

# How about a little sculpture with that sign?

*It's easier than ever to put "entertainment value" to work*

Some signs provide identification. Some give directions. Some deliver advertising. Dan Sawatzky believes a sign can also provide some entertainment—thereby getting the job of advertising, directing or identifying done in an unforgettable way.

One Dan's favorite tools for making this happen is incorporating sculpture into his signs—or as it seems sometimes, signs into his sculpture. After years of working primarily

with fiber-reinforced concrete over welded steel frames for large projects, he's found that sculpting or carving with a variety of mediums lets him take this same approach for his signs. The signs you see here are all done using Abracadabra Sculpt epoxy sculpting medium [[www.abracadabrasigns.com](http://www.abracadabrasigns.com)] over 30-lb. Precision Board high-density urethane or over a wire framework. Since the sculpting medium works like clay, sculpting









goes fast, keeping labor costs down.

"We're always looking for ways to add value to our dimensional signs," says Dan, "for ways to separate ourselves from the myriad of other sign companies out there. Small—and sometimes not so small—sculpted elements on our dimensional signs are the perfect way to do this."

You can see how Dan does it in his article, *Sculpted Details Add a Lot* in the July/August 2010 issue of *SignCraft*. •SC



Dan Sawatzky's shop, Sawatzky's Imagination Corporation, is in Chilliwack, British Columbia, Canada. Dan also offers his Sign Magic seminars on 3-dimensional sign making, call 604-823-2216 or visit [www.imaginationcorporation.ca](http://www.imaginationcorporation.ca). He's also doing seminars at the USSC Sign World show in Atlantic City, December 2, 3 and 4. Visit [www.ussc.org](http://www.ussc.org) for details.

