

SHOWCASE

Minnesota Twins - Celebration Signs

Minneapolis, MN, USA



Target Field, located in Minneapolis, Minnesota, is home to the MLB Minnesota Twins – and, after being untouched since it's opening in 2010, the stadium received its first major signage updates, just in time for opening day 2023.

Dimensional Innovations worked closely with the Minnesota Twins and Mortensen to redesign Ray Barton's iconic Twins logo featuring two players—Minnie and Paul—shaking hands across the Mississippi River, as well as the new Baseball Medallion, to blend nostalgia with innovation, creating a memorable fan experience unique to Target Field.

To modernize the iconic Minnie & Paul sign, DI integrated 1,203 feet of RGBW LEDs along its exterior, plus 155 Traxon ProPoint Pixel, each with dome lens which mimics the look of a baseball, along the edge of the structure for a vibrant, dynamic display. The "Win! Twins!" message and mechanical handshake are independently illuminated, enhancing fan engagement and flexibility for game-day effects.

Inspired by Minneapolis's sky bridges, the 12-foot steel sphere rotates around a 9-foot "TC" Twins logo, illuminated by Traxon Allegro Dot with 60 programmable RGBW LED nodes and 70 animated stitching pairs—visible from the city skyline and beyond.

Now, both the Celebration Sign and Medallion feature customizable LEDs, allowing real-time color and effect changes to highlight big plays or sync with fireworks, adding a dynamic flair to the overall ballpark experience!

Traxon Technologies

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Featured Products



ProPoint Pixel, Allegro Dot L

Methods of Control



SYMPL pro Node, LCE2mx

Project Details

Category:
Sports/Stadiums/Signage

Location:
Minneapolis, MN

Client:
Minnesota Twins

Designer:
Dimensional Innovations

Contractor:
Mortensen

System Integrator:
Traxon e:cue
Dimensional Innovations

Completion Date:
April 2023



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