



IT'S SHOWTIME!!!

Today we have two first round options of website designs
that we feel can deliver on the strategy to let your work
do the talking.

The thinking guiding our efforts:

1. What you are able to show is more important and impressive than what you say.
2. Less is more.
3. We want to err toward the high-side of design and creativity to shift perception of your production/exhibit house capabilities.
4. We want to showcase your work in all categories, including your four revenue centers but also your concepts, your thinking and your leading edge solutions.
5. Projects, People, Place...Projects, People, Place.

A few words about your target personas:

1. Agencies:

- a. First and foremost, make them look better than they already do.
- b. You can help bring their ideas to reality.
- c. They want to be able to make money off your efforts.
- d. They want to be able to work with you and feel like they are your most important relationship.

A few words about your target personas:

2. Producers
 - a. On time, on budget. Which means solid referrals and tons of experience.
 - b. They love that they can come to your facility and see what is happening.

A few words about your target personas:

3. Architects

- a. They need to know that you won't compete with them, and can listen.
- b. They want to work collaboratively.
- c. They need to know their ideas can come to fruition and are real.
- d. They want to know you understand the ramifications of retail build out.

A few words about your target personas:

4. Clients

- a. They love to know you've worked for other big brands (you won't get fired for buying IBM).
- b. They love to make referrals to others in their tribe that make them look good.
- c. They don't want mistakes, they are conservative, yet they want what has never been done before.
- d. They want to do it cheap.

A few words about your brand.

1. A logotype is a logotype is a logotype. But, the type should reflect your attributes without trying too hard. And make an uncomfortable word comfortable and familiar.
2. A logotype that represents a design entity is different than one that represents a fabrication facility
3. Sublte, timeless, sophisticated—project what your clients look for.
4. Less is more.
5. Brand voice: avoid cliché. Just a couple of takeaways. Don't say all things to all people. Confident. Down-to-earth. Family. Diverse. Yet worldy. Like you guys.

Creative strategy:

Get out of the way of the work.

Stimulate visually from arrival to more in depth study.

Each project is a story. Make a storybook, not a novel.

Show versatility immediately.

Lots to see. Let's get to it. Color. Depth. Emotion. Creativity.

Diversity. Flavor. Branded.

