#### Gensler





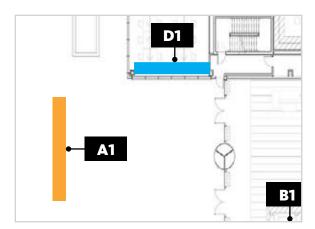
DESIGN DEVELOPMENT - BRANDED INTERIORS

APRIL 21, 2017

# VITRINE DISPLAY



# **VITRINE DISPLAY**



**KEY PLAN** 

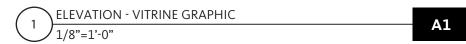


RENDERING

#### **GENERAL NOTE**

BACK LIT DIGITALLY PRINTED STRETCHED FABRIC LIGHT BOX; VECTOR ARTWORK TO BE PROVIDED BY DESIGNER; ALL DIMENSIONS TO BE VERIFIED IN FIELD; FINAL ARTWORK SELECTION TO BE COORDINATED WITH CLIENT PRIOR TO FABRICATION

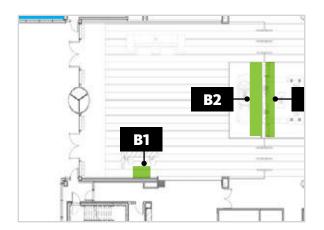




# LOBBY



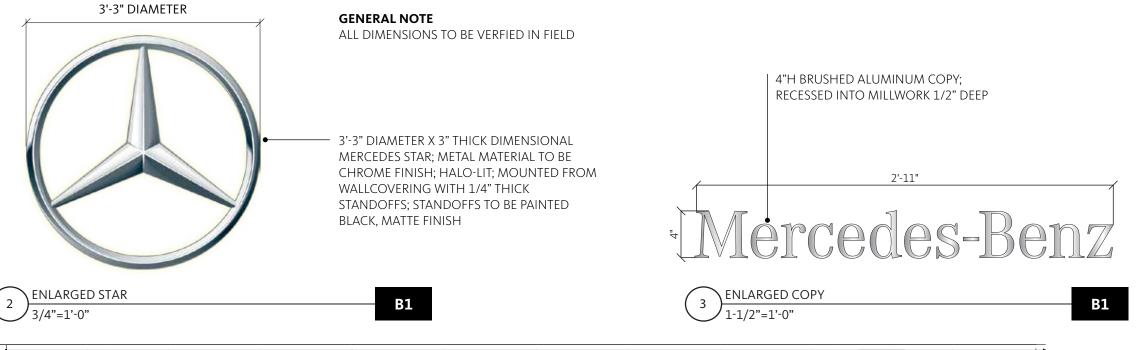
# **LOBBY LOGO**

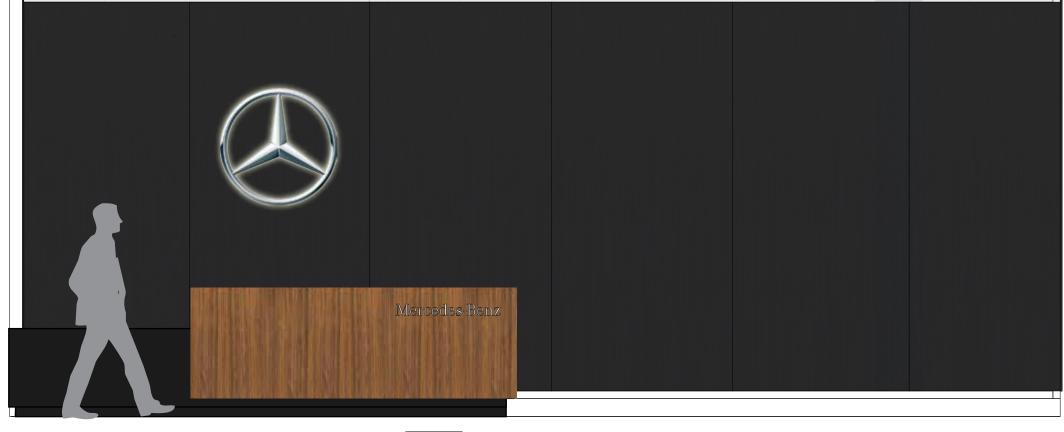


**KEY PLAN** 



PRECEDENT IMAGERY







# **LOBBY EXHIBIT WALL**



**KEY PLAN** 





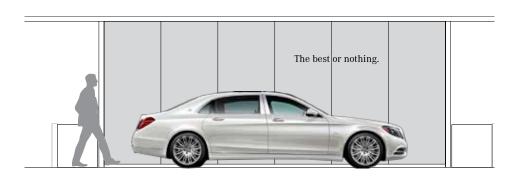
PRECEDENT IMAGERY

#### **GENERAL NOTE**

ALL DIMENSIONS TO BE VERFIED IN FIELD

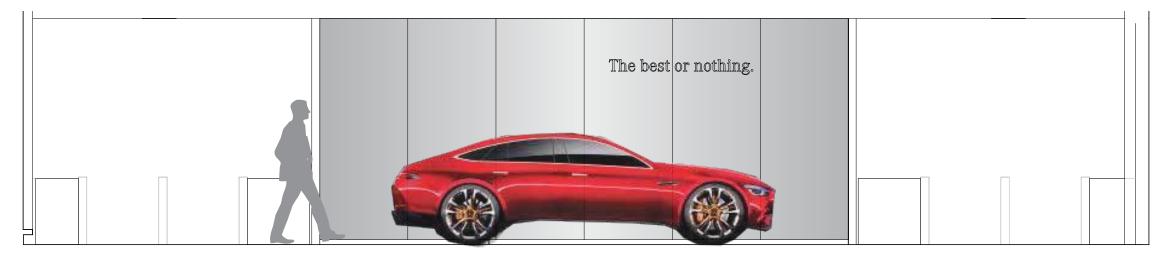




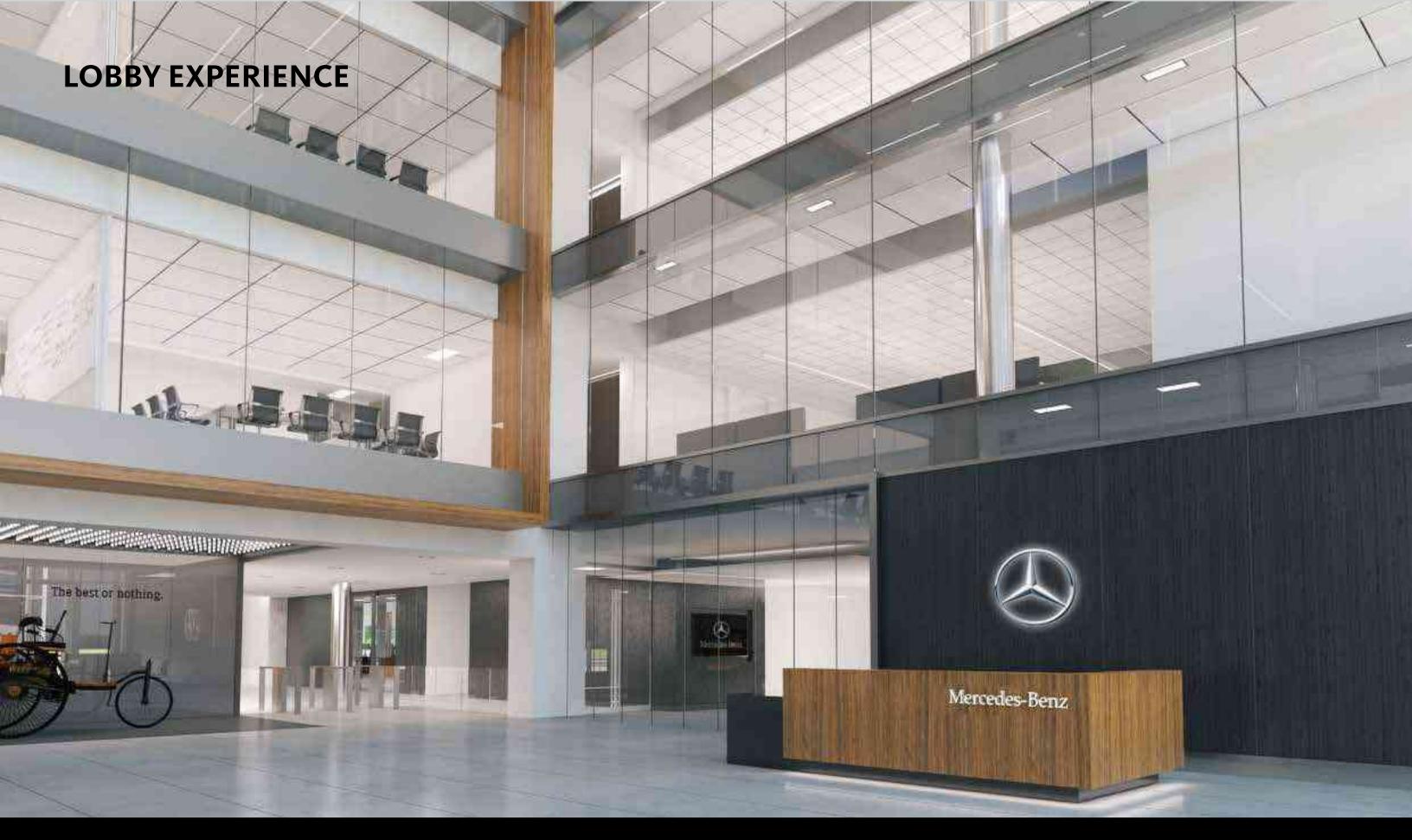




ELEVATION OPTIONS **B2** 



LELEVATION - RECEPTION SIGNAGE

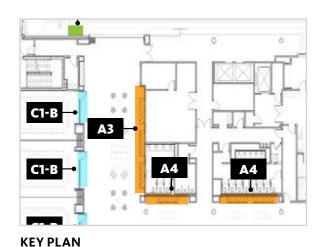




# CONFERENCE EXHIBIT



# **CONFERENCE EXHIBIT**





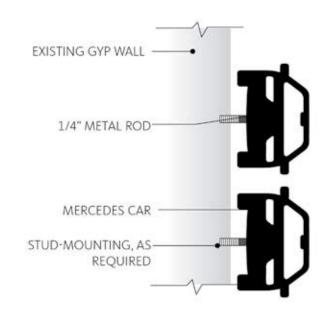




PRECEDENT IMAGERY

#### **GENERAL NOTE**

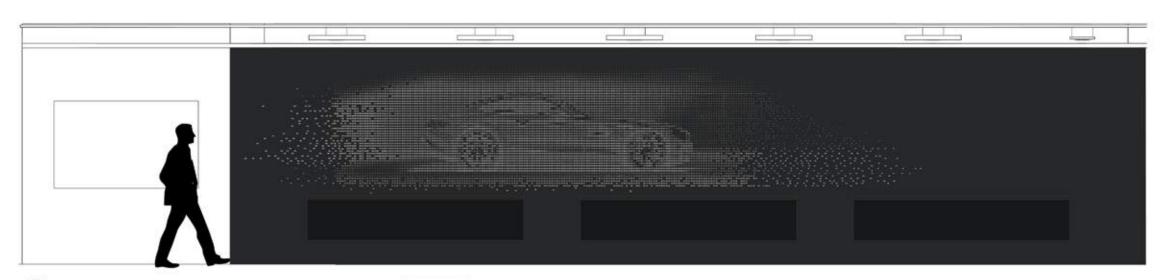
PAINTED CHARCOAL ACCENT WALL BY VENDOR; DIMENSIONED CAR FEATURE WALL; VARIED CUSTOM MERCEDED CARS PIN-MOUNTED OFF GYP WALL; VENDOR RESPONSIBLE FOR CAR FABRICATION; CARS TO VARY IN SHEEN; ALL DIMENSIONS TO BE VERIFIED IN FIELD



