



CASE STUDY

3D Stadium Fabrication

Ice Mountain Chill Zone at St. Louis' Busch Stadium

At the beginning of the 2008 baseball season, Craftsmen fabricated and installed the Ice Mountain® *Chill Zone* display on the rooftop at St. Louis' Busch Stadium. The stadium display was custom-fabricated for the bottled water company.

- The mountain graphic positioned along the bottom of the display measures 30 feet long and made from a dimensional frame with aluminum fringe.
- The CHILL ZONE lettering is painted aluminum letters individually mounted on the brick.

Both the St. Louis Cardinals and Ice Mountain logos are aluminum decals printed and installed by Craftsmen.

A unique feature of the display is the Ice Mountain® water bottle. The bottle specifics:

- 16 feet long
- 4.5 feet tall
- 2.25 feet wide
- Constructed from eurothane foam and hardcoat

The bottle cap was made separately and mounted onto the bottle.

