



### Spokane Icon Celebrated in Convention Center Exhibit

When Luke Williams died in 2004, family members immediately set out to honor one of the area's foremost entrepreneurs and civic benefactors. Williams and his brother Chuck invented the alternating time and temperature sign in 1951, launching what eventually became the world's largest electronic sign company: American Sign & Indicator.

Working closely with the Williams family, the Spokane Public Facilities District, and local craftsmen, Anderson Mraz Design provided interpretive design development, research, writing, fabrication, and installation services for a memorial exhibit located in the northeast corner of the Spokane Convention Center.

"This was a unique opportunity for us to develop a permanent exhibit that focused on a remarkable individual who shaped this area and left behind a wonderful legacy for future generations to enjoy," said AMD founding principal CK Anderson.

Featuring a narrative, quotes, photos, ephemera, and memorabilia, the effect of the exhibit is to introduce Williams to those who have never heard of him, while at the same time providing a unique insight to those already familiar with his story.

The inviting warmth of wood, juxtaposed with the industrial look of metal, helps to convey both the humanitarian and business sides of Williams. The lighting pattern of his famous sign design is picked up in the perforated steel column, atop which sits an internally lit glass flame, symbolizing his entrepreneurial spirit. Elements of the American flag combine to form a patriotic motif – reflecting Williams's political bent and love for his country – while the scale and proportions of the exhibit provide a sense not only of permanence, but also of Williams's larger-than-life stature.

The public viewing area offers generous interior dimensions and natural ambient light, along with a view of the scenic Spokane River and Riverfront Park – the latter a tribute in its own right to Williams's vision.

"Designing and executing exhibits is something that I know nothing about," admitted Kevin Twohig, Executive Director of the SPFD, "but I do recognize and appreciate the high-quality work that went into the Luke Williams Memorial. More important, I see the appreciation in the eyes of the family and friends who gathered to celebrate its dedication."

Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit [www.am-design.com](http://www.am-design.com).



