



CASE STUDY PRODUCT INTEGRATION

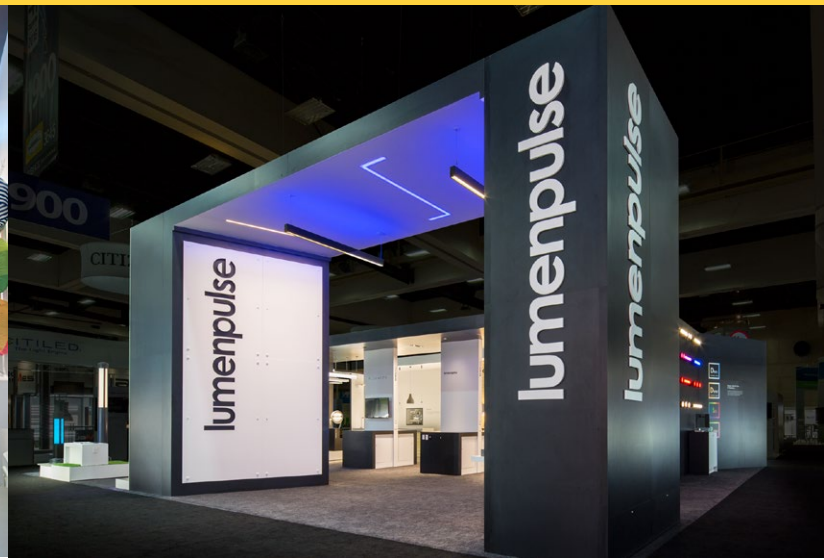
THE

CHALLENGE

The Lumenpulse Group develops innovative, high-performance lighting applications and fixtures for indoor and outdoor settings across a multitude of industries. They required an exhibit space that would accurately convey how their products work in real settings that end users would understand. To succeed, it was crucial that Lumenpulse's products were built into the exhibit structure, requiring a high level of collaboration and custom fabrication.

KEY DETAILS

- Real end-use scenarios
- Comprehensive product integration
- Streamlined wire management
- Complete pre-staging and advance wiring
- Best in Show at LightFair International
- Adaptable layout



THE SOLUTION

We developed a concept that fully integrated Lumenpulse's products into the design and engineering of the space. Early in our partnership, our team completed a product training at Lumenpulse's headquarters. By immersing ourselves in understanding their products, we set the stage for a successful and highly collaborative creative process.

Product accessibility and streamlined wire management were paramount in creating a smart design that supported the Lumenpulse team's on-site needs. Entire product systems were embedded into the structure, while still allowing back-end access for on-site adjustments.

We devised a modular design that not only meets the electrical demands of product integration, but also creates multiple end-use scenarios throughout the space. Individual environments showcase a diverse line of fixtures and lighting systems, assembling one cohesive and impressive overall brand experience. The layout is adaptable to many configurations without compromising any of the product functionality.

An exhibit space with so many complex electrical systems typically requires extensive union labor costs to install on the trade show floor. We invited the Lumenpulse team to a complete pre-staging at our facility. The product team pre-wired and installed all their products in advance of the first event, streamlining set-up time and minimizing costs.

The Lumenpulse design continues to receive high praise, and has won Best in Show at LightFair International, amongst many other notable accolades.