

Beautifying Their World

written & photographed by **CHRISTINA NIFONG**

Artists Zephren and Page Turner bring ideas to life through their business, Artform Signs.



Page Turner is a fine artist whose assemblage pieces are shown in galleries from New York to Washington, D.C., to Utah. Zephren Turner has experience with film set design, drawing, graphic arts, sign-making, and men's fashion.

In 2025, they combined their years of craftsmanship into a new business, Artform Signs, specializing in the design, building, and restoration of signs of all kinds—from large-scale wood and metal to more temporary coroplasts and banners. A sampling of their work includes

the painted-on-brick sign above the door at the Appalachian crafts store, Woodshed, in downtown Roanoke; the colorful Raleigh Court Neighborhood sign at the corner of Grandin and Brandon roads; a creative “coming soon” campaign for the Blue Eagle Credit Union’s Botetourt branch (that included a giant eagle hatching from a wooden egg); and new signs for Christ Lutheran and Westhampton Christian churches on Grandin Road.

To the Turners, creating high quality signs is a way to introduce art into everyday life. “Signage becomes part of our material culture,” said Zephren. Over time, signs “create landmarks and they give us a sense of place.”

The inspiration for Artform Signs dates back to 2021, when the Salem-Roanoke County Chamber of Commerce searched for a way to

celebrate its beloved Gingerbread Festival in an outdoor, COVID-safe way. The Turners built 12, 9-foot-tall gingerbread-themed cutouts that businesses set on their lawns.

Orders followed from that, for example, custom wooden Christmas decorations for the then-six locations of Blue Eagle Credit Union and larger-than-life dinosaur puzzles for the Salem Public Library.

“They make it very easy to go from a vague general thought to a fully fledged, beautiful concept that’s better than you could have possibly imagined,” said Ann Tripp, library director.

Page describes the couple as “art contractors,” able to bring a wide-range of concepts to life. They can research permits; update logos; print or paint designs on magnets, plastic, or wood. Then they assemble and install.

“When someone says: ‘I really wish I could do this,’ I can come along and say, ‘But you can, because I’m standing here with you, and we can do this now,’” Zephren explained. “That’s what art is all about. That’s what it’s for. ☆