



Wall-recessed display cases are common in the Smithsonian. These cases create drama for the subject matter, and delineate one story from the next.



These same wall cases are used to feature the museum's jewelry assortment. Metal framing surrounds each case.



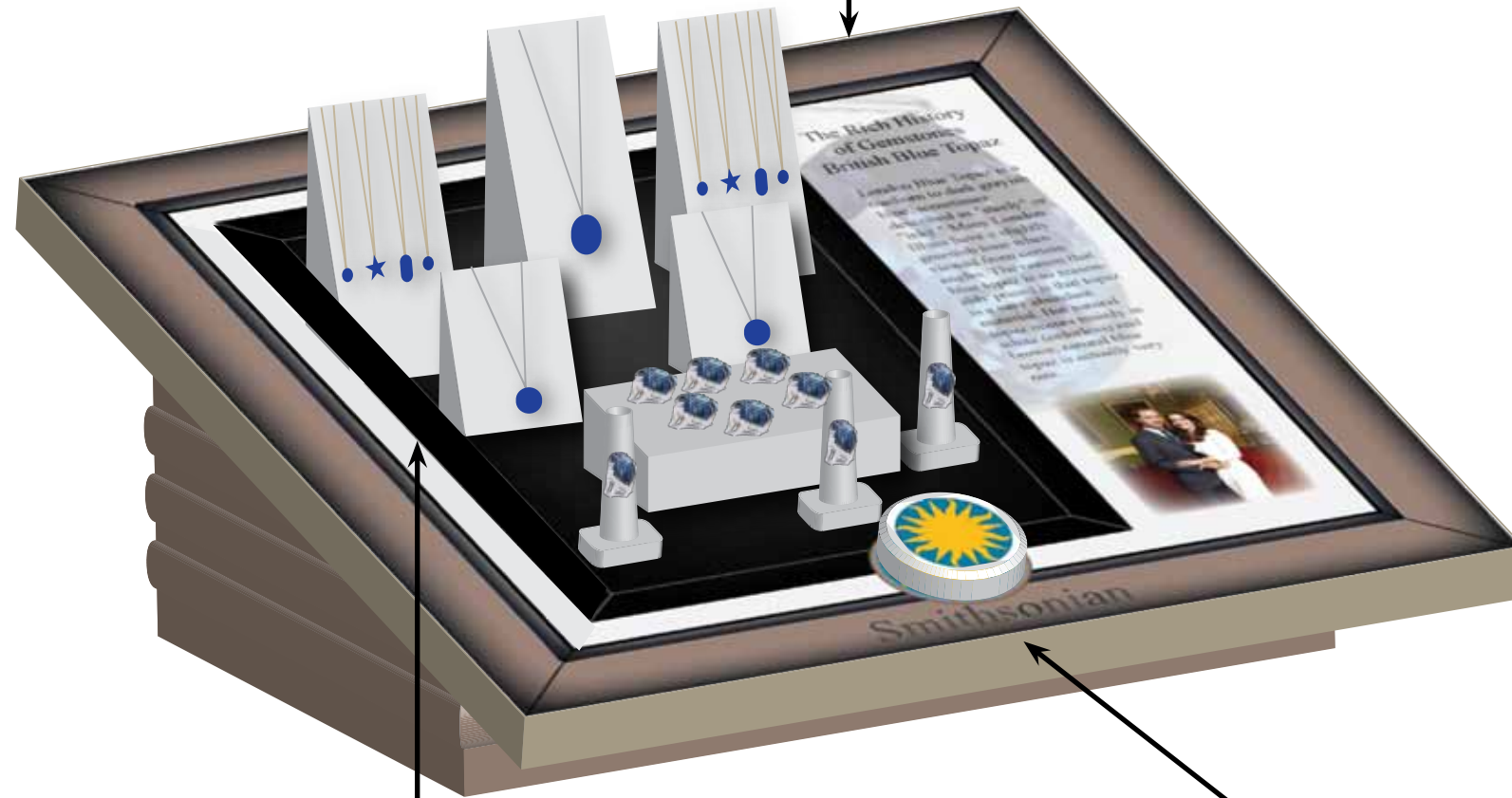
Unobtrusive signage surrounds the pieces, provides story-telling opportunities but does not pull focus from the jewelry.





