CASE STUDY



An engaging and cohesive brand presence, enhances the visual environment.









CLIENT -Linde North America

LOCATION -Houston, TX

ROLE -Creative & Production Lead

SCOPE - Concept, Design, Fabrication, Installation

DATE -2024



CHALLENGE

Transform conceptual branding elements into functional furniture.

Reinforce Linde's brand identity clearly and effectively in the physical environment.

GOAL

Create a unique, visually cohesive, brand-aligned and physical display piece to be staged in a national testing laboratory. Incorporate products and themes associated with brand.

Evoke curiosity, awe resulting in memorable experience

Achieve high-quality manufacturing and final installation.

PROCESS

CONCEPTUALIZE

Brainstorm, exploring spatial arrangements, scale, and feasibility.

RENDER

Transitioned hand sketches into precise digital designs using software for accuracy, client review, and final approval.

FABRICATE

Translate digital models into physical elements, ensuring adherence to specifications, quality, and timelines.



MATERIALS

Prototyping and research on this project was critical because it's the only one I've ever built. I engineered the base to light but durable, with no fear that it might fail in the future.

- 4' x 6' Glass Panel (12.7mm)
- Router Cut MDF
- Aluminum Composite Panel
- Paint matched Gas Cylinders

EQUIPMENT

• HP Latex 360 Printer • CNC Router • Power Tools

SOLUTION

The finished Conference Table provides an engaging and cohesive brand presence, enhancing the visual environment and creating immediate recognition for both staff and visitors.









By clearly reflecting Linde's corporate identity through thoughtfully designed and strategically placed elements, the installation fosters a sense of pride among employees and leaves a strong, lasting impression on guests and stakeholders.