BRAND 9 SIGNS

ORANGE PARK, FLORIDA · SINCE 1986

Commissioned dimensional wall art.

Carved and hand-painted, one piece at a time, for one particular wall — made in the same shop that has been building signage for builders, campuses, hospitals and the Navy for forty years.

Capability pack for art consultants, designers and FF&E specifiers

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WHAT THIS IS

A fabrication shop that makes original work

Brand 9 is a sign manufacturer in Orange Park, Florida. For forty years the shop has carved, routed, painted and installed dimensional work for other people's brands. The pieces in this pack are the same craft applied to original subjects, commissioned to a specific wall.



The Violet Aster and **The Fibonacci Sunflower Spiral** · carved and hand-painted wood, each 48″ × 48″ × 2″ and approximately 50 lb. Hand-painted petals in violet, lilac and periwinkle over a green ground; beside it, hundreds of individually faceted blocks set in interlocking spirals, amber at the rim stepping in to a chartreuse center.

What makes it different

Every block is cut, faceted and finished by hand and set in sequence. Nothing is cast, printed, or reproduced. There is no edition and no second copy.

Why a shop, not a studio

Specifiers ask questions that stop most artists: what does it weigh, how does it come off the wall, what is the substrate, what does the finish do in a fire, who installs it, who crates it. A fabrication shop answers all of them as a matter of routine.

Who the shop already builds for

Lennar · Century Communities · Kolter Homes · Drees Homes · Edward Waters University · University of Florida · University of North Florida · NAVFAC · Wolfson Children's Hospital · Christ's Church · CBRE · JLL

Work completed in roughly twenty-five states and in countries as far away as Japan. Designed and fabricated in Orange Park; installed by our own crews or crated and shipped.

THE WORK

Pieces



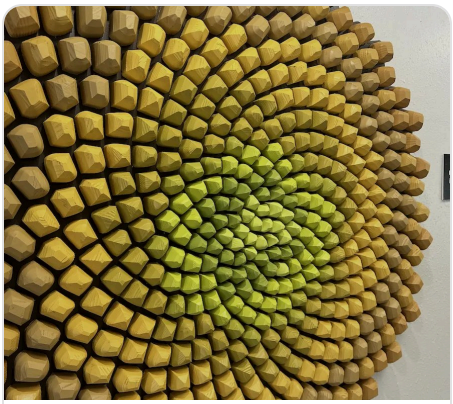
Detail — the Fibonacci Sunflower Spiral

Each block is faceted individually, so no two catch the light the same way. This is the part a photograph of the whole piece cannot show, and the part that takes the time.



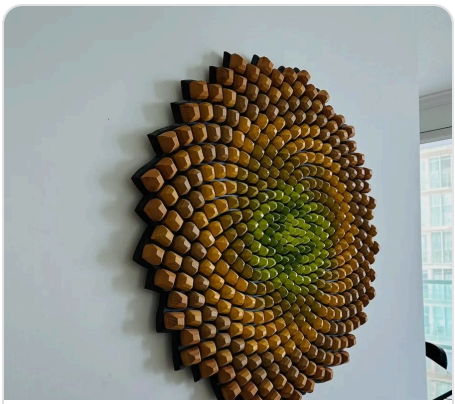
The Violet Aster

Long carved petals in violet, lilac and periwinkle over a green ground, around a hand-built polychrome center. The Sunflower hangs at its left.



The Sunflower · raking light

Seen from the side the relief reads as depth rather than pattern. The piece changes through the day as the light moves across it.



In the room

On a plain wall in a private residence. At this scale the relief casts its own shadow and the wall becomes part of the piece.

Both pieces, same specification

48″ × 48″ × 2″ and about 50 lb each, with a 3/4″ float mount built into the back. They can be shown as a pair or placed apart. Either can be reinterpreted at a different size, in a different palette, for a specific wall — but neither is reproduced.

RANGE

Commissioned to a subject

The same method applied to a place rather than a form. Both of these were made for a particular room, at a size set by the wall.



The Florida Keys

Dimensional map relief, routed and painted. Islands in stepped layers off a painted field.



Manhattan

Neighborhood map at 1:12,363, cut in relief. Installed on exposed brick in a private apartment.

What the shop can take on

Carved wood relief

Botanical and geometric forms built up from individually cut and faceted blocks. The Sunflower and The Violet Aster are both this.

Routed relief

Maps, coastlines, plans and contour work cut in stepped layers and painted.

Layered acrylic

Color and depth in cast acrylic, for rooms where wood is the wrong material.

Relief lettering

Words, numbers and marks as objects rather than graphics — forty years of the shop's core trade.

Finishes

Hand-painted in acrylic, the paint artists use rather than a coating. Color matched to the room rather than to a chart.

Scale

One panel, a pair, or a run across a wall. Size is set by the wall, not a catalog.