Simple block risers are used to feature the museum's geode collection. The stark contrast of the simple blocks against the intricate stones highlights the geodes' beauty.

In-case jewelry display mimics design of Smithsonian framed jewelry wall case displays



Recessed display area with display components rising above framed surface

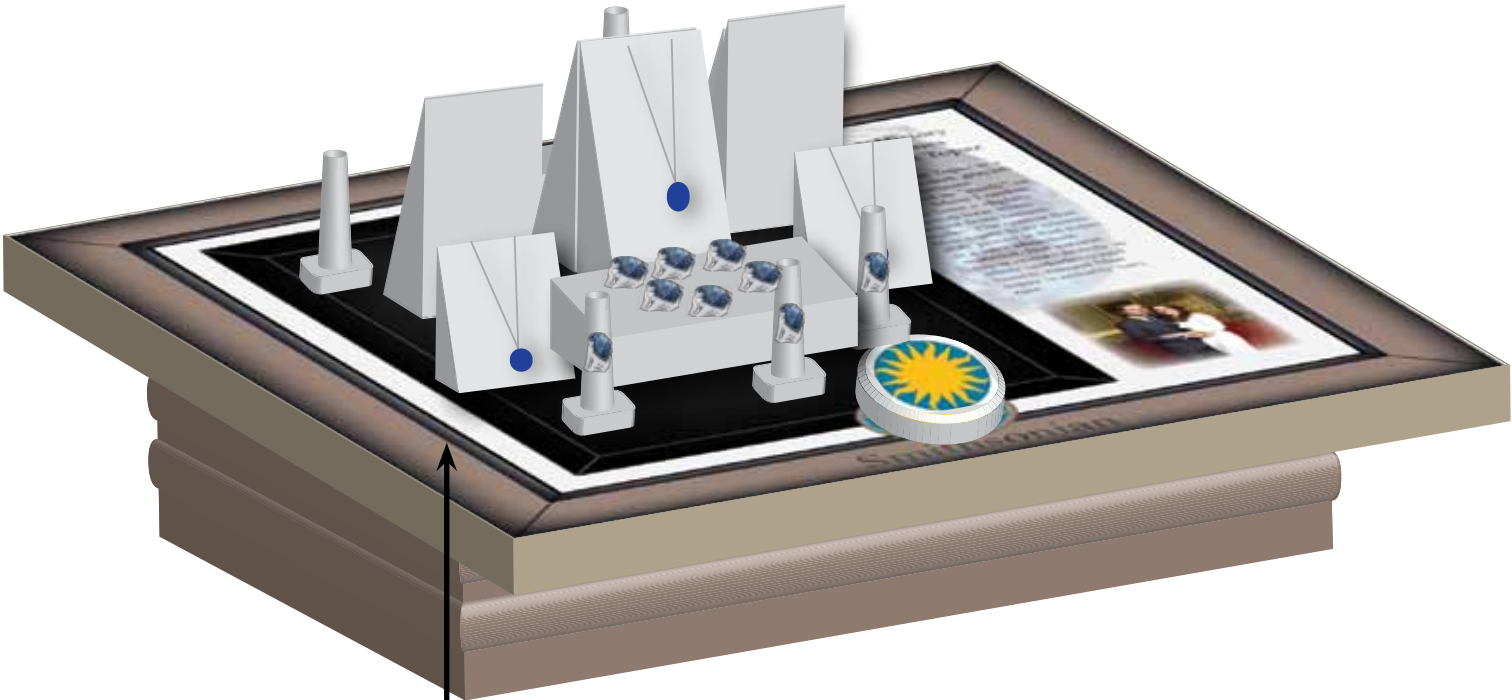
Signage areas similar to museum display case signage



Subtle "Smithsonian" cut out of framing with raised sunburst logo on metallic base



Graphics printed on both sides and double-facing printing for stores with side-by-side selling



Frame is tilted horizontal for side-by-side selling stores, and merchandise faces both directions

Sun medallions on both sides of display in side-by-side selling stores