

S I L O P O I N T

The Gold Standard 2009 Nationals Gold Winner

Sales + Marketing, IDEAS

May/June 2009

Sales Gallery at Silo Point - The challenge was to create a 4,500-square-foot space that informs and inspires prospects without overwhelming them. Aesthetically, the space is designed to reflect the gritty elegance of the building itself. Pipes and ducts are left exposed and key messages are painted directly on raw, 30-foot-tall concrete columns. Strategically, the space is made to feel like an art gallery. A series of mini environments make the information easier to absorb through videos, sculptural displays, interactive kiosks, a larger-than-life floor map, and a 9-foot scale model. Like that building itself, the Sales Gallery is bold, audacious and outside the ordinary.

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