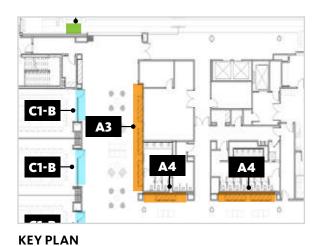




**ENLARGED CLOSE UP** 



# **CONFERENCE EXHIBIT**



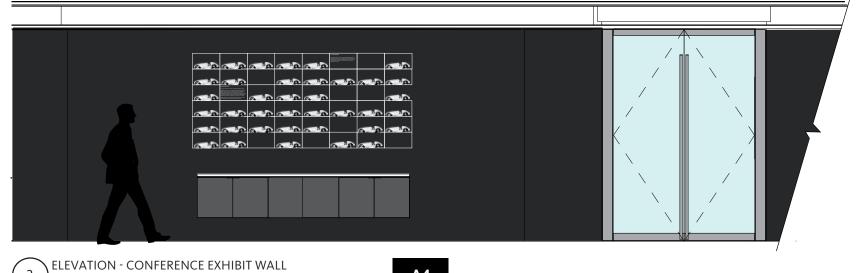


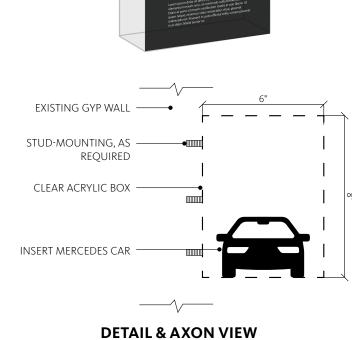


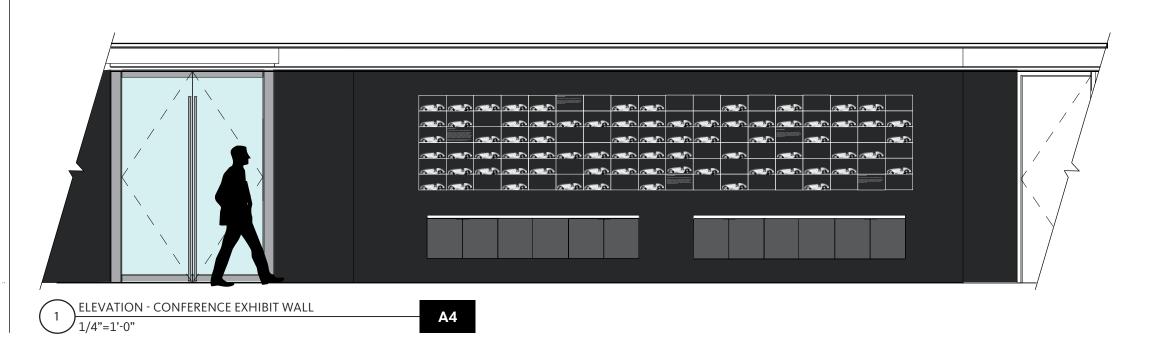
**PRECEDENT IMAGERY** 

#### **GENERAL NOTE**

EXTENSION OF CLEAR ACRYLIC BOXES; PAINTED CHARCOAL ACCENT WALL BY VENDOR; 8"H X 1'-2"W X 6" DEPTH, 1/4" THICK CUSTOM CLEAR ACYRLIC BOXES; FLEXIBILITY ALLOWANCE, STUD MOUNTED FLUSH TO GYP WALL









# CONFERENCE GLASS DISTRACTION MARKERS





## **CONFERENCE GLASS DISTRACTION MARKERS**

# C1-B A3 A4 A4 C1-B C1-B C1-B C1-B C1-B

**KEY PLAN** 

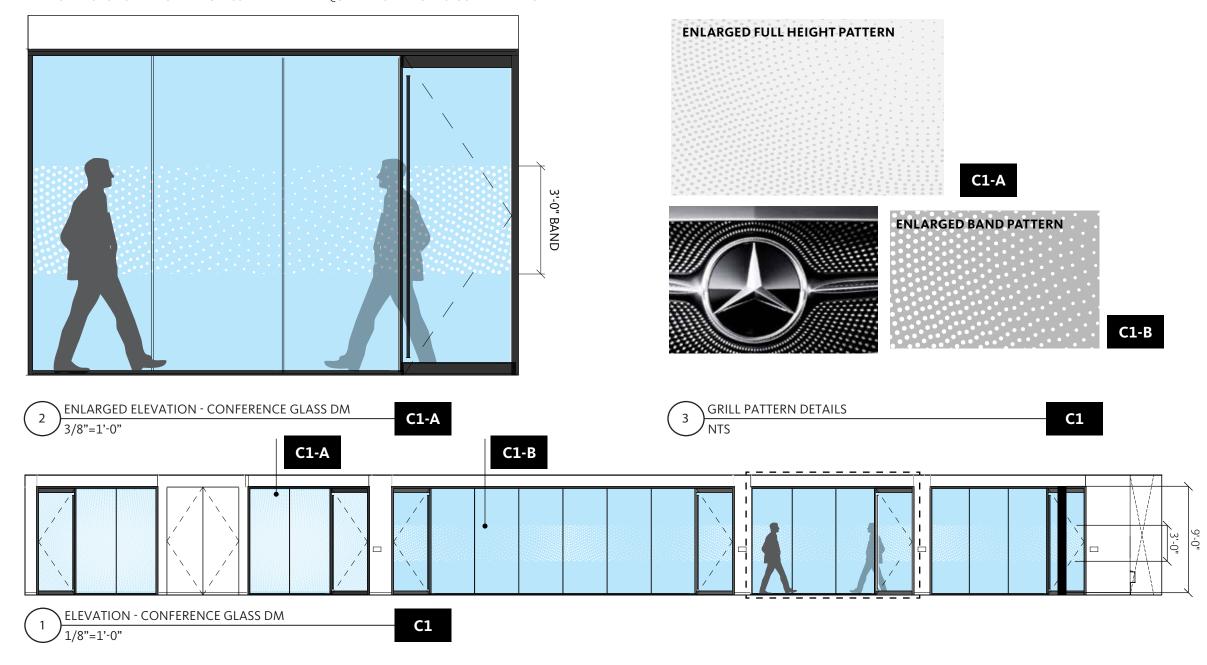


PRECEDENT IMAGERY

#### **GENERAL NOTE**

C1-A - CUSTOM FULL HEIGHT OPTICALLY CLEAR FILM WITH TRANSLUCENT WHITE ARTWORK; SET AT 70% OPACITY LEVEL; APPLIED TO SECOND SURFACE; VECTOR PATTERN TO BE PROVIDED BY DESIGNER; ALL DIMENSIONS TO BE VERIFIED IN FIELD; VENDOR RESPONSIBLE FOR ALL GLASS WALL PREP REQUIRED FOR A FULL & COMPLETE INSTALL

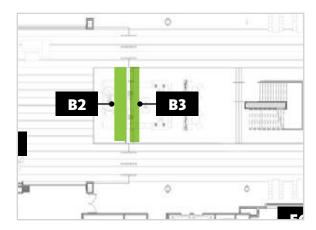
C1-B- CUSTOM 3'-0" OPTICALLY CLEAR FILM BAND WITH TRANSLUCENT WHITE PRINTED ARTWORK; SET AT 70% OPACITY LEVEL; APPLIED TO SECOND SURFACE; VECTOR PATTERN TO BE PROVIDED BY DESIGNER; ALL DIMENSIONS TO BE VERIFIED IN FIELD; VENDOR RESPONSIBLE FOR ALL GLASS WALL PREP REQUIRED FOR A FULL & COMPLETE INSTALL



