

HARD ROCK CAFE

Restaurant Signage
Pigeon Forge, Tennessee USA

S-15



The Hard Rock Café has had a restaurant in Eastern Tennessee for more than 14 years. It announced the move from Gatlinburg, Tennessee to Pigeon Forge, Tennessee in February 2014. A desire for a larger space and free parking motivated the relocation, but the restaurant also presents a more contemporary look in its new space. The 12,000-square-foot building seats 302 guests and offers a private event space and a live music stage.

Designers of the space specified woven wire mesh to serve as a modern backdrop to the familiar Hard Rock Café logo featured on the exterior sign. General contractor VWCA Construction, Madisonville, Tennessee, directed them toward Banker Wire. The S-15 woven wire mesh was chosen as the backdrop for the iconic Hard Rock Café sign. The S-15's wide flat wires, crimped in continuous waves, reflects the neon sign's light to help the exterior exude excitement.

"Banker Wire was more competitive in pricing than the other companies being considered by the design team," says Joshua Croft, of VWCA Construction. "Banker Wire's determination to assist me instilled confidence in specifying their product."

