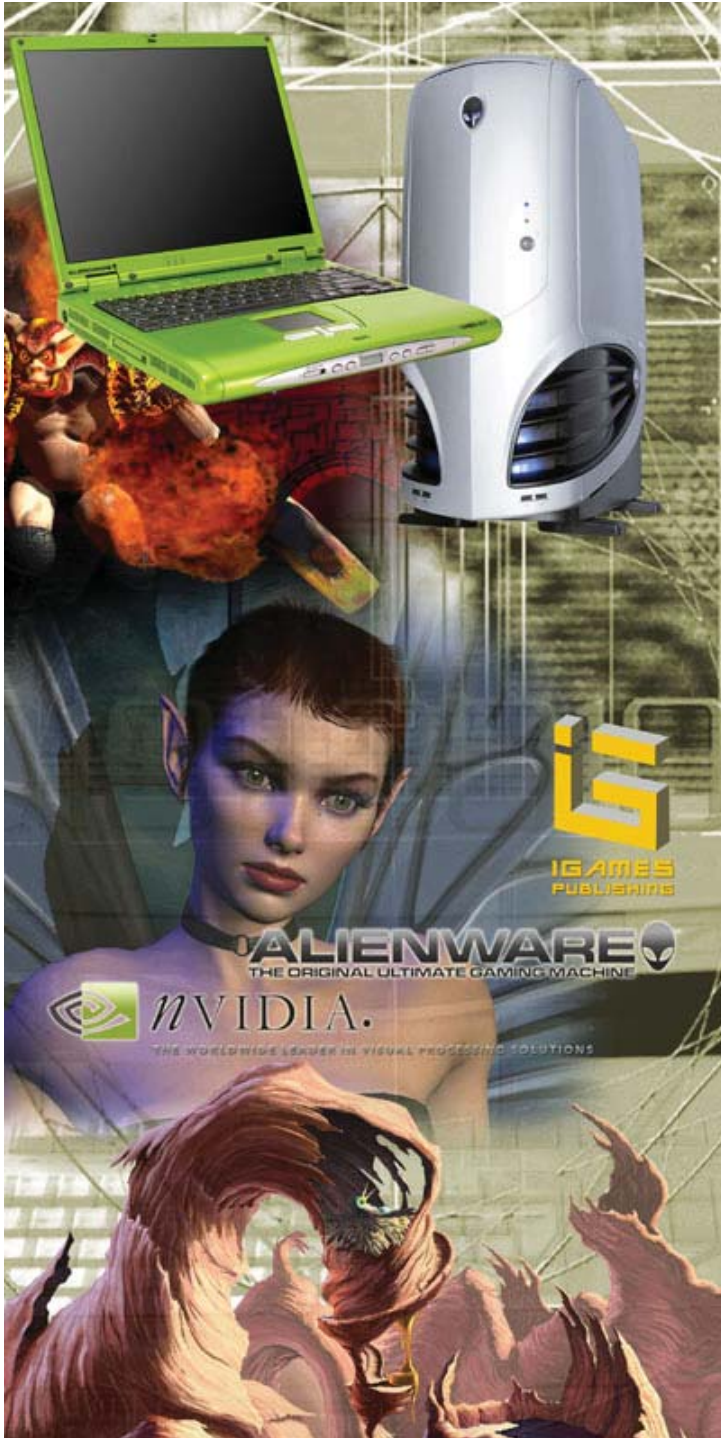


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EXHIBITS AND SIGNAGE



"Game On" Gaming Center and Internet Cafe Supergraphics

Client: Consulting for Architects, New York, NY

EXHIBITS AND SIGNAGE

## WORCESTER STATE HOSPITAL

### DR. SAMUEL WOODWARD

In 1832, the State Lunatic Hospital was built at Summer and Asylum Streets, adjacent to the developing city center in Worcester, to house 120 patients. The first superintendent was Dr. Samuel Woodward, who is credited with overcoming then-popular views of mental illness to champion compassionate, optimistic, and individualized treatment for patients.

He believed in "moral therapy" wherein mental illness was curable, assisting that patients and staff live together and form a community of caring, a concept that spawned the term "residents" for hospital practitioners. The facility provided occupational therapy, a library, religious exercises and games.

The State Lunatic Hospital became a model for the care and treatment of the indigent with mental illness. By 1844, Dr. Woodward was considered a leading expert in the burgeoning field of psychiatry, and his hospital was considered a phenomenal success in the recovery of patients once considered incurable.

### DOROTHEA DIX

In 1841, Dorothea Dix visited a jail in Massachusetts to teach Sunday school and witnessed the appalling treatment suffered by individuals with mental illness in the company of common criminals. In 1843, she advised the state legislature that the Worcester Asylum was not sufficient for the large number of insane people she found in poorhouses and jails throughout the state. This was the first of many petitions Dix submitted to other state legislatures in her international crusade for improved treatment conditions for people with mental illness, resulting in new facilities and more humane care in many states.