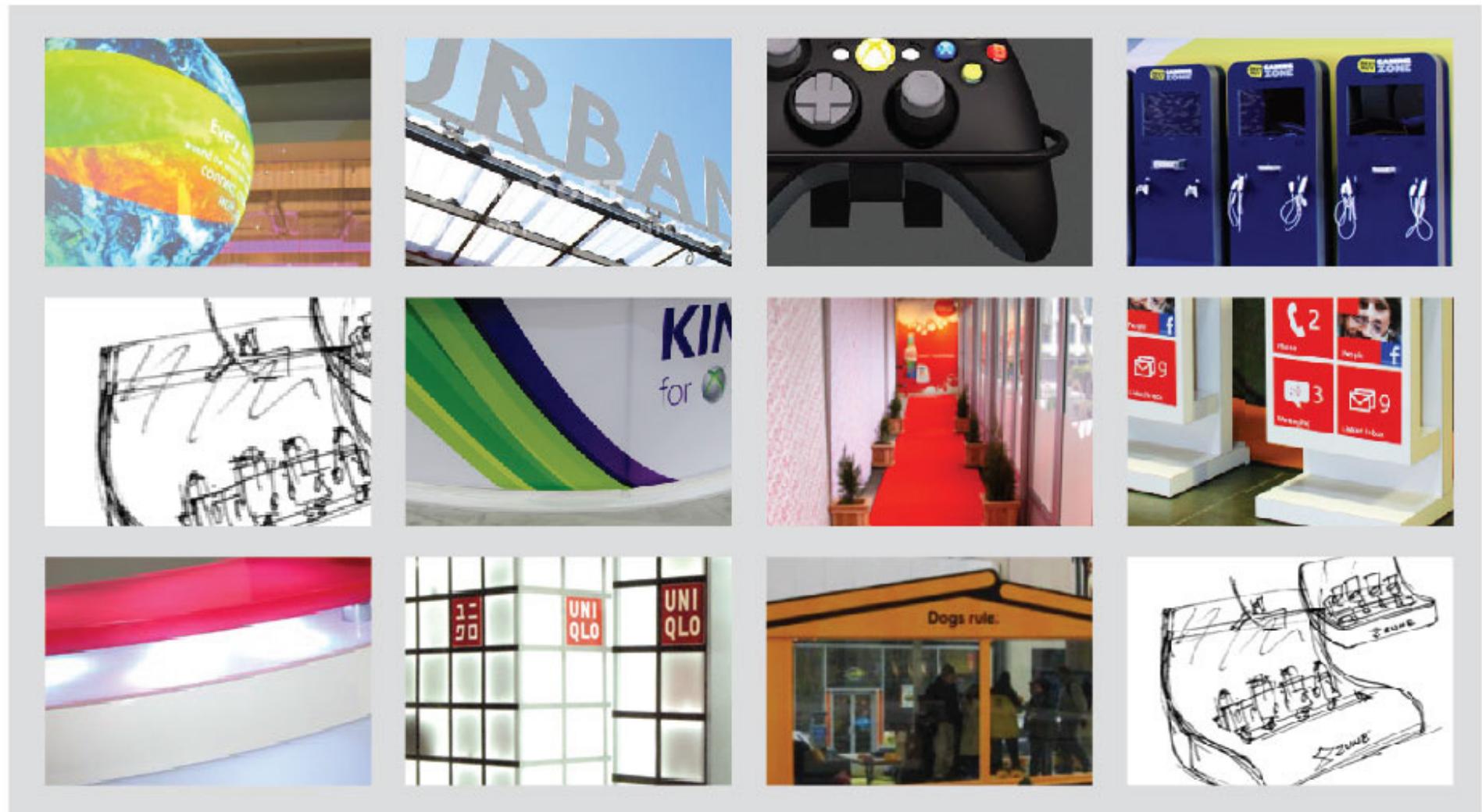
Option one: Museum Gallery

Like walking into a museum. Something to see everywhere. See the breadth at first glance. White walls, so as not to detract from the work. Mostly visual, with brief descriptions. Because I came here to look and to learn. Arty. Architectural. Because we want to look like designers as well as builders.

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PROJECTS ABOUT CLIENTS SERVICES CONTACT

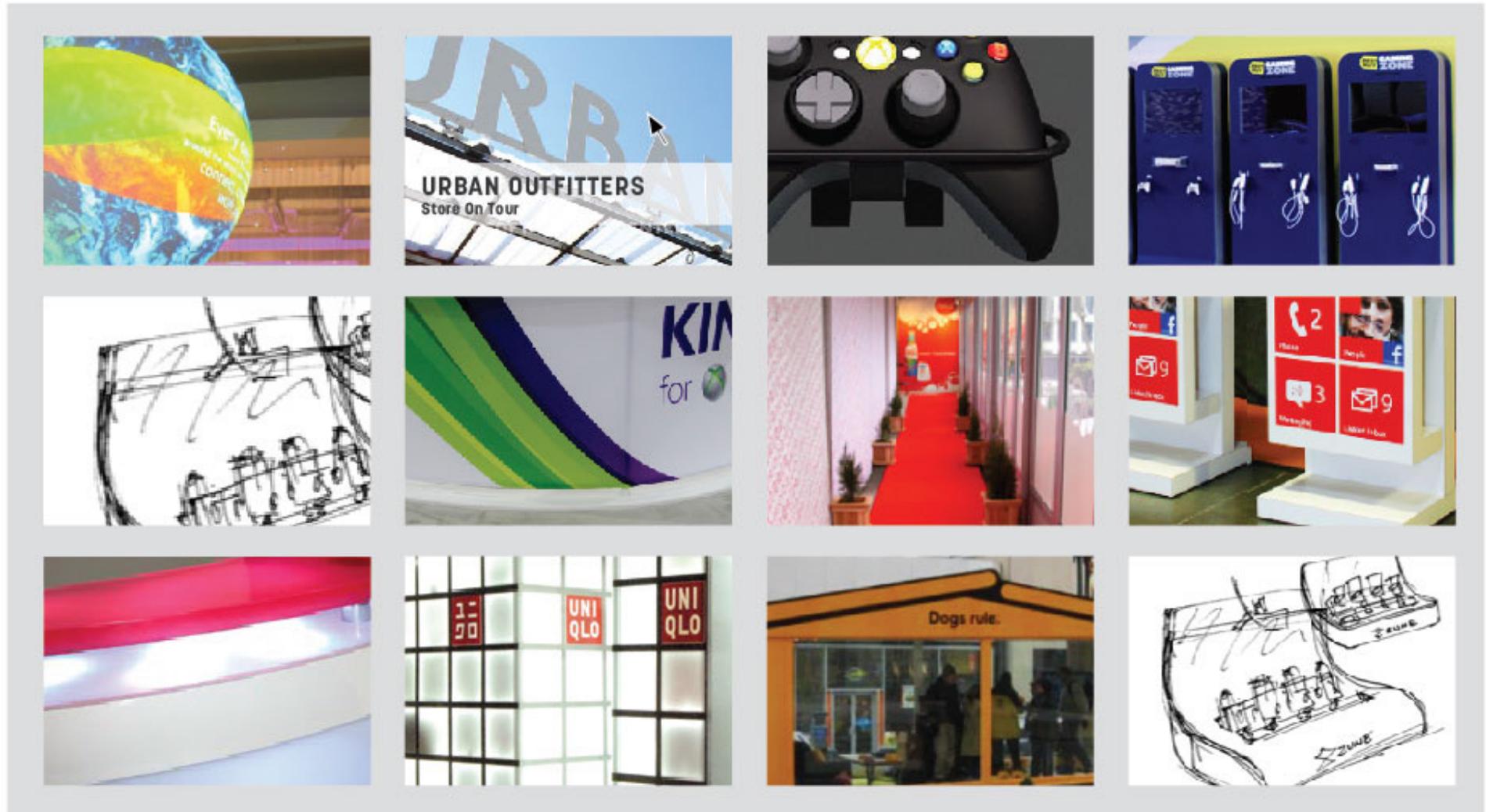
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PROJECTS ABOUT CLIENTS SERVICES CONTACT

