

Project Profile

Earth Friendly Menu Displays

The Challenge:

Environmentally friendly, technologically advanced and creative flexibility - these were the project objectives for the signage and graphic update for Maui Tacos, Mexican Surf Grill.

Customer Solution:

VGS and Studio D's eco solution began with direct printed and dimensional graphics on Bamboo material.

They used the latest in Digital Signage technology to promote Maui Tacos' food specials by embedding a 22" LCD screen into a Bamboo back plate that runs enticing digital content. For promotional flexibility, VGS incorporated its patented Magalens® solution for paper-based menu content, which created an eco-friendly system that is also easy and cost-effective to update.

The overall design blended smart green ideas and technology with the surfside shanty architecture to creatively communicate the freshness of Maui Tacos' product offering.



DESIGN: STUDIO D, NY
PHOTOGRAPHY: EDDIE BERMAN PHOTOGRAPHY

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