



Display Supply & Lighting, Inc.

Worcester Ice Center Entrance Transformation

A brief case study of the
Fidelity Bank Worcester Ice Center
August – November, 2017



Display Supply & Lighting, Inc.

Worcester Ice Center Entrance Transformation

DS&L was invited by Sunshine Sign (N Grafton, MA) to visit, tour and collaborate on a specialty assignment at the Fidelity Bank Worcester Ice Center (“WIC”).

Sunshine Sign had been engaged by the owner of this new \$21mm ice center to design, fabricate and install all indoor and outdoor signage for the facility.

WIC is a state of the art private recreational facility offering twin ice rinks, strength training, physical therapy center, 2 restaurants and pro shop.

WIC is home to 11 hockey programs including 4 college hockey programs, 2 youth programs and also serves as the practice center for the Worcester Railers, the ECHL affiliate of the NY Rangers.

The challenge presented to DS&L was how to adequately illuminate a smoked glass entry way and make the exterior entrance “POP” and be noticed from the surrounding roadways and neighborhood.

Worcester Ice Center Entrance Transformation



The project as physically presented to DS&L on August 7, 2017.

Worcester Ice Center Entrance Transformation



The Project as commissioned by DS&L on November 7, 2017.

92 days from start of project.

Worcester Ice Center Entrance Transformation



Illuminated sign with WIC logo for building recognition

3 rows of Philips Color Kinetics eW Graze MX PC fixtures mounted inside at 40' height to unistrut to properly illuminate interior entry

System controls located in management office for easy access

Direct view Philips Color Kinetics iColor Accent Powercore fixtures mounted to exterior face of building and running in and out of logo sign

All installation and customer interface handled by



Display Supply & Lighting, Inc.



Display Supply & Lighting, Inc.

Worcester Ice Center Entrance Transformation

Lighting Program Design

To maximize a variety of looks for the building, and to help make the facility special for the teams playing in it, DS&L wrote custom lighting programs for:

- each home team, with that program to be played for all of that teams home games;
- special events and holidays to enable the facility to vary the lighting effects, have seasonal programs and promote various causes such as;
 - 4th of July and Memorial Day
 - City of Worcester color scheme from logo
 - Fall theme
 - St. Patrick's Day
 - general multi colored program
 - Breast Cancer awareness

All programs can be changed by facility management by simply pressing a dedicated button labeled for a particular program on one of two keypads in its office.

Worcester Ice Center Entrance Transformation



Worcester Ice Center Entrance Transformation



Worcester Ice Center Entrance Transformation



Worcester Ice Center Entrance Transformation





Display Supply & Lighting, Inc.



How can DS&L partner
with you?

DSLgroup.com

1.800.468.1488