# CAFE SCREEN AND IDENTITY



# **CAFE SCREEN AND IDENTITY**



**KEY PLAN** 



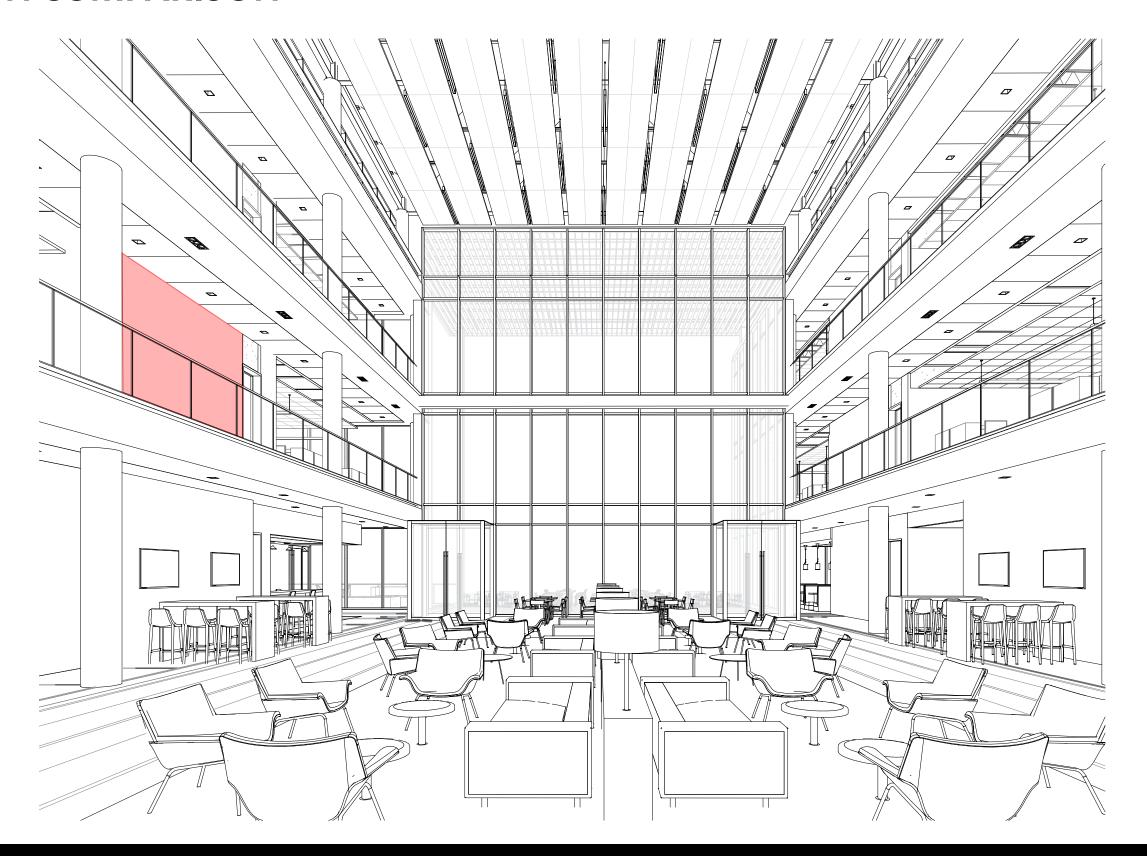
# EMPLOYEE RECOGNITION

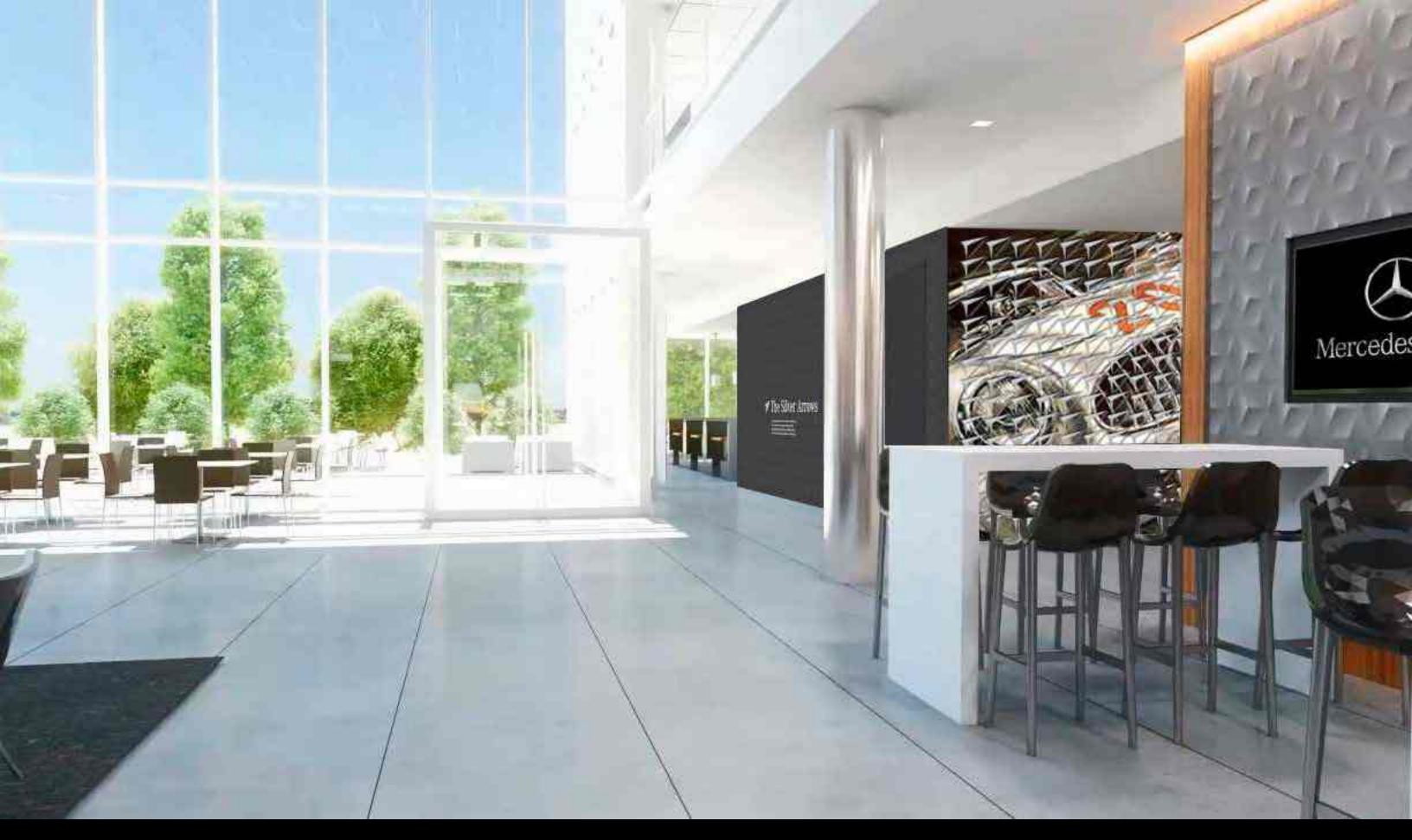


# **LOCATION COMPARISON**



# **LOCATION COMPARISON**











# **EMPLOYEE RECOGNITION - INTRODUCTION**

# E5 A2 - E4

**KEY PLAN** 





PRECEDENT IMAGERY

#### **GENERAL NOTE**

DIGITALLY PRINTED SEAMLESS VINYL WALLCOVERING ON TARA CANVAS; VECTOR PATTERN TO BE PROVIDED BY DESIGNER; VENDOR RESPONSIBLE FOR ALL WALL PREP REQUIRED FOR A FULL & COMPLETE INSTALL; 2" THICK DIMENSIONAL MDF ARROW, PAINTED METALLIC SILVER, BRUSHED FINISH; PIN-MOUNTED TO FRONT SURFACE (FOREGROUND) WITH CONCEALED MECHANICAL FASTENERS AS REQUIRED

2" THICK DIMENSIONAL MDF ARROW, PAINTED METALLIC SILVER, BRUSHED FINISH; PIN-MOUNTED TO FRONT SURFACE (FOREGROUND) WITH CONCEALED MECHANICAL FASTENERS AS REQUIRED.

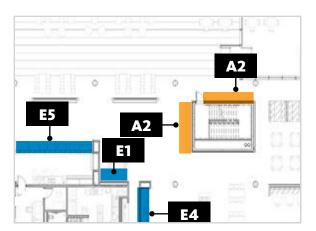
DOOR TO BE PAINTED CEALED MECHANICAL FASTENERS AS REQUIRED. CHARCOAL BY VENDOR 23'-4 7/8" The Silver Arrows their ingenuity in scraping off the race car's paint to meet weight requirements and winning the Eifelrennen race in 1934, we've created a new employee recognition system. This award system is intended to celebrate the mercedes-Benz culture of innovation, collaborative team work and winning spirit. Each employee receiving the "Silver Arrow" award will be added to this wall of

