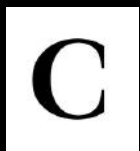




05

owned (*and
often overlooked*)

SPACES WITH SERIOUS BRAND POTENTIAL



01 the lobby IS YOUR FIRST IMPRESSION

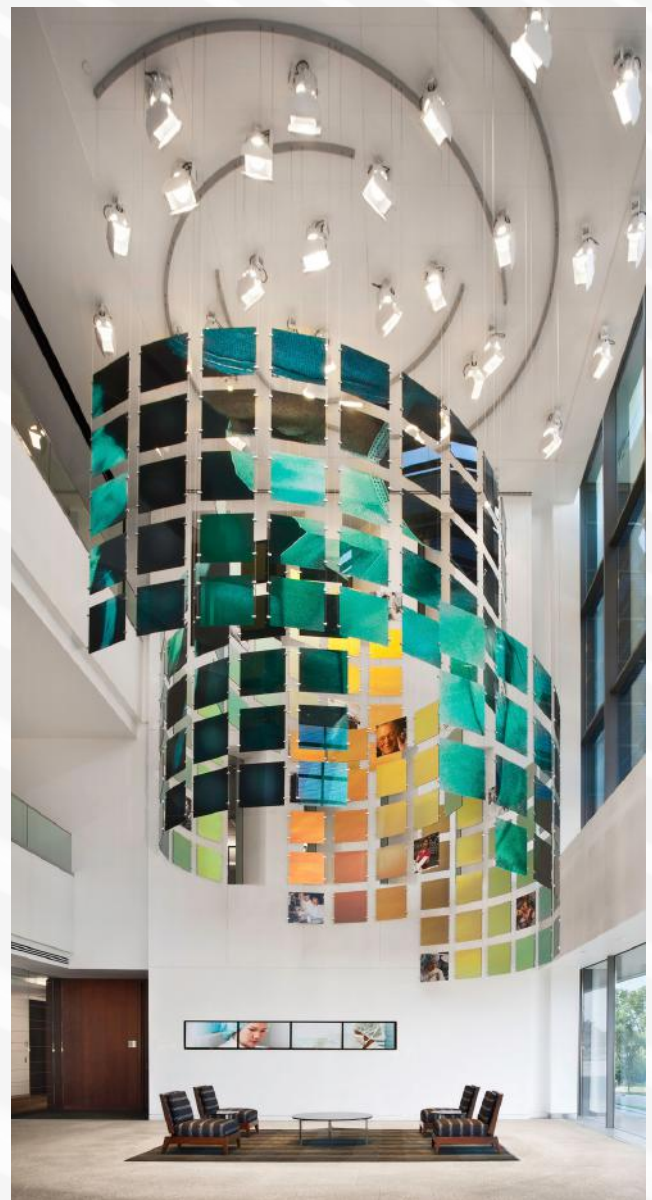
How most brands think about them:

Most lobbies are designed to get people in, oriented and on their way. Reception, seating, signage, maybe a branded wall. They handle arrival well. Beyond the logo, there is usually little that tells visitors anything specific about the company.

How experts think about them:

A lobby should establish the brand as clearly as it handles arrival. Scale, imagery and placement can tell visitors where they are and what matters here.

At St. Jude Medical, a suspended multi-panel installation fills the double-height atrium, using the full volume of the space to make patients and providers the focal point of the arrival experience.



02 meeting rooms

MADE FOR YOUR AGENDA

How most brands think about them:

Most meeting rooms are designed around the meeting. A table, enough chairs, a screen and the technology to present. Everything works, but the room rarely changes based on who is visiting or what they came to accomplish.



How experts think about them:

A meeting space should be built around the guest's agenda. Different conversations need different settings, from a formal presentation to a smaller working session or an informal discussion. In this executive briefing center, those settings live together, giving guests and hosts the right room for each part of the conversation.



