



Bell Canada Enterprises Place - Interior Signage

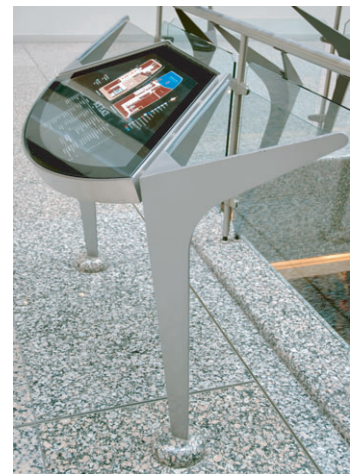
Location Toronto, Ontario
Designer / Architect Bregman + Hamann and Skidmore, Owings & Merrill
Duration May 1994 - July 1994

Scope - Soheil Mosun Limited was commissioned to supply and install various wayfinding signage products throughout one of Toronto's major business properties.

Highlights - The flat wayfinding directory found upon entering from Bay street is made of brushed stainless steel frame structure. The concourse retail directory is made of brushed st. stl. arch frame - both are equipped with internally illuminated sign face graphics. The individual letter identification is made of waterjet cut 1/8" thick mirror polished st. stl. letters mounted onto 1/4" thick waterjet cut black anodized aluminum letters. The total signage package program smoothly integrates into the buildings' architecture.



TD Canada Trust Tower interior identification



Flat wayfinding directory seen upon entering from Bay street



Concourse retail directory



Wall mounted concourse retail directory



Decorative rosette on linear brushed st. stl. frame