1 ELEVATION - EMPLOYEE RECOGNITION WALL

Δ2



# **EMPLOYEE RECOGNITION**

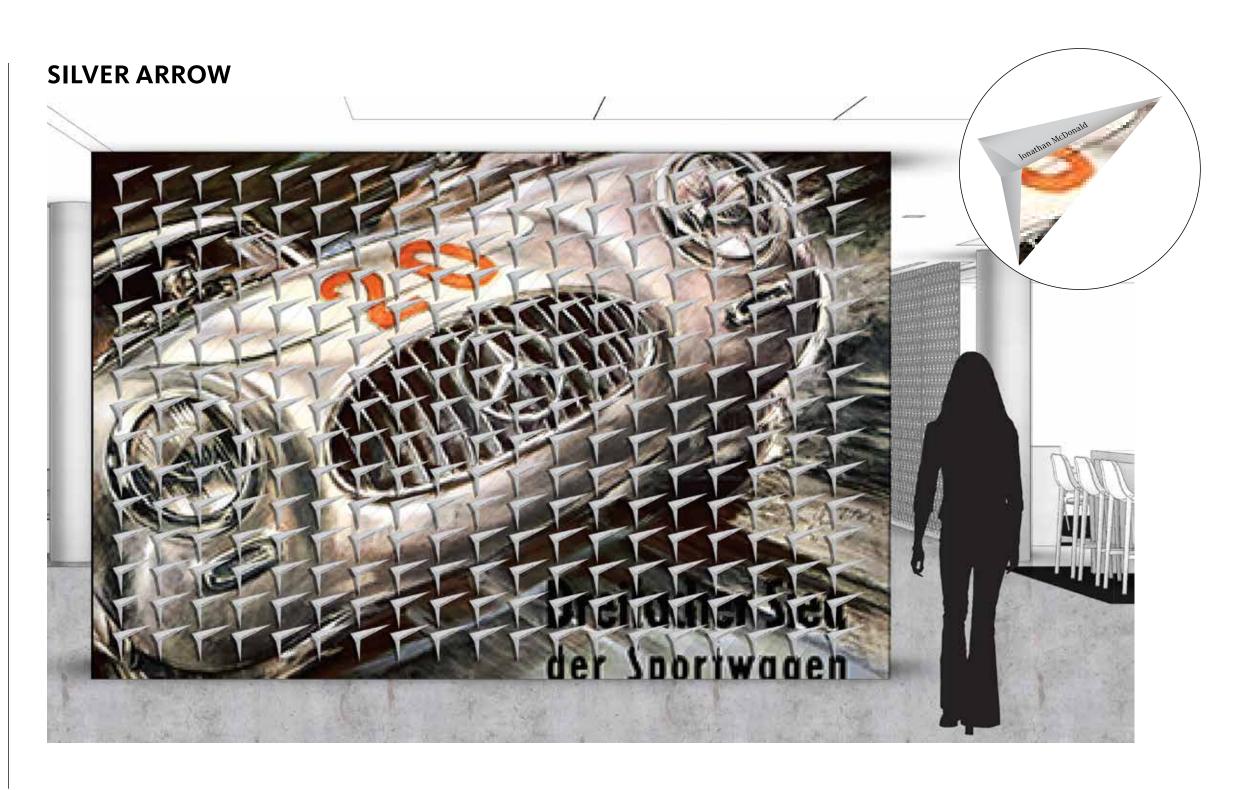


**KEY PLAN** 





PRECEDENT IMAGERY





# **EMPLOYEE RECOGNITION - SILVER ARROW**

**KEY PLAN** 





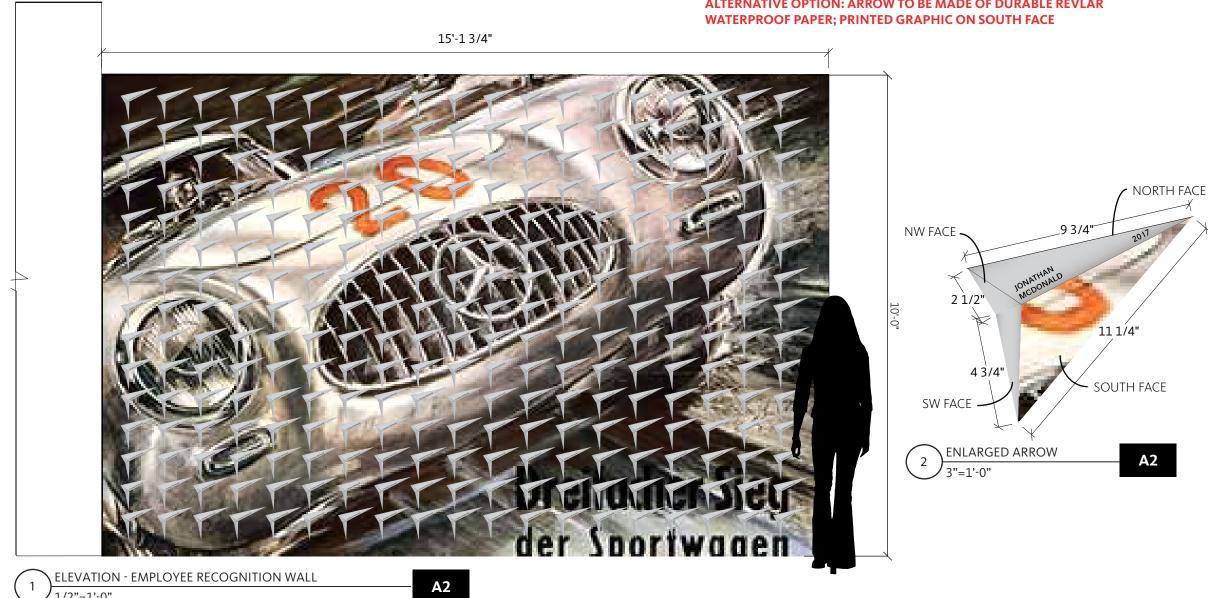
PRECEDENT IMAGERY

#### **GENERAL NOTE**

DIGITALLY PRINTED SEAMLESS VINYL WALLCOVERING ON TARA CANVAS; VECTOR PATTERN TO BE PROVIDED BY DESIGNER; VENDOR RESPONSIBLE FOR ALL WALL PREP REQUIRED FOR A FULL & COMPLETE INSTALL; 2" THICK DIMENSIONAL MDF ARROW, PAINTED METALLIC SILVER, BRUSHED FINISH; PIN-MOUNTED TO FRONT SURFACE (FOREGROUND) WITH CONCEALED MECHANICAL FASTERNERS AS REQUIRED; SOUTH FACE TO RECEIVE VINYL IMAGE; NORTH FACE TO RECEIVE 1/4"H COLOR THROUGH BLACK VINYL DIE-CUT COPY, TWO-LINES, COPY TO BE CORPORATE A DEMI, ALL CAPS; NW AND SW FACE TO BE PAINTED BLACK; ALL DIMENSIONS TO BE VERIFIED IN FIELD; FINAL ARTWORK SELECTION TO BE COORDINATED WITH CLIENT PRIOR TO **FABRICATION** 

**ARROW QUANTITY: 266** 

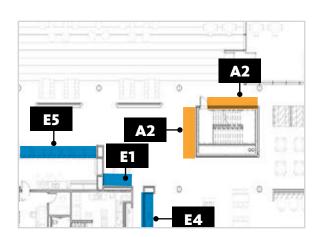
ALTERNATIVE OPTION: ARROW TO BE MADE OF DURABLE REVLAR



# THE SERVERY



# THE SERVERY IDENTITY



**KEY PLAN** 





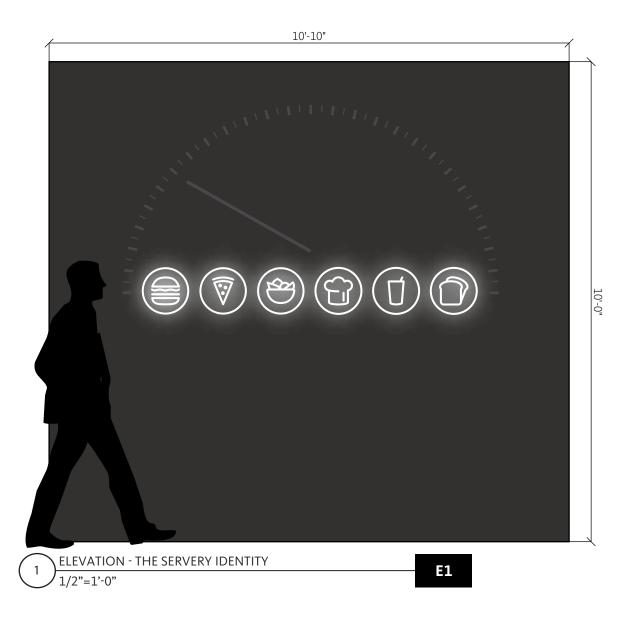
PRECEDENT IMAGERY

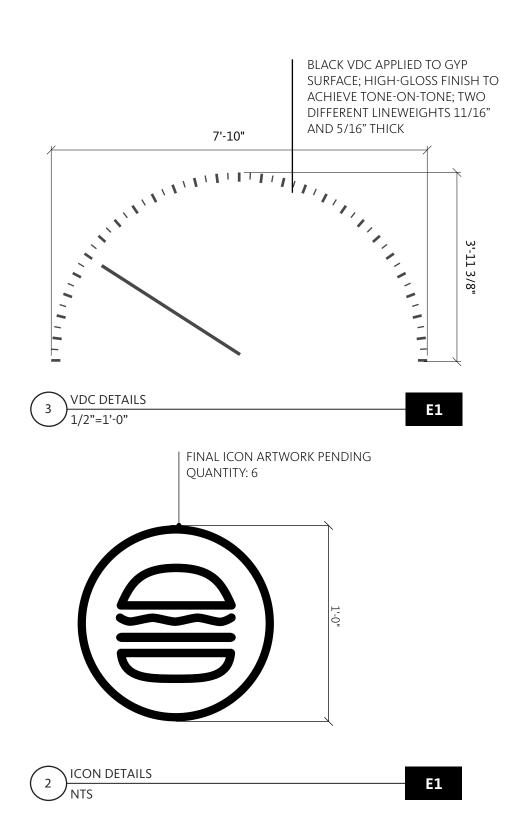
#### **GENERAL NOTE**

VENUE IDENTITY ICON; 6 (SIX) 1'-0" DIAMETER ICONS SHOWCASING ALL VENUES; VECTOR ARTWORK TO BE PROVIDED BY DESIGNER; CONFIRM ALL FINAL MESSAGING WITH CLIENT PRIOR TO FABRICATION; ALL DIMENSIONS TO BE VERIFIED IN FIELD

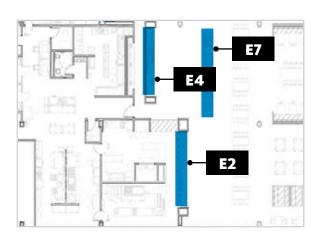
#### **INSTALL OPTIONS**

**1.** 1'-0" DIAMETER BY 1" THICK PAINTED WHITE ACRYLIC DIMENSIONAL ICONS; PIN-MOUNTED OFF 1/2" THICK STANDOFFS; STANDOFFS PAINTED WHITE, MATTE FINISH **2.** 1'-0" DIAMETER BY 1" THICK WHITE HALO-LIT DIMENSIONAL ICONS; PIN-MOUNTED OFF 1/2" THICK STANDOFFS; STANDOFFS PAINTED WHITE, MATTE FINISH







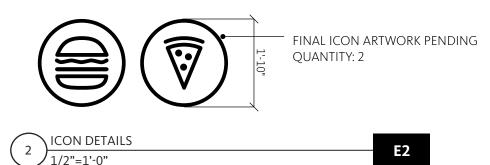


**KEY PLAN** 





PRECEDENT IMAGERY



#### **GENERAL NOTE**

VENUE IDENTITY ICONS; 1'-10" DIAMETER QUANTITY TO VARY PER VENUE, QUANTITY INDICATED PER VENUE DRAWING SHEETS; OVERALL TOTAL OF SEVEN (7) ICONS NEEDED FOR FABRICATION; VECTOR ARTWORK TO BE PROVIDED BY DESIGNER; CONFIRM ALL FINAL MESSAGING WITH CLIENT PRIOR TO FABRICATION; ALL DIMENSIONS TO BE VERIFIED IN FIELD

#### **INSTALL OPTIONS**

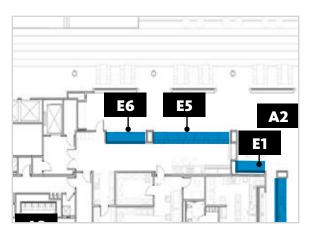
- **1.** 1'-10" DIAMETER BY 1" THICK PAINTED WHITE ACRYLIC DIMENSIONAL ICONS; PIN-MOUNTED OFF 1/2" THICK STANDOFFS; STANDOFFS PAINTED WHITE, MATTE FINISH
- **2.** 1'-10" DIAMETER BY 1" THICK WHITE HALO-LIT DIMENSIONAL ICONS; PIN-MOUNTED OFF 1/2" THICK STANDOFFS; STANDOFFS PAINTED WHITE, MATTE FINISH



**E2** 





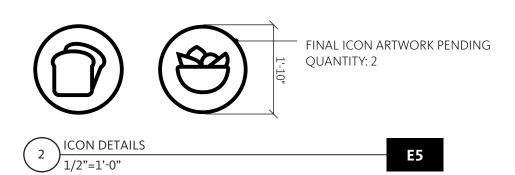


#### **KEY PLAN**





PRECEDENT IMAGERY



#### **GENERAL NOTE**

VENUE IDENTITY ICONS; 1'-10" DIAMETER QUANTITY TO VARY PER VENUE, QUANTITY INDICATED PER VENUE DRAWING SHEETS; OVERALL TOTAL OF SEVEN (7) ICONS NEEDED FOR FABRICATION; VECTOR ARTWORK TO BE PROVIDED BY DESIGNER; CONFIRM ALL FINAL MESSAGING WITH CLIENT PRIOR TO FABRICATION; ALL DIMENSIONS TO BE VERIFIED IN FIELD

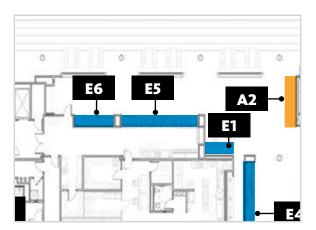
#### **INSTALL OPTIONS**

- 1. 1'-10" DIAMETER BY 1" THICK PAINTED WHITE ACRYLIC DIMENSIONAL ICONS; PIN-MOUNTED OFF 1/2" THICK STANDOFFS; STANDOFFS PAINTED WHITE, MATTE FINISH
- **2.** 1'-10" DIAMETER BY 1" THICK WHITE HALO-LIT DIMENSIONAL ICONS; PIN-MOUNTED OFF 1/2" THICK STANDOFFS; STANDOFFS PAINTED WHITE, MATTE FINISH