Indoors or out

Built either way. Cedar or untreated stock for interiors, pressure-treated outdoors, marine-grade ply throughout — so a covered terrace or a pool pavilion is as available as a lobby.

What we need to quote

Wall dimensions, a photograph, which way the light falls, the budget band, and the date it has to be installed. A drawing set or a mood direction if the scheme already has one.

WHO MAKES IT

About the artist

Bobby Hartley grew up drawing, and selling. At ten he was collecting sand dollars on vacation, drawing on them and selling them. By seventh grade he was taking his wood shop projects around the neighborhood with an order form.

His parents ran their own businesses, and in 1986 the family opened the sign shop in Orange Park that became Brand 9 Signs. He studied design as an undergraduate with a minor in art history, took a graduate degree on a marketing track, and later studied at **Harvard Business School**. Along the way he worked on early architectural visualization software — the kind later bought by Autodesk — building renderings for home and commercial builders. He has been thinking in three dimensions for a living most of his career.

Then forty years in the sign trade: carving, routing, painting and installing dimensional work for other people's brands, in about twenty-five states and as far away as Japan. The Patterns of Nature pieces are that same hand turned to his own subjects.

> **In his words**
>
> The interest in number and pattern started in those design classes and never left — the way one sequence keeps showing up in a pine cone, a nautilus shell, the head of a sunflower. Everything is in motion, and things vibrating near each other tend to fall into step. Fireflies do it. I think good work does it too. It should resonate with the person standing in front of it, whether or not they can say why.
>
> These pieces are made from natural materials. They hold their balance, and they change as you move past them. They leave me calm and focused, which is what I'm after.
>
> *— Bobby Hartley*

The work is named

The Fibonacci Sunflower Spiral — 441 individually cut blocks in ten tones, set to the golden angle Helmut Vogel used in 1979 to model how florets pack into a sunflower head. **The Violet Aster** — long carved petals in violet, lilac and periwinkle over a green ground, with a hand-built polychrome center. Both 48″ square.

FOR THE SPECIFIER

The answers you normally have to chase

Commissioning original work usually means one conversation about the art and six about whether it can go on the wall. Those six are ordinary shop questions here.

Weight and dimensions	Issued per piece in writing before fabrication, not estimated afterwards. The two completed works are **48″ × 48″ × 2″** at about **50 lb** — roughly 3 lb per square foot, which carries like a large framed mirror rather than like sculpture. With the float, total projection off the wall is about **2¾″**.
Mounting	A **3/4″ float mount is built into the back of every piece**, so it stands off the wall and casts its own shadow line — the shadow is part of the work. It lifts off the fixing and hangs on a finished wall with no blocking behind it.
Substrate and finish	Backer and float mount in **exterior marine-grade plywood**. Relief in solid lumber, specified to where the piece is going — **cedar or other untreated stock indoors, pressure-treated outdoors**. Hand-painted in **acrylic**. We build them either way, so the same work suits an interior or an exterior wall. Not a fire-rated assembly as standard — tell us early if a project needs one.
Environment	Temperature and humidity range stated with the piece.
Crating and freight	Built in the shop; reusable between fit-out phases.
Installation	By our own crews, or handed to the project's installer with the drawing.
Terms and schedule	**50% deposit to start**, balance due prior to delivery or at installation. **Lead time 6–8 weeks** from deposit and approved direction. Consultant and trade terms are set per project.

On price

There is no list price, because there is no list. The number follows the work — the scale, the timber, and how much carving the subject asks for. Trade pricing and the consultant's position are agreed per project.

How a commission runs

1. **The wall.** Dimensions, light, sightline, and the date it has to be on it.
2. **A direction.** Sketch and scale study — one subject, worked until it is right.
3. **Specification.** Weight, dimensions, substrate, finish and wall fixing, in writing.
4. **Fabrication.** Carved and finished in Orange Park — **6–8 weeks from deposit**; progress photographs on request.
5. **Delivery.** Crated and installed, or shipped with the drawing.

CONTACT

Start with the wall

Send the room — dimensions, a photograph, which way the light falls, and the date. We come back with a direction and a number. We are comfortable being one line in a much larger art package, and working to a consultant’s program and drawing set.



The Fibonacci Sunflower Spiral and **The Violet Aster** · carved and hand-painted wood, each 48″ × 48″ × 2″, about 50 lb, with a 3/4″ float mount built into the back. Shown as a pair; either can stand alone.

Talk to us

904 272 3395
team@brand9signs.com

The shop

1970 Solomon Street
Orange Park, Florida 32073

See the work

brand9signs.com/art — every piece photographed at scale and in the room.

> Every piece shown in this pack is original work made in this shop. Nothing is cast, printed or reproduced, and there is no edition. What we quote is what we build.