### DR. THOMAS KIRKBRIDE

In 1844, Superintendent of Pennsylvania Hospital for the Insane, Dr. Thomas Kirkbride, founded what came to be known as the American Psychiatric Association. Dr. Samuel Woodward, then superintendent of the State Lunatic Hospital in Worcester, was chosen as president at the first meeting.

In 1847, Dr. Kirkbride published detailed guidelines for design, construction and administration of asylum buildings, which came to be known as the Kirkbride Plan. He advocated the tenets of moral treatment, in which the asylum buildings and surroundings were seen as active components of therapeutic treatment toward recovery—a healthy environment, both stimulating and calming the mind with natural beauty enhanced by rational order and fresh air.

### SIGMUND FREUD'S VISIT

In 1909, Sigmund Freud achieved world prominence by his highly publicized visit to Clark University in Worcester. Freud also visited the Worcester State Hospital. His voyage to Worcester was the only time he ever traveled to the United States.

### THE HISTORY OF WORCESTER STATE HOSPITAL

In the early 1870s, the State Lunatic Hospital on Summer Street had become inadequate for the state's needs. The Worcester Lunatic Asylum was established here, on 600 acres of farmland overlooking Lake Quinsigamond, to replace the previous facility, along the positive care principals of "moral treatment" advocated by Dr. Woodward. The grounds were designed by Frederick Law Olmsted, the founder of landscape architecture.

In 1873, the Worcester Lunatic Asylum was designed according to the Kirkbride Plan by the Worcester architect Ward P. DeLano in the firm of Weston & Rand Architects. It accommodated 600 patients in 132,000 square feet when the facility first opened in 1877.

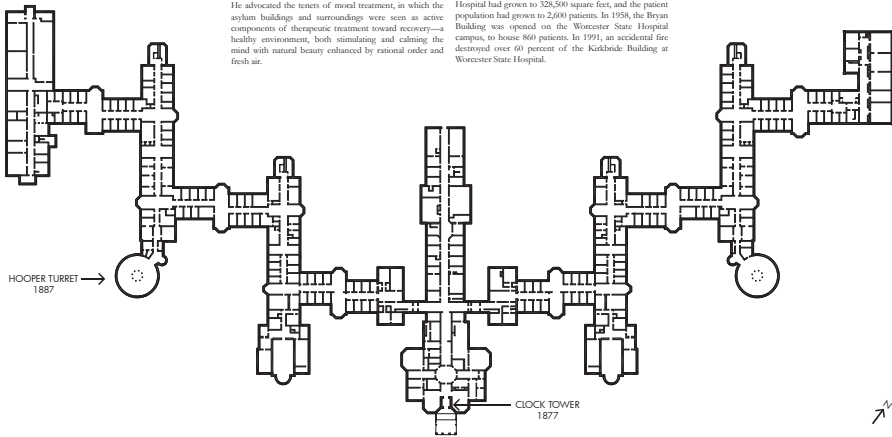
By the 1940s, what came to be called Worcester State Hospital had grown to 328,500 square feet, and the patient population had grown to 2,600 patients. In 1958, the Bryan Building was opened on the Worcester State Hospital campus, to house 800 patients. In 1991, an accidental fire destroyed over 60 percent of the Kirkbride Building at Worcester State Hospital.

In 2008, the remainder of the Kirkbride Building was demolished, except for the Clock Tower and Hooper Turret, and construction began for a new state-of-the-art psychiatric hospital on the Worcester State Hospital campus.

### THE LEGACY

In 1884, a national study entitled *Liquidation on Insanity* noted Massachusetts as a pioneer in the development of wise legislation for the insane. In his 1981 book *The History and Politics of Community Mental Health*, Dr. Murray Levine wrote:

*"The Worcester State Hospital in Massachusetts was built in a growing awareness of the problems of the mentally ill in a spirit of reform that led to the creation of a variety of institutions during the early part of the nineteenth century. The Worcester hospital was important because it was the first that was rationally designed for mental patients and it was the first to be supported by state funds exclusively. It was built as a therapeutic institution and served as a model, if not a training institution, for those who established hospitals elsewhere."*



## WORCESTER RECOVERY CENTER AND HOSPITAL

### WORCESTER RECOVERY CENTER AND HOSPITAL

Opened in 2012, the Worcester Recovery Center and Hospital is a 430,000 square foot behavioral healthcare facility providing continuing care patient beds for 200 adults and 60 adolescents. The facility is owned and operated by the Commonwealth of Massachusetts, Department of Mental Health. It stands on the site of the Worcester Lunatic Asylum, opened in 1877.