MENU DESIGN NOT IN SCOPE





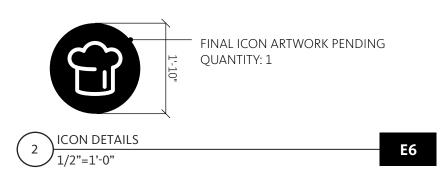


#### **KEY PLAN**





PRECEDENT IMAGERY

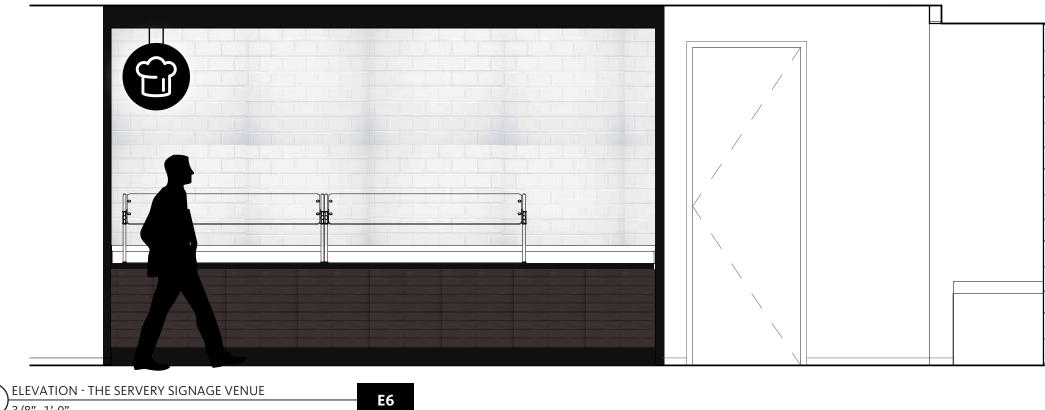


#### **GENERAL NOTE**

VENUE IDENTITY ICONS; 1'-10" DIAMETER QUANTITY TO VARY PER VENUE, QUANTITY INDICATED PER VENUE DRAWING SHEETS; OVERALL TOTAL OF SEVEN (7) ICONS NEEDED FOR FABRICATION; VECTOR ARTWORK TO BE PROVIDED BY DESIGNER; CONFIRM ALL FINAL MESSAGING WITH CLIENT PRIOR TO FABRICATION; ALL DIMENSIONS TO BE VERIFIED IN FIELD

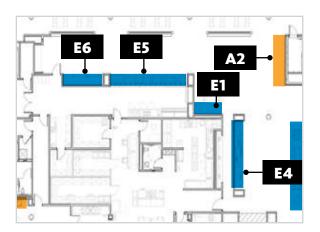
#### **INSTALL OPTIONS**

1. 1'-10" DIAMETER BY 1" THICK PAINTED WHITE LINEWORK ON BLACK FACE ACRYLIC DIMENSIONAL ICONS; SUSPENDED FROM SOFFIT WITH TWO (2) 1/2" THICK PAINTED BLACK ACRYLIC RODS, MATTE FINISH 2. 1'-10" DIAMETER BY 1" THICK WHITE HALO-LIT (PAINTED WHITE LINEWORK ON BLACK ACRYLIC FACE) DIMENSIONAL ICON; SUSPENDED FROM SOFFIT WITH TWO (2) 1/2" THICK PAINTED BLACK ACRYLIC RODS, MATTE FINISH; POWER FROM ABOVE







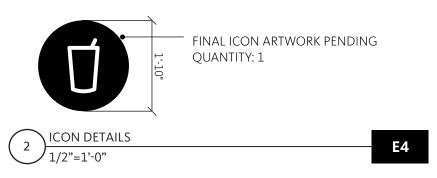


**KEY PLAN** 





PRECEDENT IMAGERY

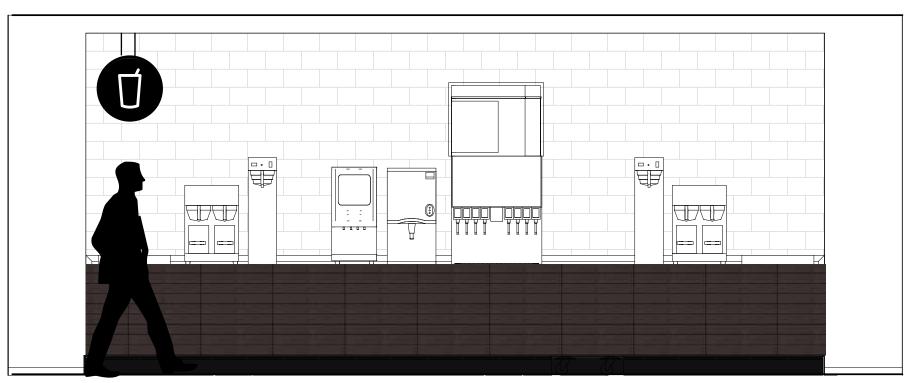


#### **GENERAL NOTE**

VENUE IDENTITY ICONS; 1'-10" DIAMETER QUANTITY TO VARY PER VENUE, QUANTITY INDICATED PER VENUE DRAWING SHEETS; OVERALL TOTAL OF SEVEN (7) ICONS NEEDED FOR FABRICATION; VECTOR ARTWORK TO BE PROVIDED BY DESIGNER; CONFIRM ALL FINAL MESSAGING WITH CLIENT PRIOR TO FABRICATION; ALL DIMENSIONS TO BE VERIFIED IN FIELD

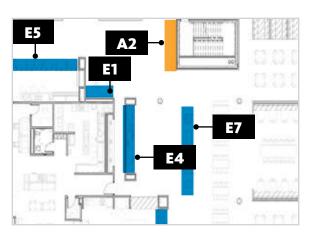
#### **INSTALL OPTIONS**

1. 1'-10" DIAMETER BY 1" THICK PAINTED WHITE LINEWORK ON BLACK FACE ACRYLIC DIMENSIONAL ICONS; SUSPENDED FROM SOFFIT WITH TWO (2) 1/2" THICK PAINTED BLACK ACRYLIC RODS, MATTE FINISH 2. 1'-10" DIAMETER BY 1" THICK WHITE HALO-LIT (PAINTED WHITE LINEWORK ON BLACK ACRYLIC FACE) DIMENSIONAL ICON; SUSPENDED FROM SOFFIT WITH TWO (2) 1/2" THICK PAINTED BLACK ACRYLIC RODS, MATTE FINISH; POWER FROM ABOVE









**KEY PLAN** 





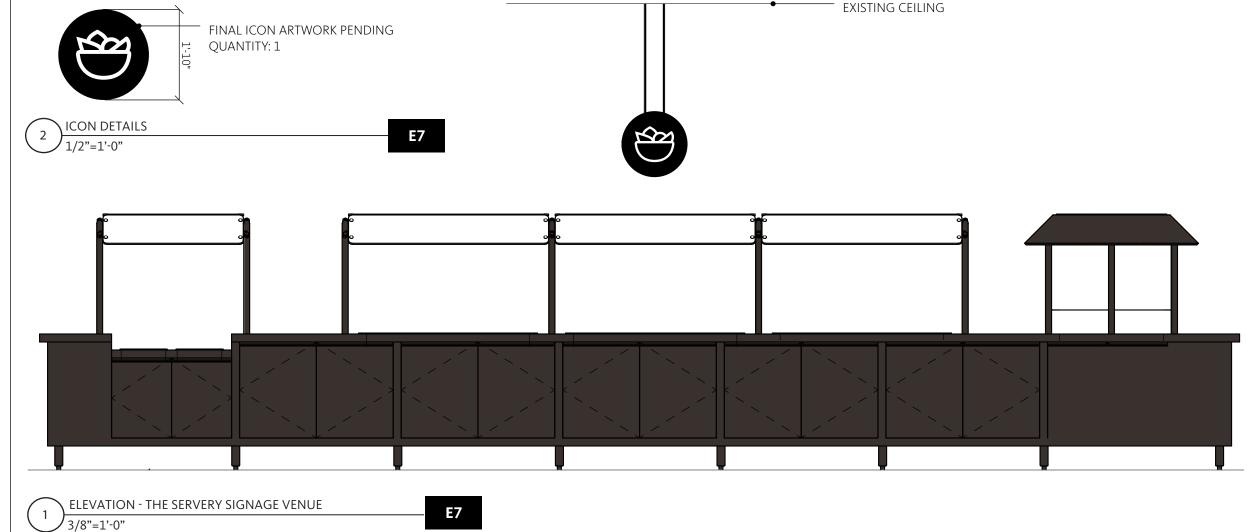
PRECEDENT IMAGERY

#### **GENERAL NOTE**

VENUE IDENTITY ICONS; 1'-10" DIAMETER QUANTITY TO VARY PER VENUE, QUANTITY INDICATED PER VENUE DRAWING SHEETS; OVERALL TOTAL OF SEVEN (7) ICONS NEEDED FOR FABRICATION; VECTOR ARTWORK TO BE PROVIDED BY DESIGNER; CONFIRM ALL FINAL MESSAGING WITH CLIENT PRIOR TO FABRICATION; ALL DIMENSIONS TO BE VERIFIED IN FIELD

#### **INSTALL OPTIONS**

1. 1'-10" DIAMETER BY 1" THICK PAINTED WHITE LINEWORK ON BLACK FACE ACRYLIC DIMENSIONAL ICONS; SUSPENDED FROM SOFFIT WITH TWO (2) 1/2" THICK PAINTED BLACK ACRYLIC RODS, MATTE FINISH
2. 1'-10" DIAMETER BY 1" THICK WHITE HALO-LIT (PAINTED WHITE LINEWORK ON BLACK ACRYLIC FACE)
DIMENSIONAL ICON; SUSPENDED FROM SOFFIT WITH TWO (2) 1/2" THICK PAINTED BLACK ACRYLIC RODS, MATTE FINISH; POWER FROM ABOVE



# STAR BAR



# **STAR BAR**



**KEY PLAN** 



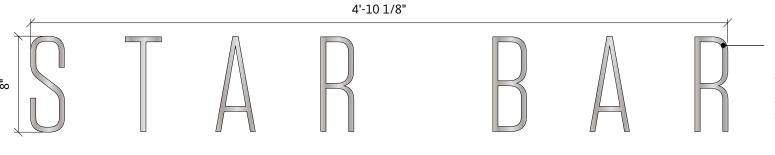
PRECEDENT IMAGERY



**RENDERING** 

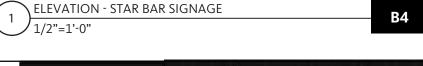
#### **GENERAL NOTE**

SIGN VENDOR TO COORDINATE POWER AND CONDUIT LOCATION WITH GC; WHITE LED LIGHTING TO BE DIMMABLE, FREE FROM HOTSPOTS; TRANSFORMER LOCATION TO BE COORDINATED WITH GC; ALL DIMENSIONS TO BE VERIFIED IN FIELD



8"H X 1" THICK BRUSHED ALUMINUM CHANNEL LETTER; HALO-LIT WITH WHITE LED; PIN-MOUNTED ON 1/2" THICK WHITE STANDOFFS, MATTE FINISH; COPY TO BE TUNGSTEN, ALL CAPS, KERNING SET AT 400, ALL CAPS

