

Brant Arena Ontario, Canada



Brant Arena's building exterior visually communicates the arena's purpose. The building's graphics were able to take full advantage of Alice® direct-to-glass printing technology. The exterior of the building encompasses a single image, paneled across individually unique pieces over 3,400 square feet of digitally printed glass.

FEATURED PRODUCT



DESIGNER/ARCHITECT

Shore Tilbe Perkins+Will

YEAR OF COMPLETION

2011

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Other technologies that were originally considered for the project limited the ability to display curved lines on the glass' graphic and limited the wording to simple block letters. Once the new (digital printing) technology was discussed, the designers of the project were able to plan with limited restrictions.

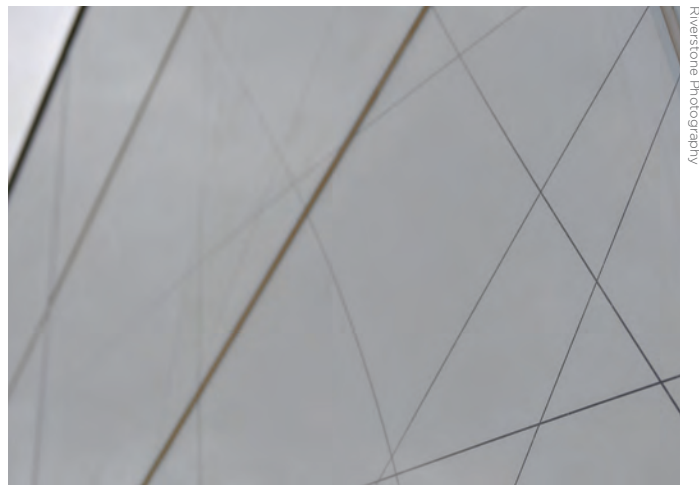
The final pattern involves intricate lines weaving across each panel, from one to the next. These lines represent skating blades gliding across the ice. Digital printing allowed these lines to take on various widths at different places on the panels, representing the variety of pressure used while skating. Discussions about these details, including the capabilities of the technology and how it would affect the pattern designed, took place between General Glass International and designers over a seven-month period.

Alice printing technology allowed the Brant Arena's graphics to be enhanced in a number of ways. The designers could design a completely custom image for the façade of the building. Alice technology makes customized images achievable with a cost-effective process.

The Brant Arena literally displays the purpose of the building on the physical exterior while allowing the building to take advantage of the benefits of glass. The result is a bright and airy space with unique graphic image, visible from inside and outside of the building.



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