

WaterWorks Education Center  
City of Houston  
Houston, TX

Manufacturer: iZone Imaging  
Designers: Jerrel Geisler, Susan Smyer,  
and Brenda Templeton - WaterWorks  
Education Center



The City of Houston’s WaterWorks Education Center opened to field trips in October of 2010 to all ages of youth as well as adult groups from varying parts of the community. The WaterWorks Education Center was designed with the intention of being a clearing house and educational outreach center; a great place to provide knowledge related to the City of Houston water supply. Several outdoor exhibits and elements were included; interpretive signs were added to each of these elements to enhance the education aspect of them.

After a short time natural elements and weather caused these original signs to deteriorate. The need for more durable sign materials was paramount. *“They detracted from the educational experience they were intended for,”* said Jerrel Geisler, Senior Communications Specialist, City of Houston WaterWorks Conservation.

After consulting the National Association for Interpretation and meeting with iZone Imaging representatives at several conferences, a custom high pressure laminate (CHPL) outdoor interpretative sign solution was chosen to replace the original inadequate signs. *“The CHPL material produced by iZone was a perfect fit and solution for the mission of the WaterWorks Education Center. The new signs provided a much better looking image and enhances the outdoor elements,”* said Jerrel Geisler.

Jerrel Geisler designed the signs, along with fellow co-workers Susan Smyer and Brenda Templeton, coordinating them to the WaterWorks Education Center logo and adding similar text elements and several graphics, which had been used in the indoor exhibits as well. Several additional wayfinding signs were created to replace deteriorated markers, placed prior to the opening of the education center. Since these signs will be interacted with so frequently, having a long lasting durable product with clear graphics was a necessity!

The CHPL material produced by iZone Imaging was a perfect fit and solution for the mission of the WaterWorks Education Center; limiting environmental impact, incorporating recycled or sustainable solutions, and being able to provide additional educational elements!