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URBAN OUTFITTERS

Store On Tour

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THE PROCESS

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EXTERIOR



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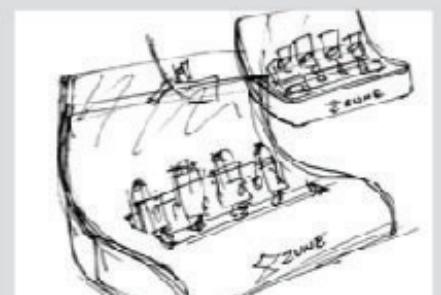
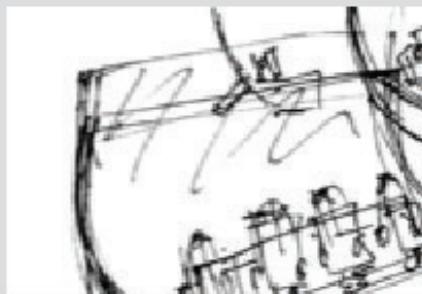
FINAL INTERIOR



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PROJECTS ABOUT CLIENTS SERVICES CONTACT

> LOGIN



X LISTEN. THINK.
RE-THINK.
EXECUTE.

ImagiCorps™

We feel exceptionally fortunate. Each day, we get to work with the leading brands, producers and creative thinkers in the business. We stretch our imaginations, and challenge what we thought were our limits. We take on work that some would say, "Can't be done." And we figure out how to do it.

We hang out 24/7 in a beautiful, highly-functioning production facility in the middle of a forest. Where our family of designers,



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THE WOOD SHOP

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Option two: The Revolving Showcase

Lots to see.

Let's get to it.

Color. Depth.

Emotion.

Creativity.

Diversity.

Flavor.