The primary goal of the facility is to facilitate patient recovery and reintegration into community living. The prime architect was Ellerywood, an architect and planning firm in Cambridge, Massachusetts, in collaboration with architect's of Tevo, New York. The architectural design of the New Hospital supports the mission of healing by creating an environment which facilitates the therapeutic program, and provides dignity for patients, family and staff.

The design strives to minimize the large "institutional" scale and materials of its predecessors in favor of familiar forms and residential materials. The objective is to "normalize" the environment for patients and family members. The design approach is to make the facility appear less like the large historic psychiatric

institutions of the past, and more like a commonly familiar place where anyone goes to receive services as the course of their lives. This effort is specifically intended to provide respectful and dignified comfort and a sense of respite to the residents and their visitors. It is further intended to assure staff and family members that thoughtful and sensitive efforts toward patient recovery are perceived by the larger community as worthwhile.

The facility is arranged analogous to the larger community, in zones dubbed Houses, Neighborhoods and Downtown. This layout offers a sequence of spaces through which patients are encouraged to participate in an increasing scale of therapeutic milieus, where they can test new skills for increased social interaction, wellness, recovery and eventual transition to the communities of their choice. The Houses provide small bedroom groups clustered around

common living areas. The private bedrooms are considered safer for both patients and staff, and are recognized as a more conducive environment for healing. Two or three such Houses share a dining room, along a path to the Neighborhood of therapeutic program spaces. All Houses and Neighborhoods have views and access to secure courtyards for quiet and group activities. The Neighborhoods overlook a Downtown, and a central outdoor Village Green. The Downtown is available to patients who are ready to participate in the larger social setting, and contains opportunities for life skills development such as a cafe, store, library, salon, bank, music and art rooms, a fitness center, a chapel, and medical and dental clinics.

### THE CLOCK TOWER

This tower is a reconstruction of the landmark tower which was the focal point of the Worcester Lunatic Asylum, opened in 1877 and

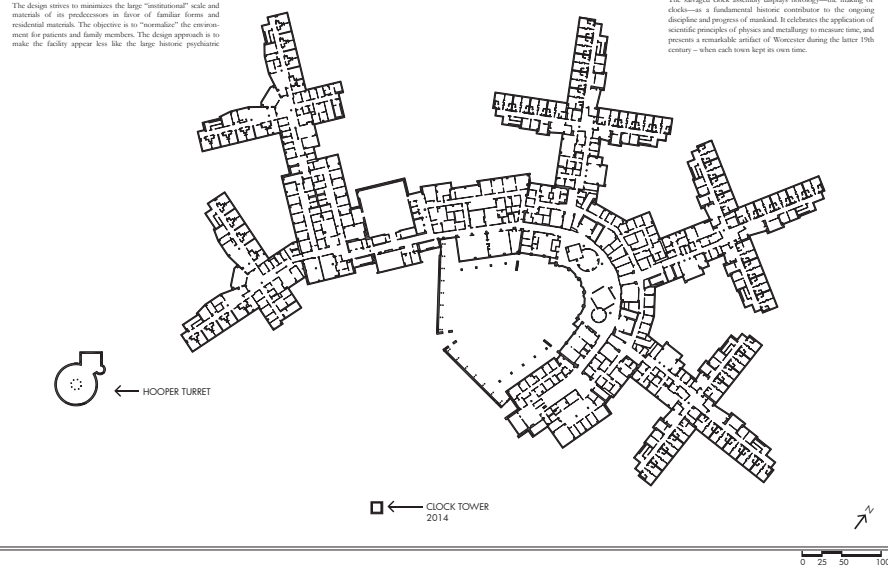
later named Worcester State Hospital. It stands 154 feet tall. The carved granite was quarried in Mason, New Hampshire, and the corner ashlar granite was quarried on the hillside.

This tower stands as a monument to the Commonwealth's historic legacy and ongoing commitment to state-of-the-art mental health care and public sector psychiatry, and the important role of the City of Worcester as that legacy.

### THE SALVAGED CLOCKWORKS

The clockworks was successfully salvaged during building demolition in the Fall of 2012. It was manufactured by the Seth Thomas Clock Company in Thomaston, Connecticut, and sold to the Worcester Lunatic Hospital in 1877.

The salvaged clock assembly displays horology—the making of clocks—as a fundamental historic contribution to the ongoing discipline and progress of mankind. It celebrates the application of scientific principles of physics and metallurgy to measure time, and presents a remarkable artifact of Worcester during the latter 19th century — when each town kept its own time.



