

HOW AN UNDERUSED PLAZA CAME TO LIFE **IN ONE DAY.**

ELM STREET PLAZA

WISCONSIN DELLS, WI

4

SHADED AREAS

7 HOURS

INSTALLATION

ZERO

PLAZA DOWNTIME

THE CHALLENGE

Elm Street Plaza was designed for people to gather, with sculptures, open-air seating and an amphitheater. But summer heat and direct sun left few comfortable places to linger. Adding shade was complicated by electrical and sound conduit and junction boxes running through and beneath the concrete slab. The plaza needed relief without tearing up it's floor or disrupting public use.

THE SOLUTION & RESULT

FLX Shade created four shaded gathering areas while preserving pedestrian flow and leaving the concrete intact. Its construction approach avoided demolition and a plaza shutdown. Installation started at 10 a.m. and finished at 5 p.m. When music began at 6 p.m., visitors moved into the new shaded spaces, bringing the plaza to life as intended.

"FLX Shade turned the hottest area on Elm Street into the coolest area. We are thrilled to finally see this space used the way it was intended."

— Jenifer Dobbs, Director for Wisconsin Dells Tourism

