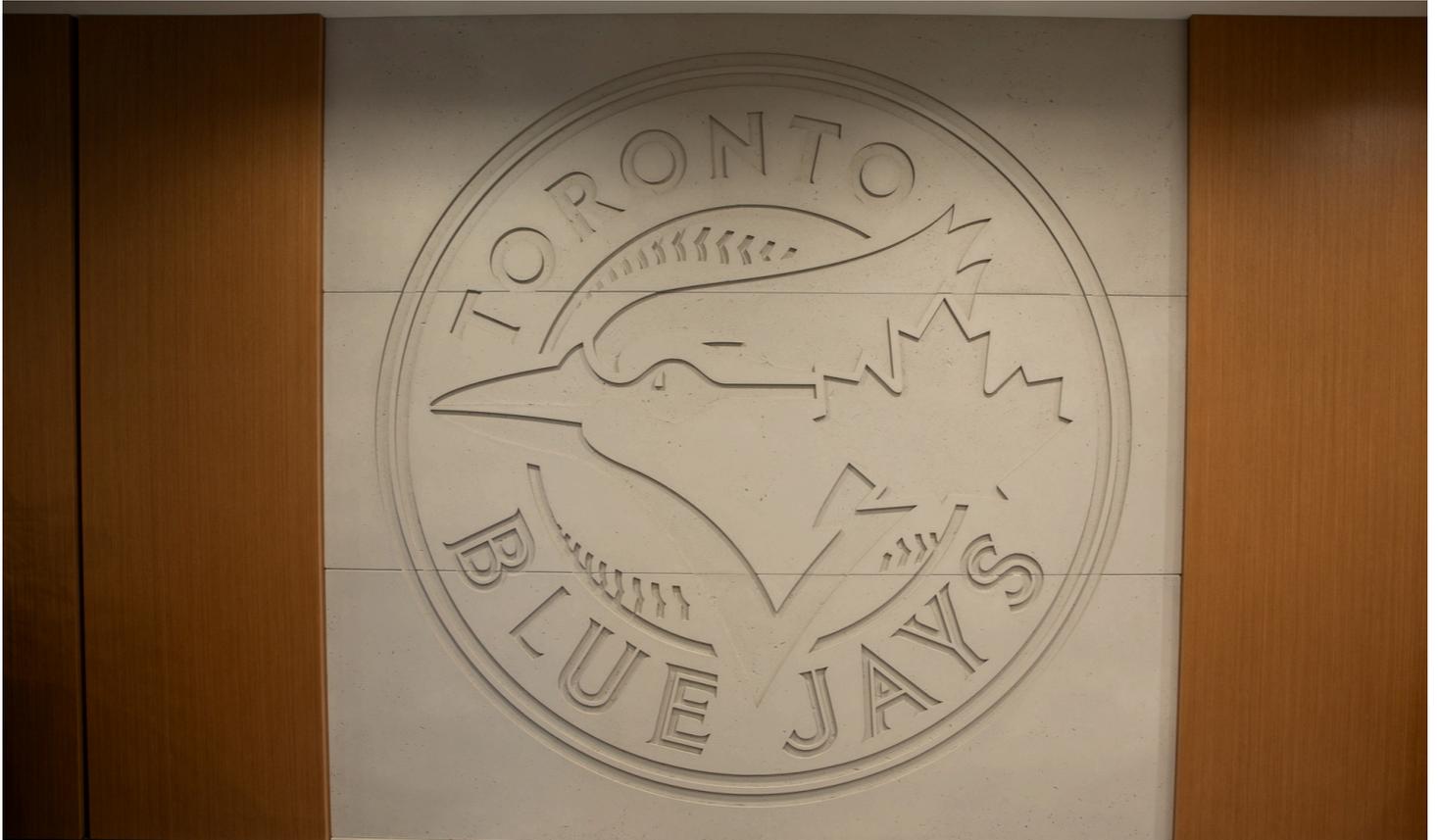




# HOW THE TORONTO BLUE JAYS' HIT A DESIGN HOME RUN WITH DEKKO'S CUSTOM INSET CLADDING

## CASE STUDY



When the Toronto Blue Jays set out to transform their baseball operations area into a series of elevated, design-forward meeting spaces, they knew one thing: the result had to reflect a team celebrated for excellence on and off the field.