Worcester Recovery Center and Hospital Clocktower Signage

Client: Ellenzweig Associates, Cambridge, MA

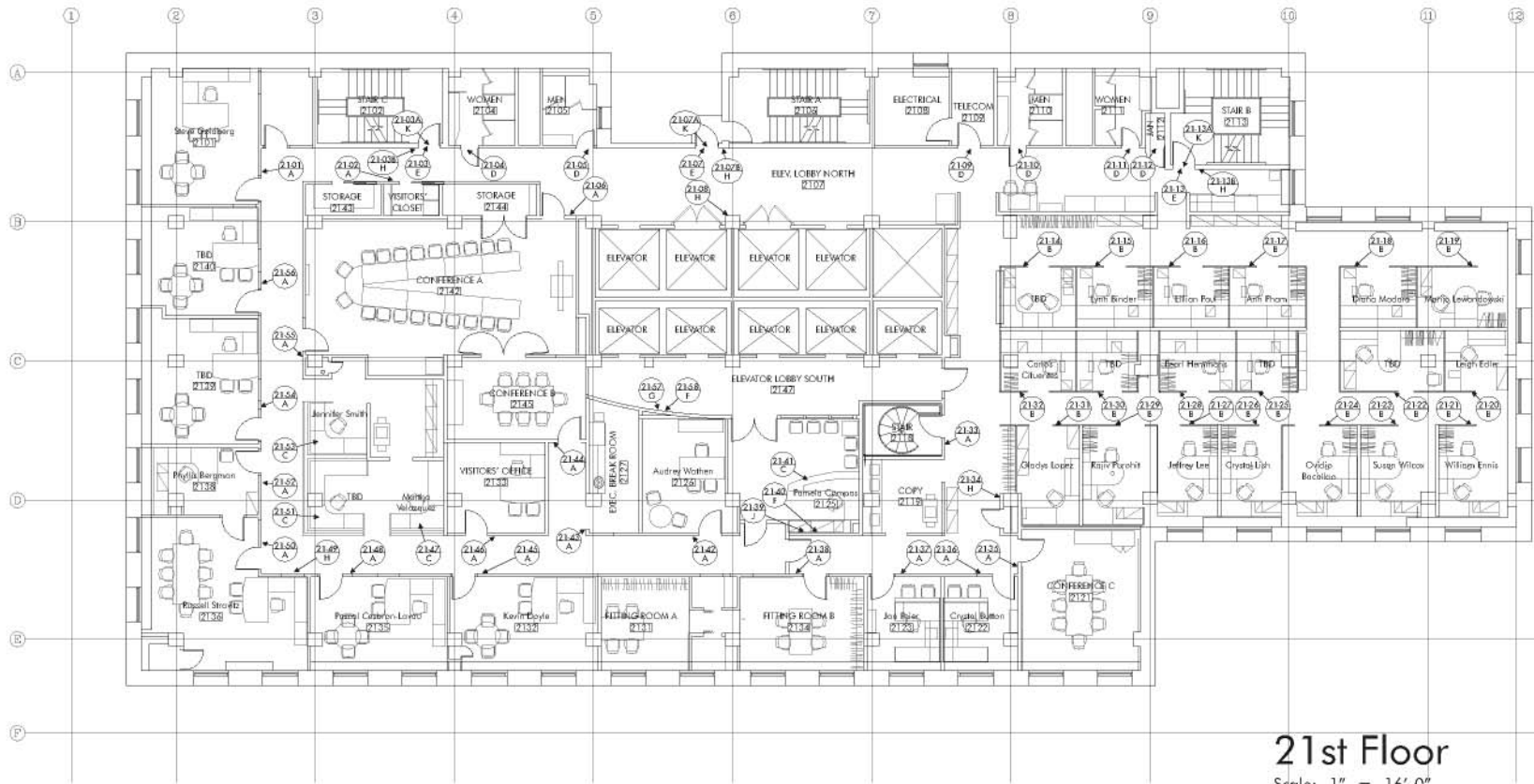
EXHIBITS AND SIGNAGE



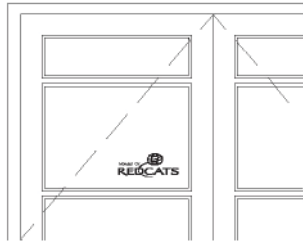
Worcester Recovery Center and Hospital Exterior Pergola Graphic Design

Client: Ellenzweig Associates, Cambridge, MA

EXHIBITS AND SIGNAGE



**21st Floor**  
 Scale: 1" = 16'-0"  
 Drawing 7



A – “Member of Redcats” Sign – Typical

Scale: 1" = 2'.

Silver metallic vinyl mounted on glass of non-operating door. Overall height: 4 3/8". Overall width: 11". Mount so that bottom of sign is 1" above window frame and right edge of sign is 1" from window frame.