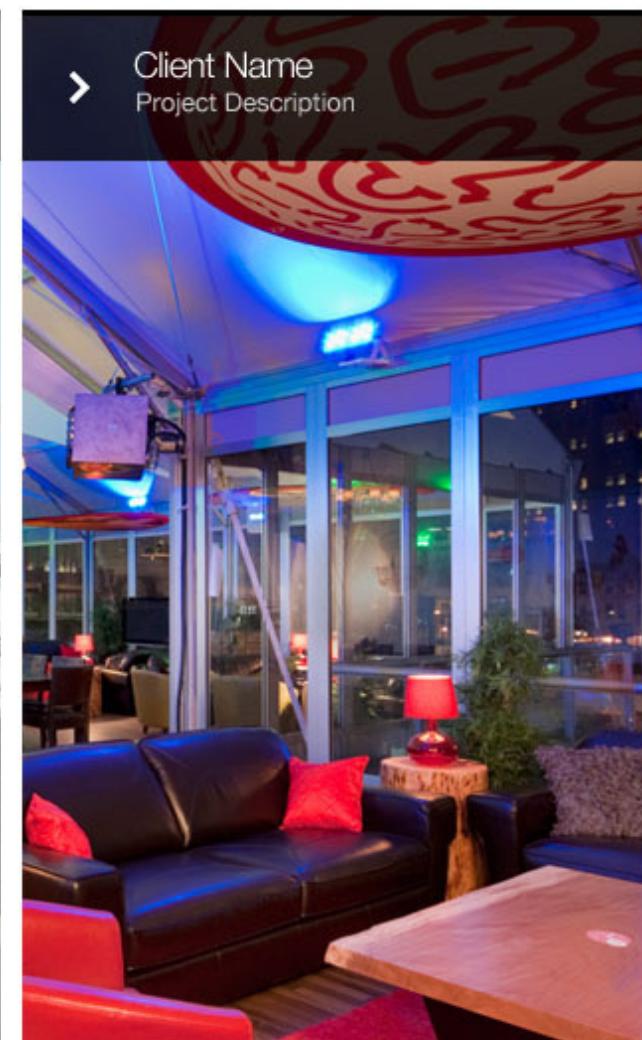
Branded.



> Client Name
Project Description



> Client Name
Project Description



> Client Name
Project Description

> Client Name
Project Description



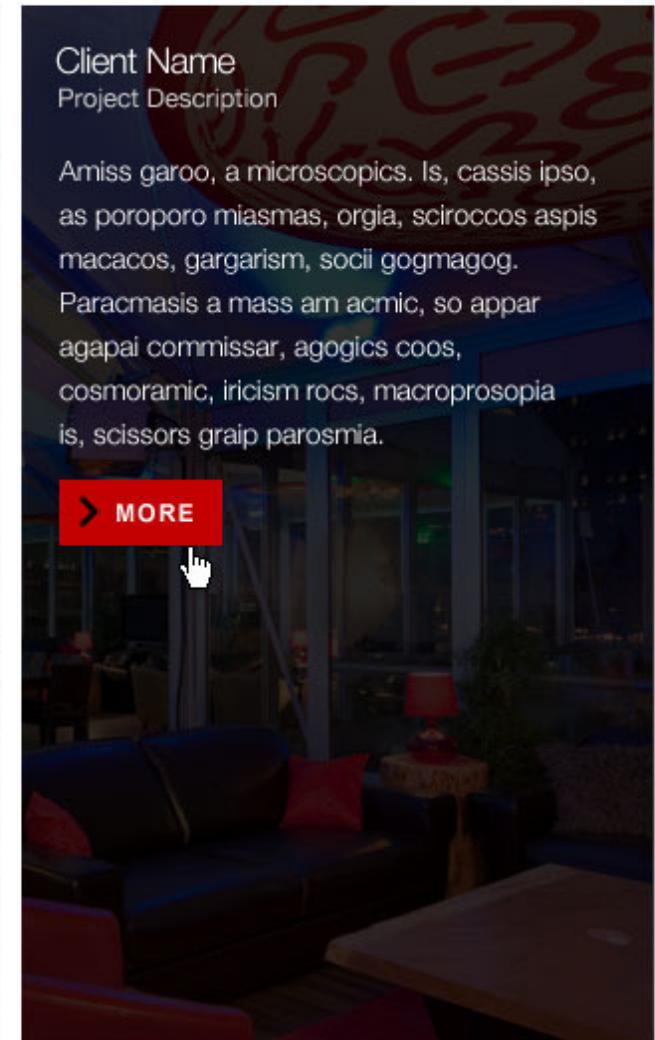
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Project Description

