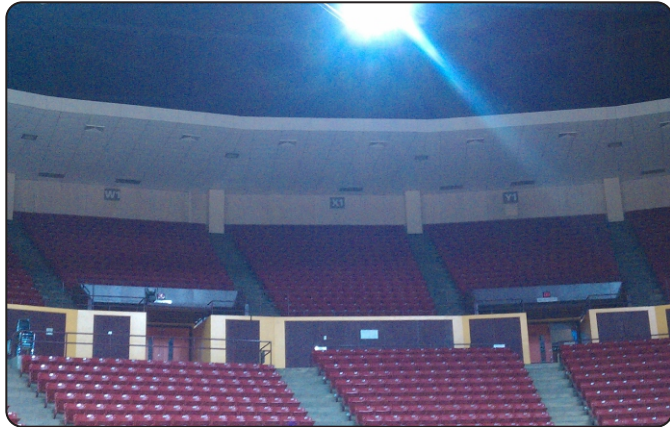


**Client:** Arizona State University

**Location:** Wells Fargo Arena

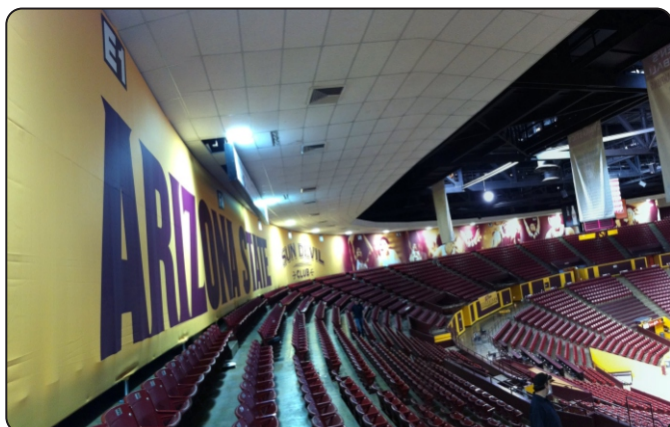
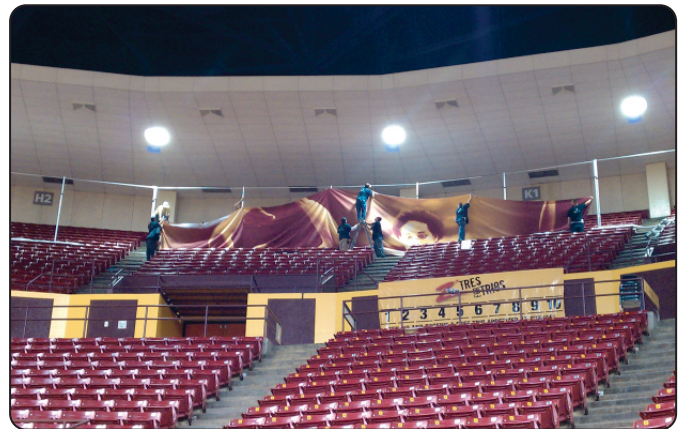


## The Challenge

Wells Fargo Arena is the home of the Arizona State University Basketball teams, as well as Gymnastics and Wrestling. The arena lacked the dynamic visual impact equal to the excitement generated by the sports hosted in the venue. The basketball season was quickly approaching and something spectacular needed to be done.

## The Solution

ASU asked their branding partner, Blind Society, for help in creating a dramatic solution that would inspire the student body, overwhelm the opposition and make the administration proud. The solution was obvious. Blind Society turned to [bluemia](#) as so many other marketers do when innovation and unparalleled problem solving is required. bluemia seamlessly managed the production and installation of a 992' fabric banner spanning the entire parameter of the upper deck of the arena with brilliant images of the sports program in true Arizona State Maroon and Gold. The reproduction was spot-on, nailing the new Nike custom CMYK for ASU's maroon, and the installation crew constructed the framing and hung the 14,800 square feet of banner in less than a week.



## The Results

The floor-to-ceiling banner blends perfectly with the top of the arena's upper deck, giving the appearance it has always been a part of the structure. The images are vibrant, the reproduction is magnificent and school spirit explodes. ASU finally has an arena that looks as good as the teams competing on the floor.

