



## Live! By Loews Hotel & Conference Center Arlington, TX

### ARCHITECTURAL SIGNAGE CASE STUDY

**LOEWS**  
HOTELS

#### Owner

The Cordish Companies /  
Loews Hotel & Co.

#### Contract Type

Architectural Signage

#### Architect

Selbert Perkins Design

**FSG was selected to fabricate and install the complete interior and exterior sign package for Live! by Loews Hotel and Conference Center.**

#### Challenge

The brand new Live! by Loews Hotel and Conference Center was built in the middle of a huge entertainment complex surrounded by Globe Life Field, AT&T Stadium, and the newly constructed Texas Live! entertainment center. A very high-profile project, this hotel was designed with a wide variety of beautiful and challenging signage. FSG Signs partnered with the property owners to get it done right.

#### Solution

FSG was selected to fabricate and install the complete interior and exterior sign package for "Live! by Loews" Hotel and Conference Center. The package featured a unique, mirror-like fountain sign in the heart of the Texas Live! Entertainment Center. The design firm, Selbert Perkins Design, wanted the fountain sign to be a "work of art." This beautiful fountain sign quickly became a prominent landmark for the hotel and a great photo opportunity for guests visiting the Live! by Loews Hotel and Conference Center, Globe Life Field, and AT&T Cowboys Stadium. FSG also fabricated two giant red "Live! by Loews" signs, and our specially-trained rappelling team of sign electricians installed the signs on both sides of the hotel at the top of the 14th floor.





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**Result**

With over 1,200 signs and an aggressive construction schedule, the Live! by Loews Hotel required focus and expertise. With FSG's depth of experience and resources, we were able to meet the hotel's schedule and have all the signs installed for their highly anticipated Grand Opening.

