

## Millard Group Custom 20 ft by 20 ft Island



### Project Summary

Conservative and spectacular were the polar opposite requests from Millard. They needed to upgrade their image to reflect a repositioning in the market as a world-class mailing list broker/manager.

They had several critical needs: the exhibit had to hold many legal-size boxes in a storage space, it had to reconfigure from 20 x 20 to 10 x 20 to 10 x 10, it had to be manageable by their in-house personnel, and it had to impact powerfully on client perceptions of the organization.

Using the industry-leading Classic Modular laminate panel system we designed a central tower connecting two flanking short towers. The structure is unified with unique S-curve bridge headers, with brushed aluminum dimensional letters that spell out Millard's mission while making a statement of high quality.

The result? Barbara Bowen, project coordinator, reports to us often on the success of the display, now three years in the field.

### Project Budget

\$ 45,000

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