B – Lobby Level Elevator Lobby Aluminum Signage

Center sign between column lines B and C on long section of west wall of Lobby 0101. Midline of “Brylane” sign: 5'-5 1/2" AFF. Use refurbished existing sign or fabricate to match. Standard letter height on “Brylane” sign (excluding “R”) approximately 11". Overall sign length: approximately 5'-4 1/2".

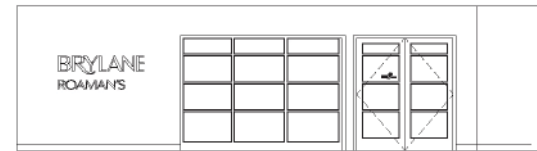


C – 17th Floor Elevator Lobby Aluminum and Vinyl Signage

Center entire signage layout between column lines 6 and 7. Midline of “Brylane” sign: 5'-5 1/2" AFF. Use refurbished existing sign or fabricate to match. Standard letter height on “Brylane” sign (excluding “R”) approximately 11". Overall sign length: approximately 5'-4 1/2".

King Size: Silver metallic vinyl. Overall height: 5 9/16". Overall width: 2'-1". Top of sign is 4 1/4" below bottom of standard letter in “Brylane.” Left justify with “Brylane” sign.

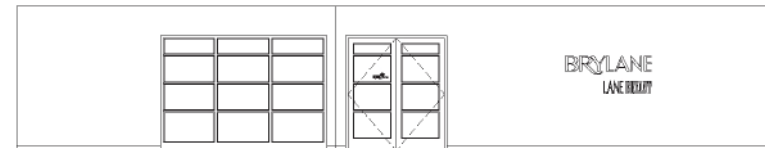
Brylane E-Commerce: Silver metallic vinyl. Overall height: 7". Overall width: 5'-3". Top of sign is 7 7/16" below bottom of standard letter in “Brylane.” Position so the large “e” in “e-Commerce” is right justified with the “E” in “Brylane.”



D – 18th Floor Elevator Lobby Aluminum and Vinyl Signage

Center entire signage on wall as depicted. Midline of “Brylane” sign: 5'-5 1/2" AFF. Use refurbished existing sign or fabricate to match. Standard letter height on “Brylane” sign (excluding “R”) approximately 11". Overall sign length: approximately 5'-4 1/2". “Redcats” sign as shown on Drawing 22A.

Roaman’s: Silver metallic vinyl. Overall height: 6 1/2". Overall width: 4'-2". Top of sign is 7" below bottom of standard letter in “Brylane.” Left justify with “Brylane” sign.



E – 19th Floor Elevator Lobby Aluminum and Vinyl Signage

Center entire signage layout on wall as depicted. Midline of “Brylane” sign: 5'-5 1/2" AFF. Use refurbished existing sign or fabricate to match. Standard letter height on “Brylane” sign (excluding “R”) approximately 11". Overall sign length: approximately 5'-4 1/2". Redcats sign as shown on Drawing 22A.

Lane Bryant: Silver metallic vinyl. Overall height: 9". Overall width: 2'-11 3/4". Top of sign is 7 1/2" below bottom of standard letter in “Brylane.” Right justify with “Brylane” sign.

## Lobby and Reception Area Elevations

Scale: 1" = 8' or as noted

Sign Types F and G – Drawing 25

35

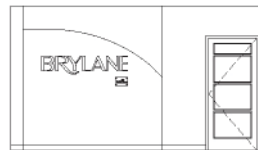


**A – 20th Floor Elevator Lobby Aluminum and Vinyl Signage**

Center entire signage layout on wall as depicted. Midline of “Brylane” sign: 5’-5 1/2” AFF. Use refurbished existing sign or fabricate to match. Standard letter height on “Brylane” sign (excluding “R”) approximately 11”. Overall sign length: approximately 5’-4 1/2”.

Desktop Services: Silver metallic vinyl. Overall height: 5 5/8”. Overall width: 5’-1”. Top of sign is 3 1/2” below bottom of “R” in “Brylane.” Left justify with “Brylane” sign.

Other signs: Material and dimensions as shown on drawings 22B, 22C and 22D. Left justify with “Brylane” sign. Each sign shall be positioned 3 1/2” below bottom of sign above.



**B – 21st Floor Reception Area Aluminum and Acrylic Panel Signage**

Midline of “Brylane” sign: 5’-5 1/2” AFF. Center in niche. Use refurbished existing sign or fabricate to match. Standard letter height on “Brylane” sign (excluding “R”) approximately 11”. Overall sign length: approximately 5’-4 1/2”.