03

product spaces

SHOULD TURN EXPLANATION INTO DEMONSTRATION

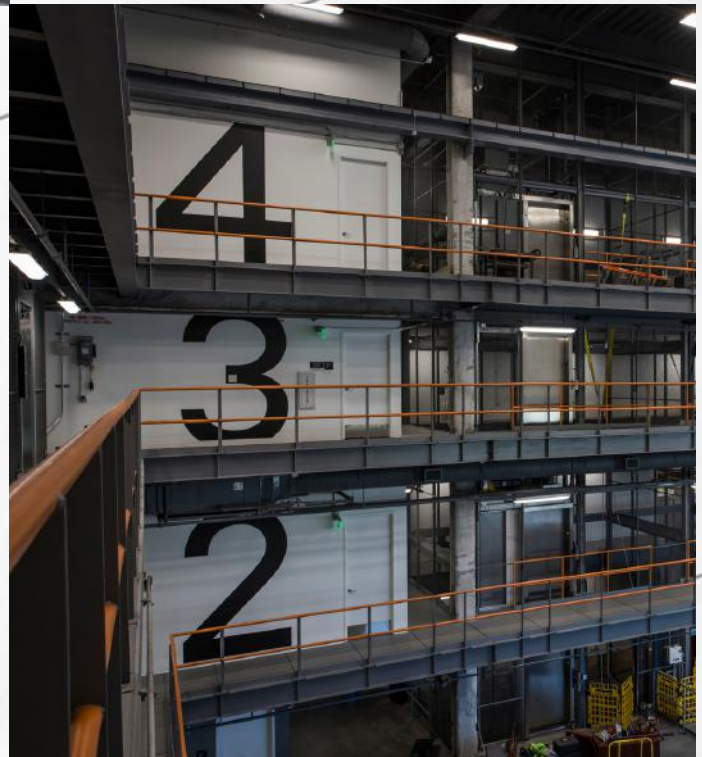


How most brands think about them:

Most showrooms are built to put products on display. A case near reception, a few samples, some information on a screen. They prove what the company makes, but rarely help a visitor understand how the product works or why it matters.

How experts think about them:

A showroom should help people understand the product, not just see it. The strongest ones explain how it works, how it changes over time, and what that means in practice. At TK Elevator, the Life of an Elevator wall walks visitors through the product floor by floor, with real components under glass and Equipment in Action screens above. A few steps away, the demonstration bay takes that story to full scale, letting visitors watch the equipment move between levels.



04 the office floor

IS YOUR BRAND AT WORK ...LITERALLY

How most brands think about them:

Most office floors are planned around headcount, desks, monitors and materials that hold up. The brand might show up on a wall graphic or a login screen. Otherwise, the space could belong to almost anyone, even though it's where employees spend most of their day.



How experts think about them:

Your office should feel unmistakably yours. Brand and culture should carry through the floor plan, furniture and spaces people use every day, giving employees a constant sense of who they work with, what the company stands for and what their work is helping build. Pictured here are our actual offices. We figured we should take our own advice.



05 the sponsored venue

TURNS PRESENCE INTO PARTICIPATION



How most brands think about them:

Most sponsorships start with visibility. The name goes on the roof, the gates and the ribbon boards. A suite gets a plaque. That can do plenty on its own. But when the brand stops at the signage, people know who sponsored the building without learning much about what the company actually stands for.



How experts think about them:

A sponsorship should do more than put your logo next to something people find exciting. The opportunity is to create excitement with what your logo stands for. At Mercedes-Benz Stadium, the product becomes part of the attraction. Fans see it, interact with it and encounter it throughout the building, so the excitement of the venue carries directly into the brand.



give your brand
MORE ROOM(S) TO WORK.

Every space your brand owns, occupies or puts its name on is an opportunity to say something about who you are. The best ones do more than look the part. They help people understand the brand, the product and the business.

If you have a space that could be doing more, reach out. Every space you've seen in this book was brought to life with Czarnowski Collective.

CONTACT US

C Z A R C O . C O M

