



SIGNS - INTERIOR • CASE STUDY

Non-Profit / Education



CHALLENGE

The Jewish Education Project, a nonprofit organization committed to advancing Jewish learning and leadership, recently relocated to a new office suite on the 15th floor of 1675 Broadway in Manhattan, NY. As a new tenant, they sought to transform their elevator lobby into a visually impactful, brand-forward space that would welcome staff and visitors with energy and professionalism.

Having never worked with Sir Speedy before, the client was looking for a dependable partner capable of understanding their aesthetic vision. Sir Speedy was recommended by both the building's management firm, Rudin Management, and the project's architectural partner, TPG Architecture, both organizations with whom Sir Speedy had previously collaborated on other high profile projects.

SOLUTION

Sir Speedy worked closely with the Jewish Education Project team, Rudin Management, and TPG Architecture to conceptualize and deliver a fully customized graphic and signage solution. The project included:

Custom wall vinyl graphics, spanning across multiple elevator bays and architectural surfaces. The vibrant, sweeping design added visual energy and tied together disparate surfaces using brand colors and curves derived from the client's visual identity.

Dimensional acrylic signage, produced in the organization's brand font and logo mark, precision mounted to create a floating, layered effect that added depth to the space.

Custom display frames for use in the reception area to support branding and information.

To ensure flawless execution, Sir Speedy produced prototypes of both the acrylic signage and vinyl graphics. These prototypes served two critical purposes: they demonstrated Sir Speedy's production capability and validated that brand colors and finishes could be accurately matched and consistently reproduced. These samples helped build confidence with the client and allowed for feedback and approvals before full production commenced.

All installation work was coordinated around tenant access, with laser-guided leveling used to align vinyl graphics across wall seams, elevator doors, and architectural transitions.

RESULT

The elevator lobby was transformed into a dynamic, branded space that delivers a polished first impression while reinforcing the identity of the Jewish Education Project. The dimensional signage added sophistication, while the vibrant wrap unified the long hallway and adjacent surfaces.

The client praised the professionalism and attentiveness of the Sir Speedy team, and this successful engagement laid the foundation for future work together. What began as a one time referral turned into a trusted relationship built on precision, flexibility, and high impact results.

"Sir Speedy made the vision real. Their work gave our new office a sense of place and pride." — Executive Assistant to the CEO, The Jewish Education Project



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