Enter designer Victoria Tonelli ([@victoriatonellidesigns](https://www.instagram.com/victoriatonellidesigns)). Victoria is a Toronto-based designer known for bringing warmth and character to both residential and commercial environments. With a decade of experience in the Los Angeles market, Victoria was ready for a new challenge.

Victoria was brought onto the Blue Jays project as the design lead, tasked with turning a sterile and corporate collection of rooms into a dynamic, hospitality-inspired hub for players, executives and staff.

At the center of her vision was a bold, custom inset Blue Jays logo crafted in Dekko's lightweight concrete cladding.

## THE WARM-UP

When Victoria first walked into the Blue Jays' operations space, it was lacking personality. But she saw a lot of potential.

"It was a bunch of empty meeting rooms," she recalls. "It's what you imagine when you think of anything corporate." The Blue Jays wanted the opposite of that. They wanted a dynamic space that was:

- Warm, upscale and design-forward
- Functional and comfortable enough for daily meetings
- Strong enough to visually anchor the identity of the organization
- Unique and memorable for both guests and players

Victoria knew she wanted a standout feature, so she dreamed up an iconic logo piece that would blend masculine energy, material richness and architectural quality.

"I wanted a sign that was masculine and not really typical. I wanted something different," she explained.

So she reached out to Dekko.

## DEKKO IN THE DUGOUT

"I always had Dekko in the back of my mind," Victoria said. "I knew of their quality because of their firepits. When this project came up and I figured out what I wanted to do, I knew Dekko would work."

The project development spanned roughly 10 months. Over that time, Victoria and the Blue Jays organization refined every detail. They incorporated a custom bar area and designed the space with an array of stone and marble finishes. A standout feature is the striking, blue-tinted concrete flooring.

But the true hero of the space remains the custom concrete inset, the Blue Jays logo. Designed in an Interior Ash Custom color tone, the logo was fabricated using Dekko's ultra-lightweight concrete panels.



## THE CHALLENGE

The biggest technical challenge was ensuring that the logo's seams lined up flawlessly.

"We brainstormed for a while on how the seams would line up," Victoria explained. "We originally thought it could be one slab of concrete, but the weight was an issue. We had to break it up into different slabs and make sure everything lined up for aesthetics."

Dekko jumped in immediately with hands-on support.

"They were happy to do a lot of renderings," she said. "They mocked up 24x24 versions of the logo so I could see exactly how it would translate. They even did two different logo head options for us to test out."

That mock-up process proved crucial for the final result.

Dekko also recommended that Victoria hire a trusted local installer by the name of Tom, who became a seamless extension of her team.

"Once they did the full mock-up, it was a total game-changer," she explained. "The client said a quick yes. When it was blown up to full size, the Blue Jays were so excited."

Victoria continued on to praise the installer's professionalism and expertise. "Tom was also great, totally on the ball with timing and installation," she explained. "It made the whole process really easy."



## THE RESULTS

When the Blue Jays finally saw the completed design, the reaction was immediate. The final space blends hospitality warmth with athletic confidence. The concrete logo sets a bold, elevated tone for any person who walks into the room.

The design layers of stone, marble, custom seating and thoughtful lighting bring a residential-level comfort to the commercial space. The success of the project was so strong, the Blue Jays team asked Victoria and Dekko to collaborate again on their next project.

The new assignment? Renovating their executive office suites, with another custom Dekko logo feature.

## HIT A GRAND SLAM WITH DEKKO

From a blank, uninspiring environment to a polished, posh operations hub, the transformation of the Toronto Blue Jays' clubhouse exemplifies what's possible when thoughtful design meets innovative materials.

Dekko's concrete cladding allowed Victoria Tonnelli to push past the limits of traditional signage. Together, they created something architectural, impactful and one-of-a-kind.

If you're looking to bring bold design and expert collaboration to your next project, Dekko is ready to help you break the mold. Connect with Dekko today and start imagining what you can create.

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