ALTERNATIVE OPTION: SIGNAGE TO BE NON-ILLUMINATED







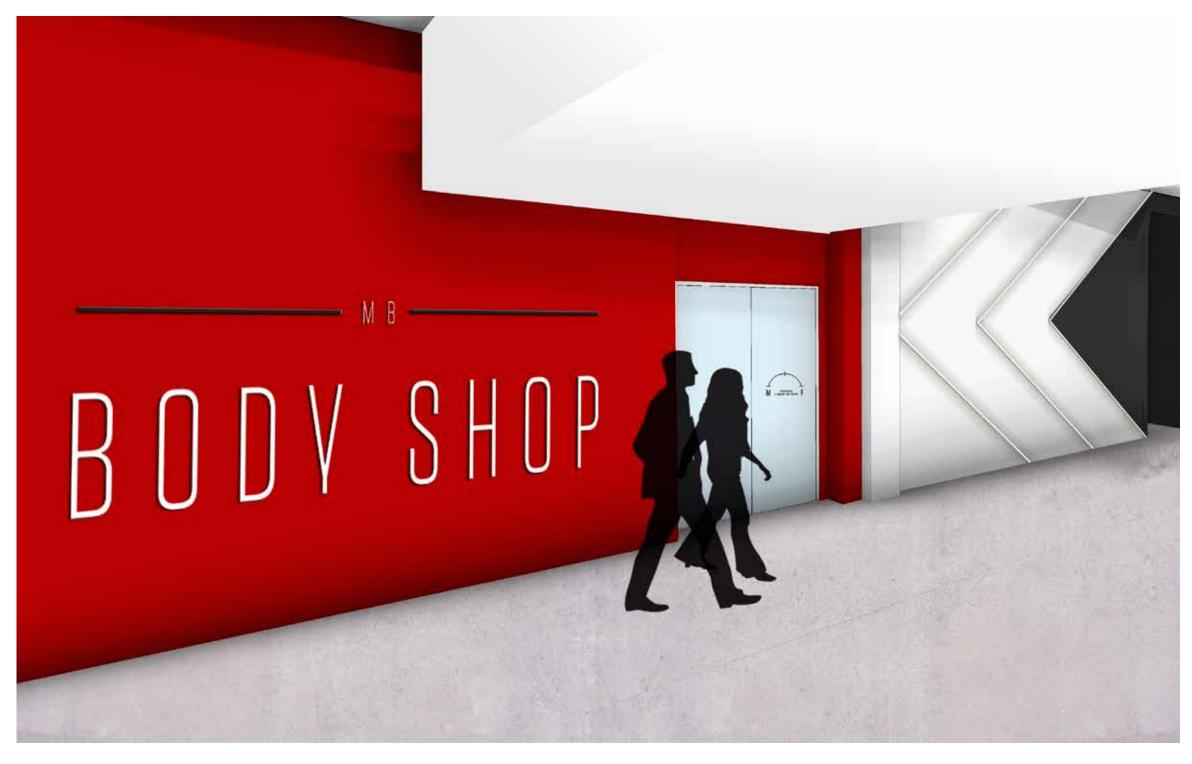


# FITNESS MB BODY SHOP



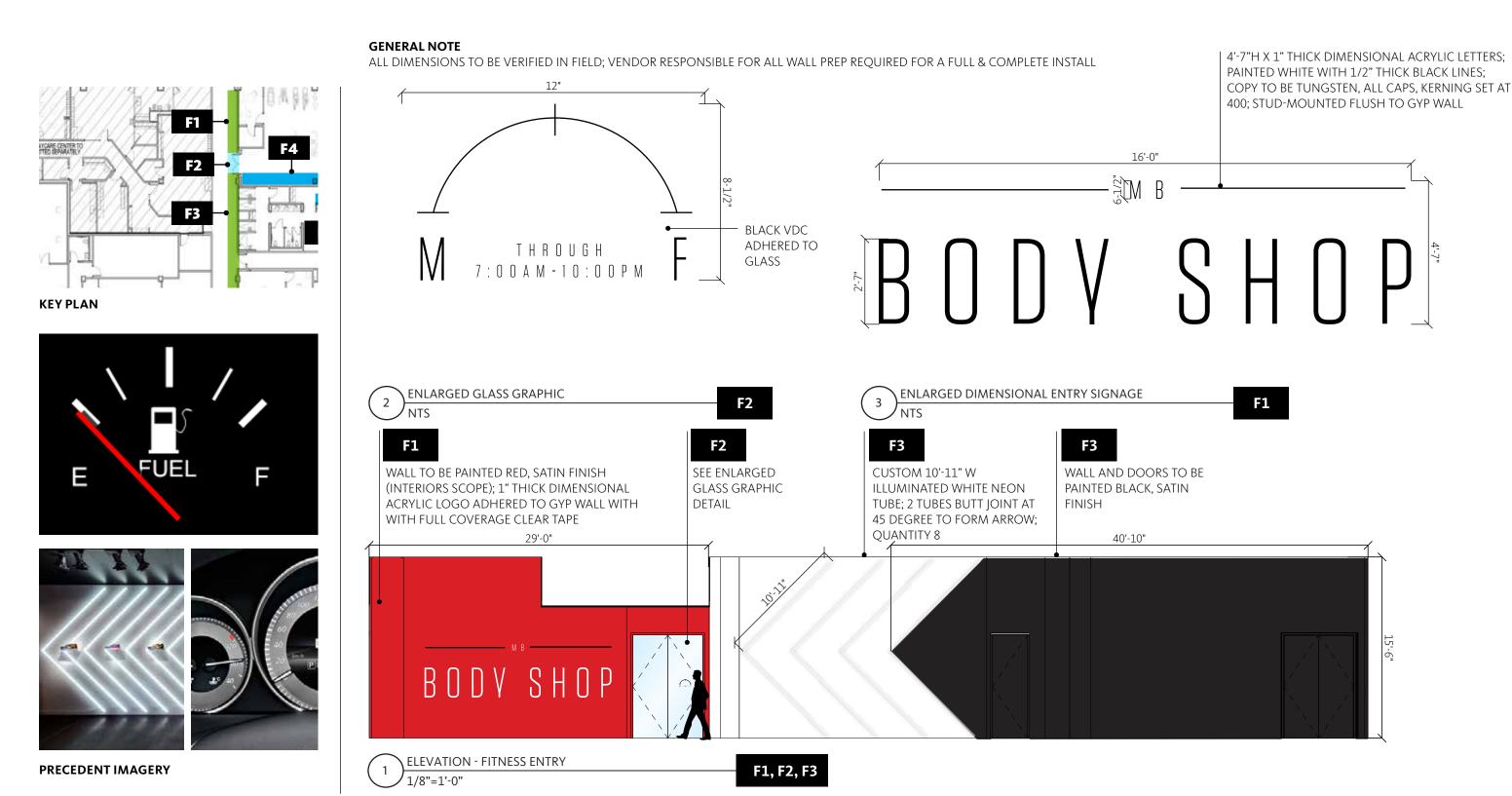
# FITNESS IDENTITY - MB BODY SHOP





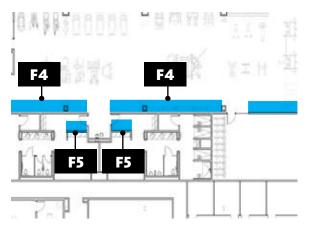


## FITNESS IDENTITY - MB BODY SHOP





# FITNESS INNER WALL GRAPHICS



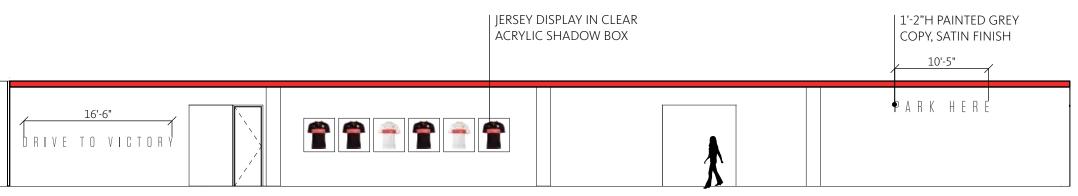
#### **KEY PLAN**



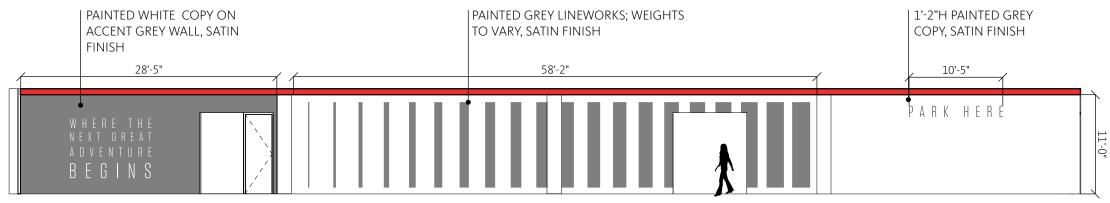
PRECEDENT IMAGERY

#### **GENERAL NOTE**

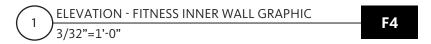
ALL DIMENSIONS TO BE VERIFIED IN FIELD; VENDOR RESPONSIBLE FOR ALL WALL PREP REQUIRED FOR A FULL & COMPLETE INSTALL



#### **OPTION 2**

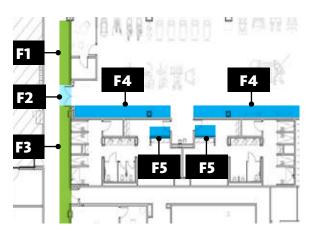


#### **OPTION 1**





# FITNESS LOCKER ROOM WALL GRAPHICS



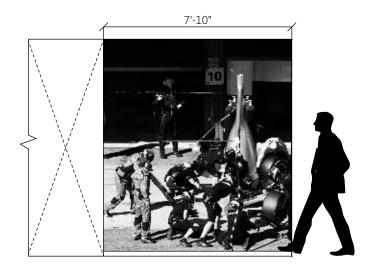
**KEY PLAN** 

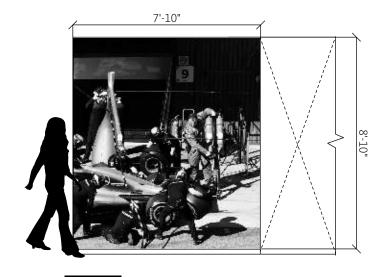


PRECEDENT IMAGERY

#### **GENERAL NOTE**

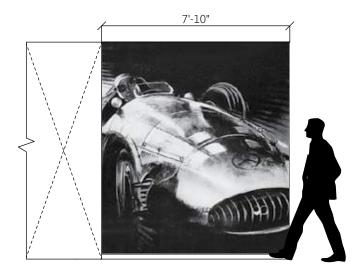
DIGITALLY PRINTED SEAMLESS VINYL WALLCOVERING ON TARA CANVAS; VECTOR PATTERN TO BE PROVIDED BY DESIGNER; VENDOR RESPONSIBLE FOR ALL WALL PREP REQUIRED FOR A FULL & COMPLETE INSTALL; ALL DIMENSIONS TO BE VERIFIED IN FIELD; FINAL ARTWORK SELECTION TO BE COORDINATED WITH CLIENT PRIOR TO FABRICATION

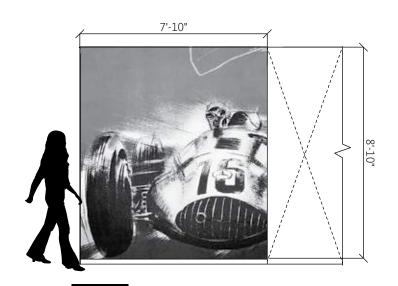




2 ELEVATION - FITNESS LOCKER ROOM WALL GRAPHIC OPTION 2 1/4"=1'-0"

F5





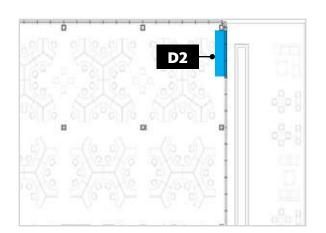
ELEVATION - FITNESS LOCKER ROOM WALL GRAPHIC OPTION 1
1/4"=1'-0"

