

the Passion of Dynamic Environments



The "Portal Wall" at The Wisconsin Institutes for Discovery.

A beautifully integrated "gestural" media experience that delivers on the promise of the building. The Magic of Scientific Discovery.

Purposefully designing a branded culture and authentic storytelling programs into the DNA of a built environment.

The Passion of Dynamic Environments sheds new light on the important role that authentic storytelling will play in the architecture of next-generation built environments.

The ability to evoke an emotional response within a built environment is an art that is being perfected, continuously, by architects and designers alike. The role of Environmental Communications Design is becoming increasingly relevant to every phase of the design process, and new collaborations grow more creative and integrated by the day. At the same time, recent studies, such as the Million Story Building project at the University of Southern California, show that authentic, intentional storytelling within the built environment is more important, more sophisticated and more useful than ever.

Owners of all types of commercial structures from the football stadium to health care clinics share a deep desire that their buildings communicate important brand messages. For users of these environments, the invitation to connect to a brand and to other users, via an experience that is simultaneously personalized and shared, is crucial. Therefore, infusing the architectural DNA of a structure with culturally-branded stories is a critical link to the end-users' emotional acceptance of "place."

There is a subjective science to purposefully integrating visual brand elements into the navigation of the built environment in order to drive an emotional response. Re-imagining protocols to assist owners in featuring their stories, sharing their brands and reflecting their cultures throughout a facility experience is part of delivering a successful project.



Studio Logic.

A destination conference and creative meeting space that features a touch screen behind the circular center disk. The media can be revealed by rolling the disk along a track system in front of the back-lit dry erase glass surface. Historic Cream City brick was used to build the interior wall.

The role of the Environmental Communications Designer is a critical component to a successful integrated project delivery system. Purposefully defining and managing a brand integration program at the beginning of a project will inform a collaborative design process from Client to Architect to Engineer to Interior Designer.

Designing for measurable emotional outcomes is a key to success in designing for the next century.

From the successful integration of dynamic media, specialty exhibits, unique wayfinding solutions, interactive timelines, creative donor recognition and strategic entry-sequence design, designers, project managers and leaders within the practice of architecture are now taking exceptional interest in real-world applications of what has become a

standard requirement in today's commercial project world. Connecting people to people and people to the built environment.

At the core of every owner's decision to design and build a new facility lies the need to differentiate his or her business from the competition while providing an environment where staff flourish and bathe in a culture that is uniquely their own. Collaborating with an Environmental Communications Designer to create a signature "Visual Voice" within a built environment is the key to emotional connections coming to life in a space.

When a building can speak, it is no longer a building, it is a living organism. It is the creation of a compassionate collaboration of communicators all working towards one goal — connecting a human being to a space. The Architect, the Interior Designer and the Environmental Communication Designer come together to transform how we experience and connect to any built environment. Designing a comprehensive brand integration program is a very emotional exercise. Emotions drive behaviors. Our decision to buy a product or service is directly affected by the environment in

Our desire to connect to authentic experiences through the brands we associate with is stronger than ever.

which we come in contact with that product or service. The purposefully designed environment connects us to all things.

As our visual culture continues to evolve, our core emotional responses continue to evolve as well. Visual branding has become part of our built-in landscape and societal vernacular. As design collaborators and life long learners we must continue to embrace the idea of design as the central discipline of communication. Constantly changing media, technology and ever-evolving sustainable resources and requirements demand significant confidence from the design community in ways never imagined 10 years ago. We are stronger and more informed together. We are the future of our environments and together we significantly control the emotional outcomes of our culture.

The Miron Experience.

All of the purposeful exhibits, signing and media within the LEED Gold buildings consistently deliver on the company mantra of "transforming relationships" and "deepening a passionate commitment to the customer".





The Sub-Zero | Wolf Product History Museum.

Future retailers of Sub-Zero and Wolf products are taken back-in-time and immersed in the core values of Sub-Zero founder Westy Bakke. From the integrated media solutions to the fully-renovated historical products, the Sub-Zero | Wolf Experience echo's the phrase, "The Best Way to Predict the Future is to Invent It".



Mark Schmitz is the principal and creative director of ZEBRADOg, a leading Environmental Communications Design consortium and creator of environments and user experiences for major sports arenas, medical facilities and universities nationwide. He speaks regularly to business, industry, educational and athletic departments on the importance of infusing the built environment with storytelling solutions that are strategic, intentional, authentic and creative.

ZEBRADOg
DYNAMIC ENVIRONMENT DESIGN