EXXON GAS STATION FOR DISNEY WORLD

Architects: Venturi, Scott Brown and Associates, Inc. in association with SchenkelSchantz Architects

Location: Orlando, FL

Client: Disney Development Company

Area: 1,000 sf

Completion: 1995

This prototypical Exxon Gas Station design assumes that the logo or name of the specific gas company is secondary to the image of the gas station as a generic roadside element. VSBA’s solution is a conventional canopy and pump structure connected to a convenience store with big-scale graphics spelling “Eats” in a translucent frit applied to the inside of the glass curtain wall. As a monumental “high-reader,” a 75-foot high “Gas Pump” sign stands by the roadside.