



# The Rooftop at Pier 17

Seaport Entertainment Group wanted to create a seamless guest experience for “The Rooftop at Pier 17” concert series. Durable, weather-resistant wayfinding signage, concert schedules and environmental graphics were top priorities for a season spanning five months and 60 concerts.

Taylor helped create an engaging setting worthy of the venue’s stunning Lower Manhattan backdrop. Printed vinyl graphics, large-format Sintra® signage, and an elaborate cut-vinyl “welcome wall” were all produced and installed by Taylor – adding to the allure of New York City’s most scenic stage.

CASE STUDY



MATERIALS RESEARCH | LARGE-FORMAT PRINTING | CUSTOM FABRICATION | INSTALLATION