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Architect: HNTB

Application: Communication

Subsection: Mediamesh

Location: Beckley, West Virginia

Market Segment: Cultural, Hospitality, Retail,
Transportation

DESCRIPTION

As travelers make their way on I-77 down those heavenly West Virginia roads, they will discover a unique, eye-catching sight at a new travel plaza recently built as part of a project to replace older facilities that had stood for more than 30 years. At Beckley Travel Plaza, an innovative architectural LED display shares information and shows images promoting the state's natural beauty in a way that stands out in a sea of static billboards.

While the travel plaza was built to serve the motorists and truckers who travel I-77, the GKD Mediamesh display will help promote West Virginia's natural beauty, culture, and art. This state of the art system incorporates graphics into metal fabrics through integrated LEDs to deliver controlled multimedia display. The strategic positioning of the lightweight, 50% transparent screens maximizes exposure to passing traffic, creating a visual experience that captures attention without compromising safety or overwhelming drivers.

Going from initial concepts to final installation took approximately one year and moved forward without significant challenges, thanks in large part to careful coordination between the architects, product manufacturer, and installation teams. GKD-USA handled structural design and fabrication, while Expromo supplied LED technology, cabling, and on-site installation support. This collaborative approach ensured that the complex technical requirements and quality standards were met while maintaining the project schedule.



AESTHETIC



NATURAL LIGHTING



VENTILATION



SUSTAINABILITY