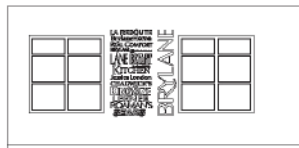
Mount Type “J” signage approximately 6 3/8” below bottom of standard Brylane letter, right aligned with Brylane sign.



**D – 22nd Floor Lobby – West Aluminum and Acrylic Panel Signage**

Midline of “Brylane” sign: 5’-5 1/2” AFF. Center in niche. Use refurbished existing sign or fabricate to match. Standard letter height on “Brylane” sign (excluding “R”) approximately 11”. Overall sign length: approximately 5’-4 1/2”.

Mount Type “J” signage approximately 6 3/8” below bottom of standard Brylane letter, right aligned with Brylane sign.



**C – 22nd Floor Lobby – South Vinyl Signage**

All signage, including “Brylane,” are metallic silver vinyl. Brylane sign is located 2’-2” AFF, and aside from its rotation, exactly matches the dimensions of the aluminum Brylane signs. Mount sign 2” from window frame.

All other signs in general are 2’-6” wide and mounted 5” from window frame. This signage layout is not finalized and depends on the appearance of the “Real Comfort” sign, which is currently undergoing re-design by Brylane. The top sign shall with the top of the “Brylane” sign and the bottom of the bottom sign shall align with the bottom of the “Brylane” sign. Maintain consist spacing between signs.



**E – 21st Floor Elevator Lobby Aluminum and Vinyl Signage**

At this writing the final design for this signage location has not been selected. Two options are depicted above to assist the Owner and Architect in making a final decision. Midline of “Brylane” sign: 5’-5 1/2” AFF. Use refurbished existing sign or fabricate to match. Standard letter height on “Brylane” sign (excluding “R”) approximately 11”. Overall sign length: approximately 5’-4 1/2”.

Jessica London (both options): Silver metallic vinyl. Overall height: 3 7/8”. Overall width: 3’.

Brylane E-Commerce (both options): Silver metallic vinyl. Overall height: 4”. Overall width: 3’.

Brylane Home (both options): Silver metallic vinyl. Overall height: 4”. Overall width: 3’.

Real Comfort (both options): Silver metallic vinyl. Overall height: TBD. Overall width: 2’-2 3/4”.

La Redoute (both options): Silver metallic vinyl. Overall height: 3 11/16”. Overall width: 2’-9”.

Chadwick’s (both options): Silver metallic vinyl. Overall height: 3 5/16”. Overall width: 2’-9”.

Lane Bryant (both options): Silver metallic vinyl. Overall height: 6 1/2”. Overall width: 2’-1 3/8”.

Roaman’s (both options): Silver metallic vinyl. Overall height: 3 3/4”. Overall width: 2’-1 3/8”.

Lerner (both options): Silver metallic vinyl. Overall height: 4”. Overall width: 2’-3”.

King Size (both options): Silver metallic vinyl. Overall height: 6”. Overall width: 2’-2 3/4”.

