



Case Study


WOODSTOCK PIZZICHERIA

Design Service

The Woodstock Story

Tony Cannata, the 'Pizza Champion', has been serving pizza to Melbourne's North since the early 1990s. It was the success of the original Woodstock Cucina that inspired Tony to open additional Woodstock Pizzicheria venues in both Brunswick and Essendon.





The interior design of all of Tony's restaurants embody his Italian heritage – and the signage that Alpha Lewis Signs produced for Woodstock plays a large part in this. Alpha Lewis Signs created many beautiful signage elements, including lightboxes, metal signage and gold lettering work on the windows.

The new signage helps to ensure the Woodstock story will continue for many more generations.





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