

## Holland company Sparkeology provides creative, distinct ArtPrize signage

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Holland, MI — Wally, the cheerfully named sign system produced by Holland company Sparkeology, is playing a prominent supporting role at ArtPrize 2010 in Grand Rapids.

Folks needing directions on where to vote for their favorite art, for instance, get them from Wally's wire-bound panels held by a metal frame. The modular signs are in the ArtPrize hub and seven registration centers.

Wally's reusable system allows economical and environmentally friendly use, according to company information. The signs are free-standing and easily moveable, fitting various locations.

"We're always looking for distinct signage that's different from the typical banner on a wall or poster on an easel," said Paul Moore, Paul Moore, ArtPrize communication and marketing director. "The moment we saw Sparkeology's Wally, we knew we'd use it."

Sparkeology was launched in June as a collaborative venture by library furniture maker The Worden Company, architecture and design firm Via Design, Via's sister company Viable, and graphic design firm Square One Design.

Sparkeology also is a contributing sponsor of ArtPrize and a sponsor of the ArtBus shuttle running throughout the two-week event.

"Sparkeology is a company that strives to support and connect with our local community," said Robin Hendrick Lane, vice-president of marketing. "It is such a unique and exciting event, supporting design and creativity — both near and dear to our hearts.

Other products in the company's whimsically named line include a classic chair made of aluminum called Al and a steel-framed, fabric-covered ottoman named Manny.