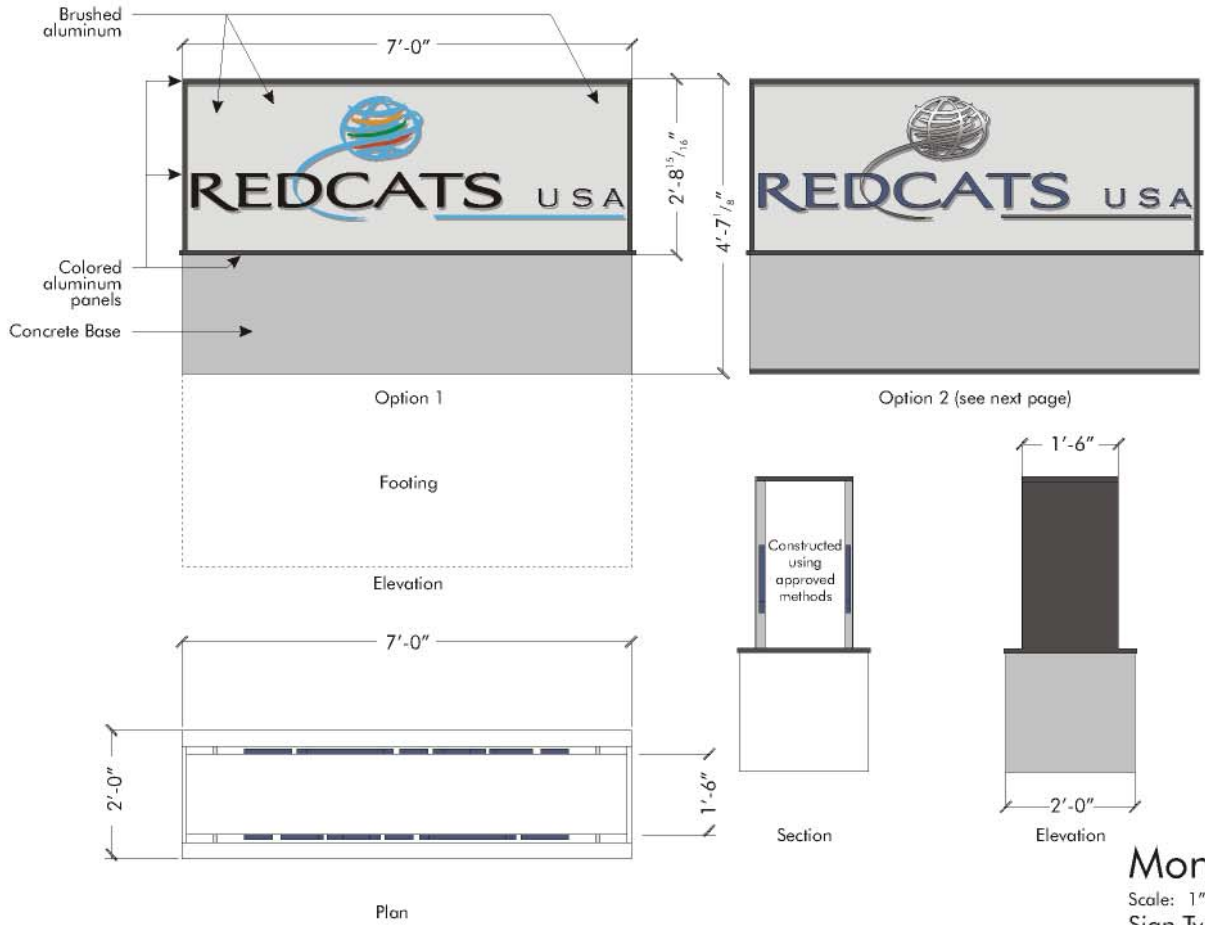
Brylane Home Kitchen (both options): Silver metallic vinyl. Overall height: 5 1/4”. Overall width: 1’-11”.

Sears (both options): Silver metallic vinyl. Overall height: 5 3/16”. Overall width: 1’-11”.

## Lobby and Reception Area Elevations

Scale: 1” = 8’ or as noted

Sign Types F, G and J – Drawing 26



Monument sign shall consist of a firmly footed cast concrete and fabricated aluminum structure in accordance with standards established for the Plainfield Business Center at Airwest. The sign shall consist of a concrete base 1'-10-3/16" high by 7'-0" long by 3'-0" wide. A 7/8" tall strip of banding along the base in anodized aluminum or approved equal shall approximate in color Sherwin Williams Web Gray SW 7075. Atop this base shall be constructed a weatherproof anodized aluminum or approved equal construction sign as follows:

A 13/16" high by 7'-0-7/8" by 3'-0-7/8" shelf shall overhang the concrete by 7/16" on all sides. Color: to match Sherwin Williams Web Gray SW 7075. Centered on this foundation shall be the main aluminum sign element, measuring 1'-3" wide x 6'-10-3/8" long x 2'-7-1/4" high. Color: brushed aluminum. Atop this element shall be centered another panel measuring 7'-0" long x 1'-6" wide x 7/8" high. Color: to match Sherwin Williams Web Gray SW 7075. Side panels measuring 13/16" wide 2'-7-1/4" high x 1'-6" long shall be mounted flush with the outside edge of the top panel. Color: to match Sherwin Williams Web Gray SW 7075.

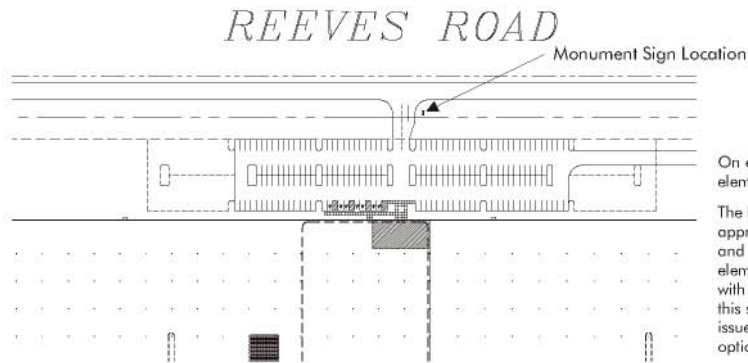
(Continued on following page)

**Monument Sign**  
 Scale: 1" = 2'-0"  
 Sign Type H – Drawing 16





Option 1 Perspective



On each side of the sign shall be affixed the following elements:

