



## THE WING

### Blending signage into a retro interior that attracts new members.

The Wing is a groundbreaking network of co-working spaces designed for women. Here's how we worked closely with The Wing to bring their brand to life at much-anticipated West Coast debut.



#### THE CHALLENGE

Execute signage that blends seamlessly into the interior, with a critical eye for detail.

With 6,000 members across its locations—and 30,000 women on an ever-growing wait list, the Wing's new home in San Francisco has nonetheless been much anticipated by women on the West Coast. Not only did the signage have to match their existing locations, it had to blend into the dreamlike, Pinterest-worthy space that draws thousands of members in every year.

#### THE SOLUTION

Craft one-of-a-kind signage with methods that span decades of signage history.

When the creative team at The Wing presented us their ambitious vision, we were inspired to dig deep into our fabrication knowledge to find ways to create signs that pay homage to their roots, yet perfectly match their interior. We used gold leaf gilding techniques from the origins of signmaking to the newest UV light cured printing to achieve Pantone-matched perfection.





THE RESULTS

Signage that makes members feel special on every visit.

The signs we made met The Wing’s high design standards while still being easily replicated, replaced, or changed to keep up with their fast-growing brand. We made sure that the signs are durable enough to stand up in a community space, yet look like they are executed with a light hand.

“Thank you for all your incredible work and for making our space so special.” –Isabel McWhorter-Rosen

BACKGROUND

Client: The Wing  
Location: San Francisco, CA  
Size: 8,000 sq ft  
Type: Co-working space  
Date: October 2018

TECHNIQUES USED

23k gold leaf gilding  
Laser cutting  
UV printing  
Water jet cutting  
Vinyl cutting

SCOPE OF WORK

Entrance signage  
Gold leaf room signage  
Cafe sign  
Reception area sign  
Wayfinding / ADA signage

SERVICES PROVIDED

3D renderings  
Technical drawings  
Consultation  
Sign fabrication  
Full installation  
Post installation support



PROJECT DETAILS

[tinkeringmonkey.com/case-studies/the-wing](http://tinkeringmonkey.com/case-studies/the-wing)



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Let’s build something great together.

Curious about how our services can add value to your project? Reach out to us.

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