F5

# WORKPLACE WALL GRAPHICS



### **WORKPLACE WALL GRAPHICS**



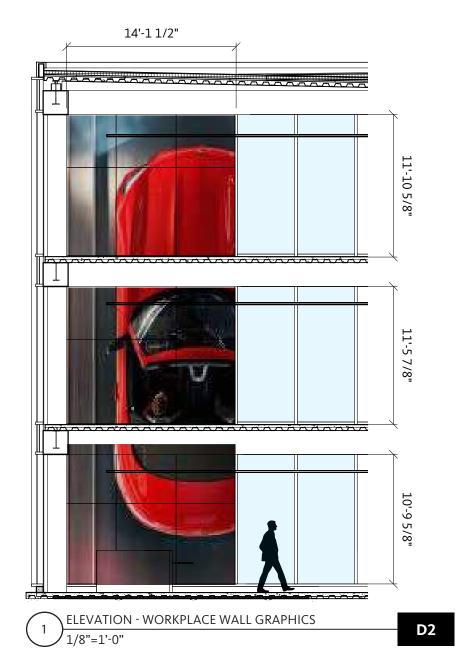
**KEY PLAN** 



PRECEDENT IMAGERY

#### **GENERAL NOTE**

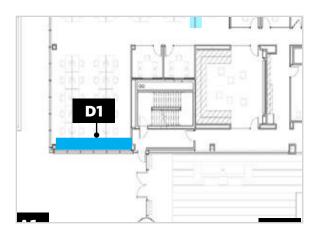
DIGITALLY PRINTED SEAMLESS VINYL WALLCOVERING ON TARA CANVAS; VECTOR PATTERN TO BE PROVIDED BY DESIGNER; VENDOR RESPONSIBLE FOR ALL WALL PREP REQUIRED FOR A FULL & COMPLETE INSTALL; ALL DIMENSIONS TO BE VERIFIED IN FIELD; FINAL ARTWORK SELECTION TO BE COORDINATED WITH CLIENT PRIOR TO FABRICATION







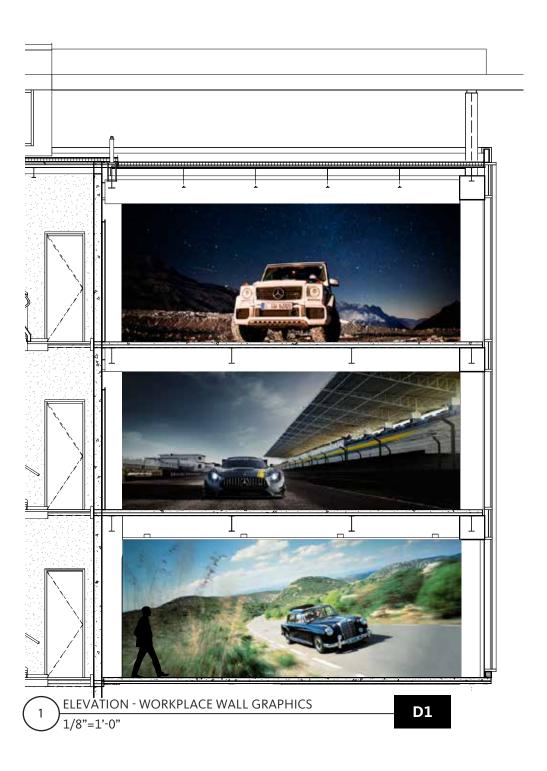
### **WORKPLACE WALL GRAPHICS**



**KEY PLAN** 



PRECEDENT IMAGERY



### **GENERAL NOTE**

DIGITALLY PRINTED SEAMLESS VINYL WALLCOVERING ON TARA CANVAS; VECTOR PATTERN TO BE PROVIDED BY DESIGNER; VENDOR RESPONSIBLE FOR ALL WALL PREP REQUIRED FOR A FULL & COMPLETE INSTALL; ALL DIMENSIONS TO BE VERIFIED IN FIELD; FINAL ARTWORK SELECTION TO BE COORDINATED WITH CLIENT PRIOR TO FABRICATION

# **BRIDGE CONCEPT: EVERYONE IS A DRIVER**



# **EVERYONE IS A DRIVER**

**QUALITIES OF A MODERN LUXURY LEADER** 

**ROADSTER** 

**MOTORSPORTS** 

**SUV** 

**SEDAN** 

COUPE



**NORTH WING: LEVEL 01 SEDAN** 

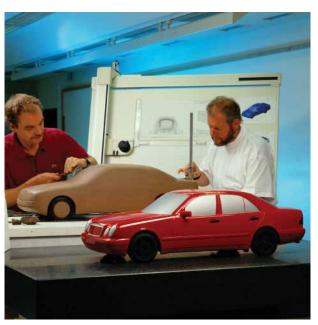




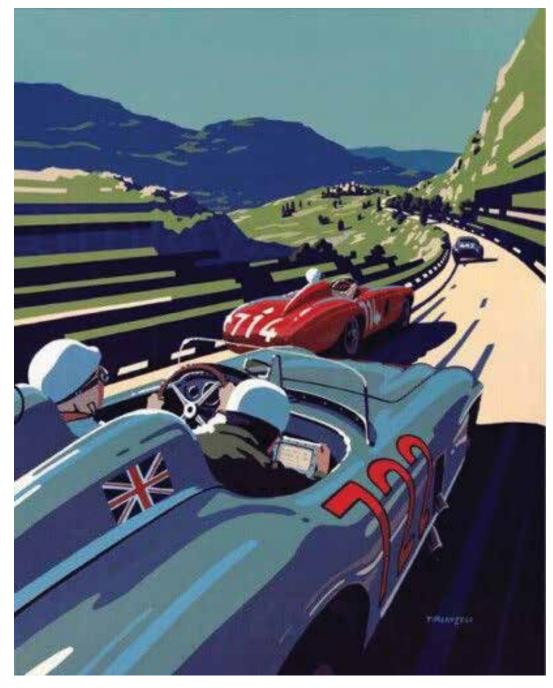








**NORTH WING: LEVEL 02 MOTORSPORTS** 











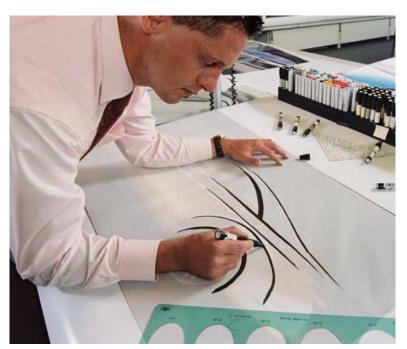




**SOUTH WING: LEVEL 02 COUPE** 













**NORTH WING: LEVEL 03 SUV** 













**SOUTH WING: LEVEL 03 ROADSTER** 











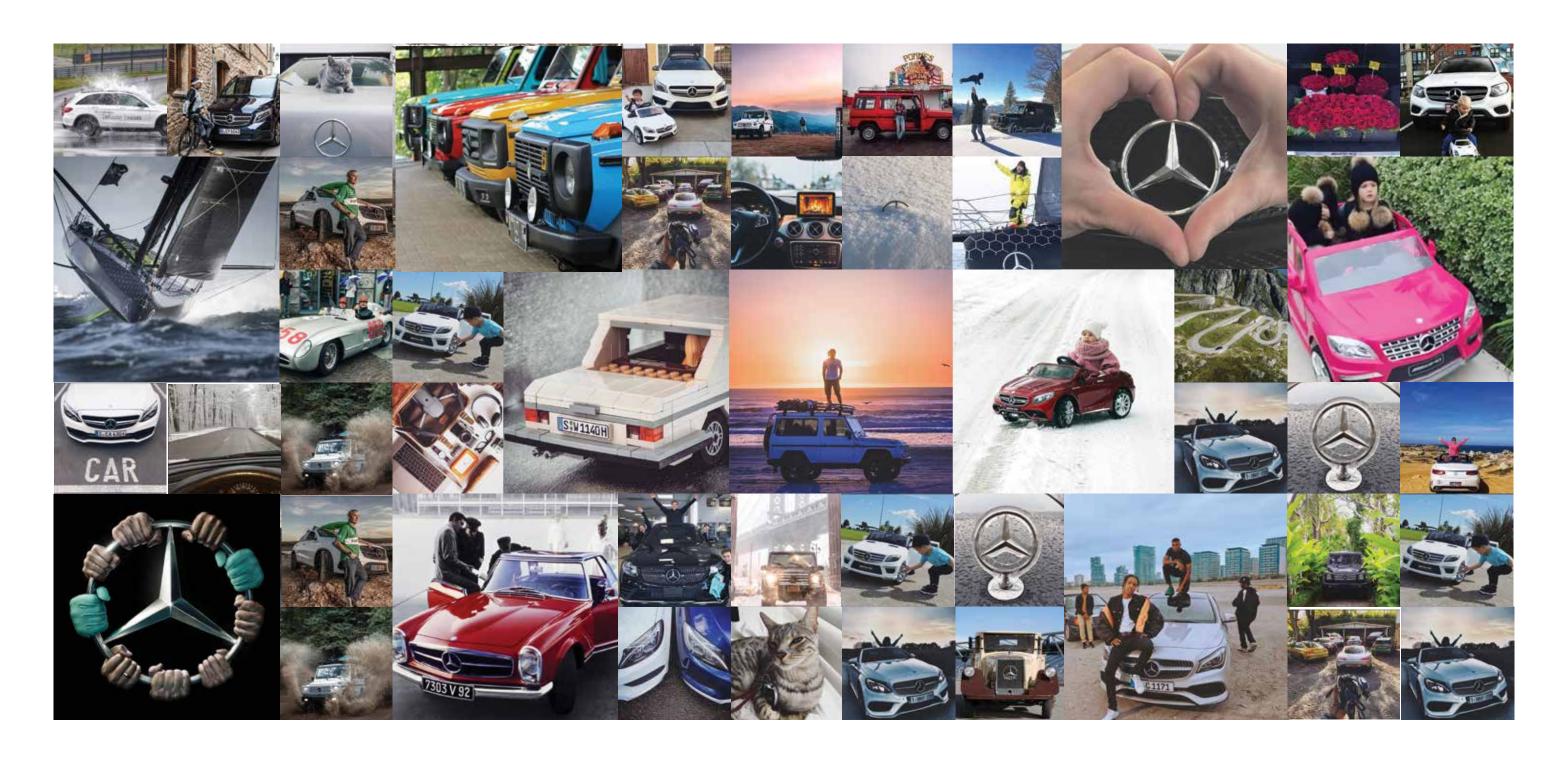






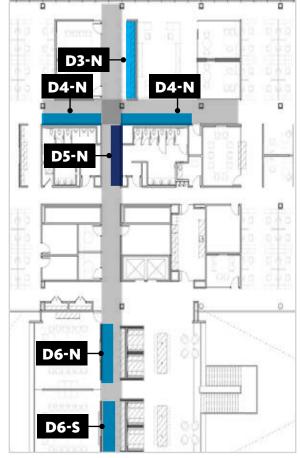
# **BRIDGE MOOD BOARDS**

**LEVEL 02 AND 03: LIFESTYLE** 

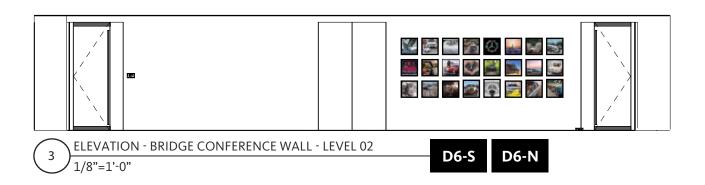


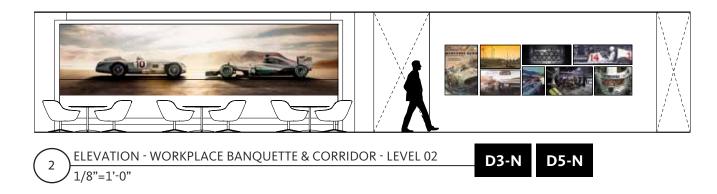
### **WORKPLACE IMAGERY**

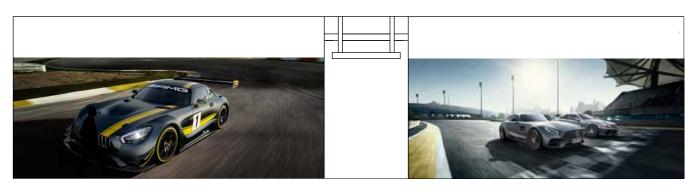
### **NORTH WING: LEVEL 02 MOTORSPORTS & BRIDGE**