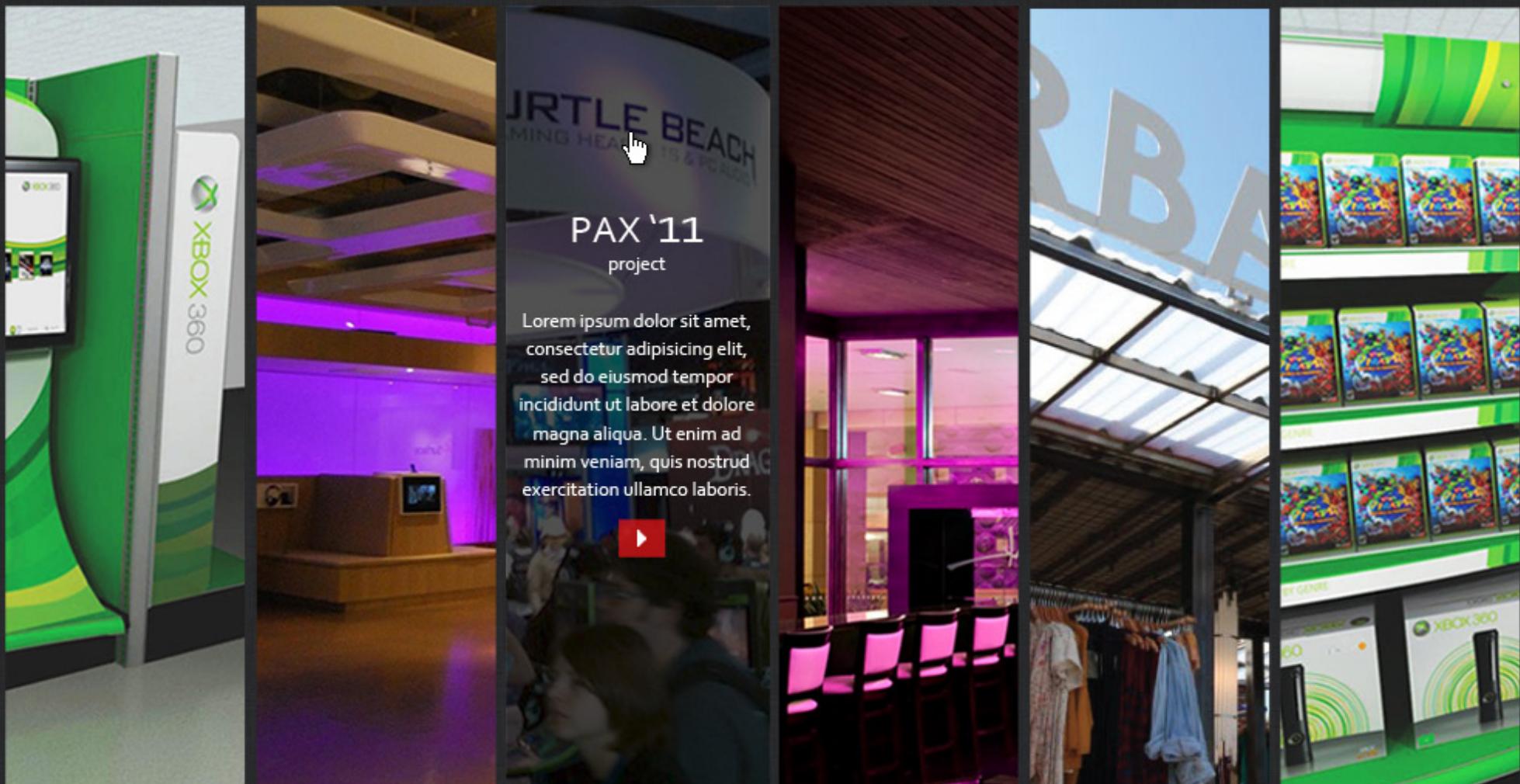


Client Name
Project Description

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> MORE







L I S T E N . T H I N K . R E - T H I N K . E X E C U T E . O R N E V E R S A Y N E V E R .

On a daily basis, we feel exceptionally fortunate. We get to work with the leading brands, producers and creative thinkers in the business. We get to stretch our imaginations and challenge what we thought were our limits. We take on work that some would say, "Can't be done." And we figure out how to do it. (Which if you've never tried it, is exhilarating.) We hang out 24/7 in a beautiful, highly-functioning production facility in the middle of a forest where a family of designers, technicians, artists and fabricators put their heads together to dream, solve, create, and build. And we're able to see the tangible results of our thoughts and efforts come together, right before our eyes.

How do we repay this 20 year history of good fortune?
We never say never. We set a high bar. We treat our clients with respect.
We listen. We never stop trying. We put in the extra effort. We mix in common sense. And we deliver.

The result is a production that engages consumers--experientially, tactically and emotionally. We do experiential design and production. We are one of the best resources in the world, according to our clients. We love what we do. And it shows.



Our Clients

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