



CREATIVE WORKSPACE LOBBY

STREET LEVEL STUDIO DESIGN AND MARKETING AGENCY



INSPIRATION

Since the entry way is the first thing people see when they open the office doors, Street Level Studio wanted to be strategic about the impression this space made on clients and prospects—as well as on its design and marketing team. Finding a wallcovering that boldly declared the agency's creative philosophy and business values would be an ideal way to motivate and welcome everyone entering its unique workspace.

CREATION

The lobby serves as a preview for the agency's highly original and engaging work environment, so we designed a collage-style wallpaper featuring thought-provoking quotes, encouraging mottos, and evocative images all focused on creativity and inspiration. The surface design team based the arrangement of elements, type fonts, and color blocking on the agency's brand guidelines as well as the scale of the space.

EXECUTION

After digitally printing the wallcovering on an easy-to-clean, repositionable vinyl substrate, professionals installed it, working around the entry way's mechanicals to create a seamless accent wall. The finished effect provides a perfect counterpoint to the agency's award-winning "Welcome to Street Level Studio" video that is shown continuously on a flat-screen monitor set into a niche on the opposite wall.



2020 Gold Award winner
Print Media | Marketing Collateral/Branding
— Branded Wall Graphics category