



PECO, An Exelon Company
Valor Hall – Philadelphia, PA

- 1,200 SF
- Design Services, Signage, Graphics, Project Management

PECO wanted to create an exhibit to honor their military veterans. IEI designed "Valor Hall," a permanent exhibit located on the 2nd floor mezzanine overlooking the main lobby at PECO's headquarters building, visible to employees and visitors. This 144-foot-long corridor pays tribute to former and current employees who have served in all military branches. IEI worked with a PECO team to develop design concepts for this wall of honor.

The exhibit consists of several displays, including:

- multi-media American flag mural with video monitors providing educational slideshows artifacts, letters, and memorabilia donated by PECO veterans
- memorial dedicated to fallen soldiers, with photos of military burials and a replica rifle
- reproduction of "The Prayer at Valley Forge," a 1975 oil painting by Arnold Friberg depicting George Washington during the American Revolutionary War
- E-MAC (Exelon Military Actively Connected) memorabilia display case
- original refinished plaques given by PECO to employees who served during WWI, WWII, Korean War, and Vietnam War
- new plaques dedicated to honor those who served in post-Vietnam wars and conflicts
- names of current employees who are either veterans or currently serving in the military
- mannequins with uniforms donated by employees representing various military branches



The design concept was to evoke emotions of pride and patriotism, and to allow the viewers to reflect on the services provided by the veterans. Finishes, colors and imagery were thoughtfully selected to transform a typical office corridor into a feature space, drawing the attention of visitors from the main lobby.

Creating Valor Hall was as exciting to IEI as to the veterans it honors. The project has been very well-received, and it was successfully completed in less than five months, on time for its unveiling ceremony on Veterans Day 2010.

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