**KEY PLAN** 









### **GENERAL NOTE**

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# THANK YOU

# APPENDIX



### **LEVEL 01: BRAND OPPORTUNITIES PLAN**



- Glass Graphics & Distraction Markers
- Wall Graphics
- Framed Artwork
- Dimensional
- Exhibits & Displays

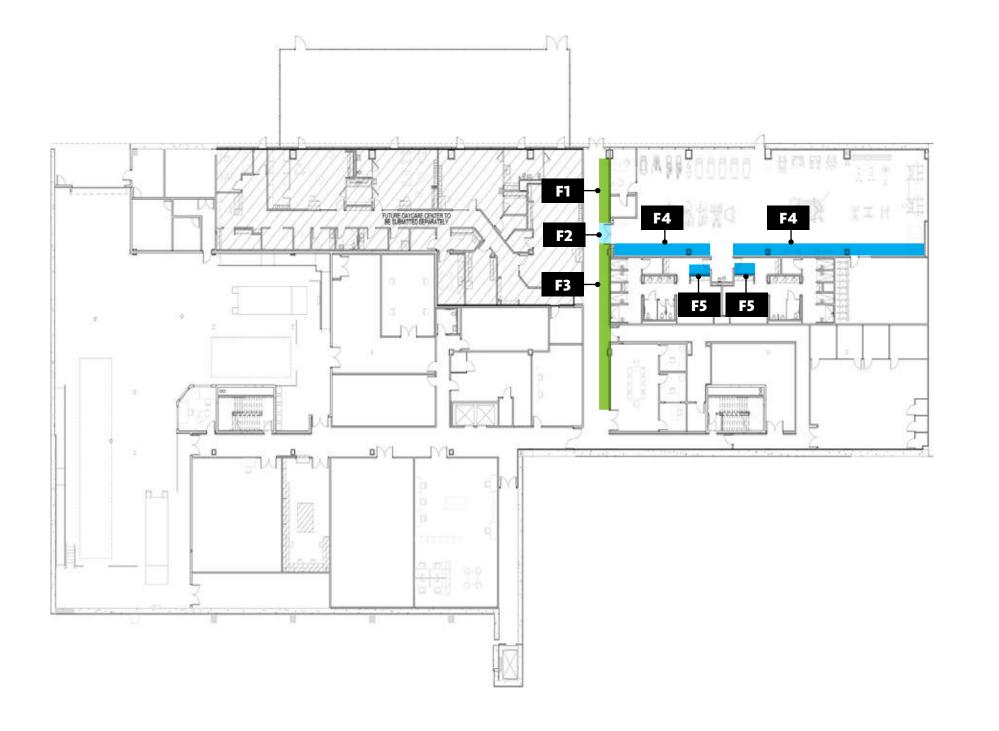
# **LEVEL 02 & 03 : BRAND OPPORTUNITIES PLAN**







# **GARDEN LEVEL: BRAND OPPORTUNITIES PLAN**



- Glass Graphics & Distraction Markers
- Wall Graphics
- 3D Signage

### **CONFERENCE EXHIBIT**

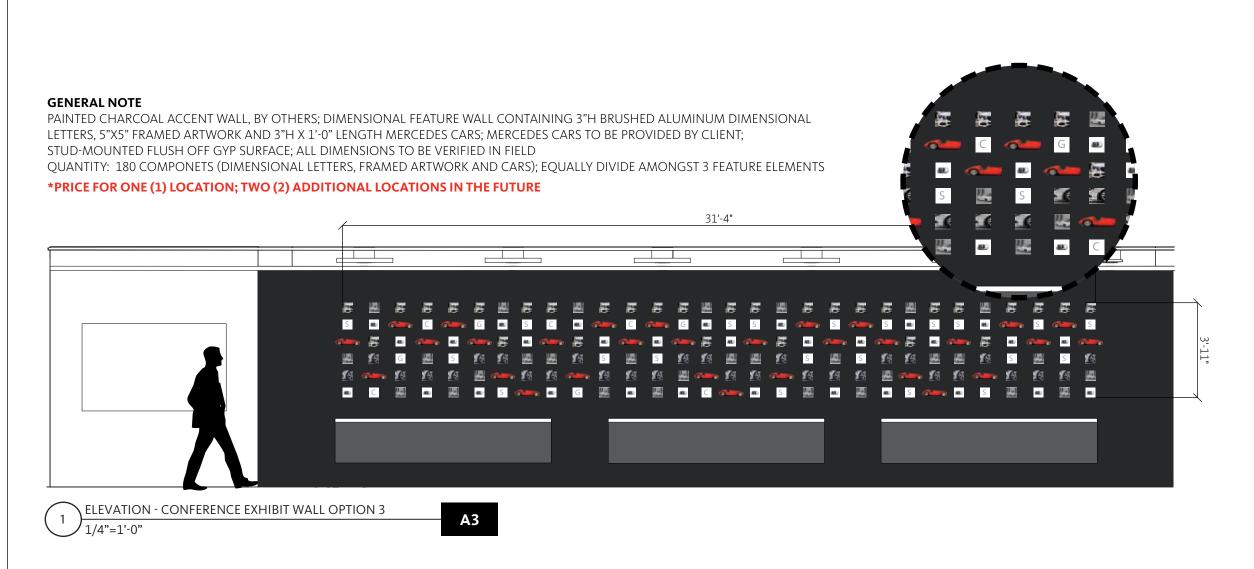


### **KEY PLAN**

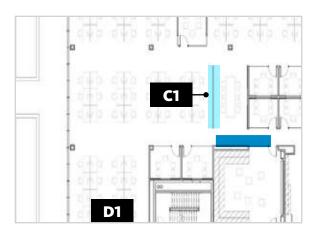




**PRECEDENT IMAGERY** 



### **WORKPLACE GLASS DISTRACTION MARKERS - LEVEL 01**



### **KEY PLAN**

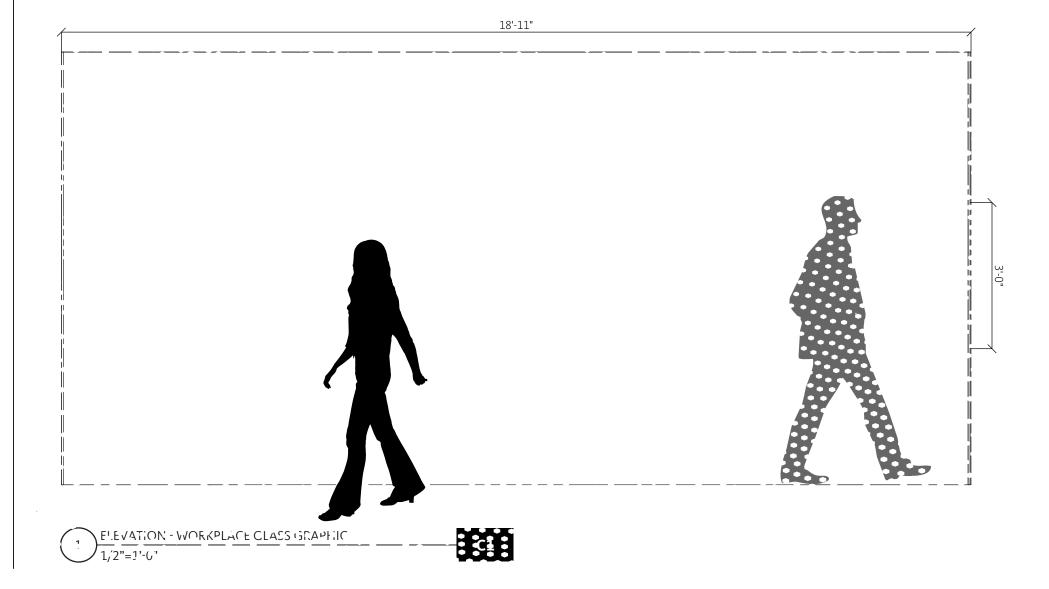


PRECEDENT IMAGERY

PRECEDENT IMAGERY

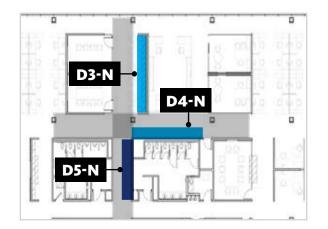
### **GENERAL NOTE**

CUSTOM 3'-0" OPTICALLY CLEAR FILM BAND WITH TRANSLUCENT WHITE PRINTED ARTWORK; SET AT 70% OPACITY LEVEL; APPLIED TO SECOND SURFACE; VECTOR PATTERN TO BE PROVIDED BY DESIGNER; ALL DIMENSIONS TO BE VERIFIED IN FIELD; VENDOR RESPONSIBLE FOR ALL GLASS WALL PREP REQUIRED FOR A FULL & COMPLETE INSTALL



### **WORKPLACE BRIDGE - BRIDGE WALL GRAPHICS**

**NORTH WING: LEVEL 01, 02 & 03** 



**KEY PLAN** 



**PRECEDENT IMAGERY** 











22'-0 1/2"

D3-N



ELEVATION - WORKPLACE BRIDGE WALL GRAPHIC LEVEL 01

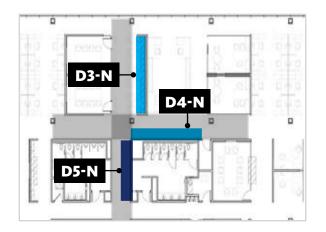
#### **GENERAL NOTE**

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### **WORKPLACE BRIDGE - RESTROOM WALL GRAPHICS**

**NORTH WING: LEVEL 01, 02 & 03** 



**KEY PLAN** 



**PRECEDENT IMAGERY** 





D4-N

ELEVATION - RESTROOM WALL GRAPHIC LEVEL 01

### **GENERAL NOTE**

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