



Company Background

Founded in 1998 by Shad Bruce, Detail Design and Fabrication (DD&F) is a full-service design and fabrication studio specializing in innovative signage and environments and a wide variety of three-dimensional branded solutions.

Unlike most print, fabrication or graphic design studios, DD&F possesses the industrial design and engineering expertise, equipment, and manpower required to tackle custom three-dimensional projects of any size. Specialties include highly customized signage, interactive exhibits, kiosks, trade show booths, and all aspects of 3D components for interior or exterior environments, such as retail centers, sales offices and sports facilities.

Wide-ranging, full-service capability combined with incredible attention to detail, has earned DD&F a roster of highly recognizable clientele including Qwest, Westcor, Pulte Homes, Bondurant School of High Performance Driving and Phoenix International Raceway. Notably, DD&F is also the official sign and graphic partner of the Arizona Diamondbacks Major League Baseball Team. As such, in 2007 DD&F was charged with rebranding the entire Chase Field stadium environment to reflect the newly introduced logo, color scheme and advertising campaign.

Like the Diamondbacks, 2008 marks the tenth anniversary of DD&F. The studio has notable projects currently on the horizon, such as the makeover of local little league fields sponsored by the Diamondbacks, the completion of an interactive playground environment located on the third level of Chase Field, and full execution (design through installation) of an interactive, transportation-themed exhibit at the Phoenix Children's Museum.

From its Phoenix, Arizona headquarters, DD&F serves a variety of clientele, from independently-owned businesses and franchises to fortune 500 corporations.