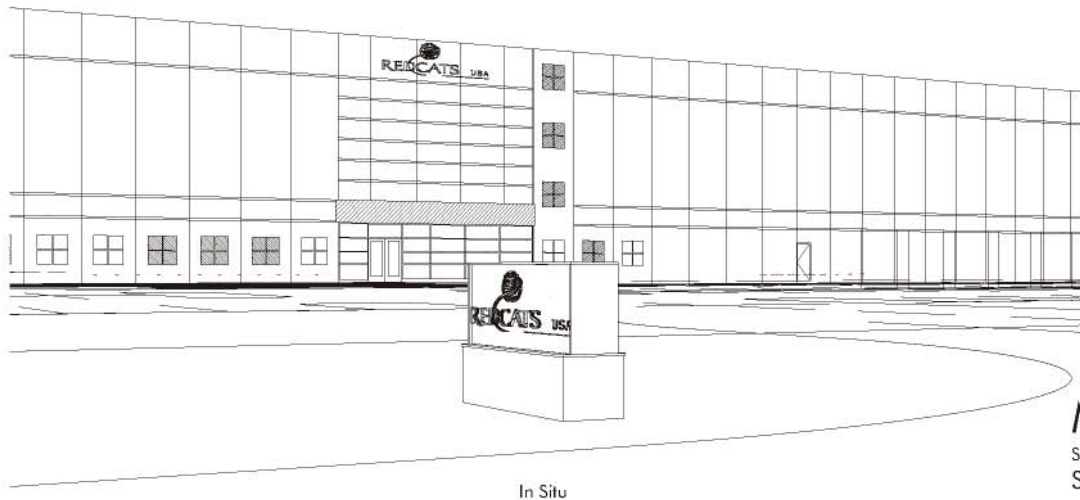
The Redcats logo, manufactured of aluminum or approved equal weatherproof material, will be centered and mounted on the face of the main aluminum sign element 2-1/2" below the top of the main sign element with an overall length of 6'-9". Note: The final design of this sign will depend on cost and signage construction issues to be determined by the Architect. Therefore, two options are provided.

Option 1 (depicted)

Logo to be constructed of aluminum or approved equal weatherproof material, enamelled to match Redcats logo colors. The word "Redcats" shall be one inch thick. All other sign elements shall be 1/2" thick. The three colored "swooshes" on the globe shall be separately manufactured and securely welded to the main blue logo element.

Option 2 (see previous page)

Same as above except that the three "swooshes" will be incorporated into the overall globe logo and the signage element manufactured as a single piece. Color: "Redcats" and "USA" to match Benjamin Moore Bold Blue BM 2064-10. Graphic elements to be polished aluminum or an approved equal material giving the appearance of polished aluminum.

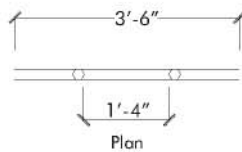
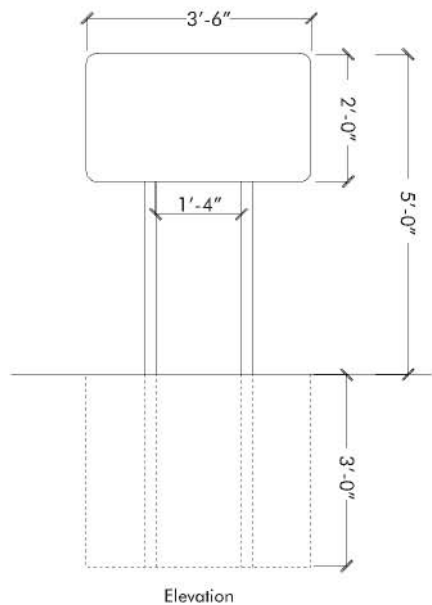


In Situ

## Monument Sign

Scale: NTS

Sign Type H – Drawing 17



Sign 1

NTS



Reverse



Sign 2

NTS



Reverse

Directional signs shall be firmly footed in concrete using approved methods and in accordance with standards established for the Plainfield Business Center at Airwest; two posts per sign. Top of signs shall be at 60". Signs shall be located a minimum of 6'-0" from the curb. Use standard weatherproof materials for sign and applied colors.

Use 188 point Optima Medium font for lettering on Sign 1, 235 point Optima Medium font for lettering on Sign 2. Colors: overall sign, symbols and first letter on Sign 2: white; all other lettering: to match Sherwin Williams Web Gray SW 7075; top stripe: to match Sherwin Williams Network Gray SW 7073; left hand stripe: to match Benjamin Moore Bold Blue BM 2064-10.

## Exterior Directional Signs

Scale: 1" = 2'-0"

Sign Type I – Drawing 18

# CFA

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- Short learning curve
- Information available and secure wherever there's an internet connection
- Runs on Intranets, LAN's, WAN's, desktop and laptop computers, and handheld devices

