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The Brief
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EDITORIAL BLOG

STAR SIGNS

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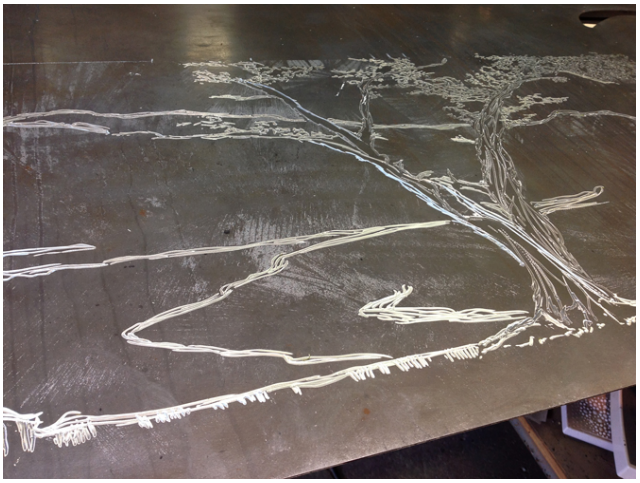
A Kitchener-based design studio had a recent brush with Hollywood when it produced the sign for *Ghostbusters* director Ivan Reitman's foray into the restaurant business.

The Sign Depot worked with Toronto's BLT Construction and interior design firm Mackay Wong to develop the exterior signage of Montecito, a Southern California-style eatery located in Toronto's Entertainment District and co-owned by the Canadian-born Reitman.
Peter Moir, president of The Sign Depot, says the month-long project was the realization of the vision outlined by Mackay Wong. "They used words like 'handcrafted' and 'hand-done.' They didn't want something that looked overly machined. It ties back in with the restaurant, and they wanted to reflect that through the aesthetic of the whole place," he says.

Moir and his team used aluminum for the sign and covered it with steel-coloured enamel before scratching it with steel wool and adding runny black and grey paint. "You end up with this beautiful patina that has some depth, because of all the layers of running," explains Moir.

After the letters were cut into the sign, the team inserted sandblasted clear acrylic into their place, and covered white LED lights with translucent amber vinyl to create a coloured glow. "It diffuses the light in a nice, soft way," says Moir.





The landscape scene on the sign references the interior design of the restaurant, and was achieved using a ball-nose bit on a handheld router along with sketch-like engraving that simulates a hand drawing.
“It’s always a challenge to try and interpret what a designer is trying to achieve. They verbalize and, sometimes, supply visual cues,” Moir says. “Then it’s up to the sign designer to suss out and interpret what the design is and present it in another way. It’s always a surprise at the end!”

