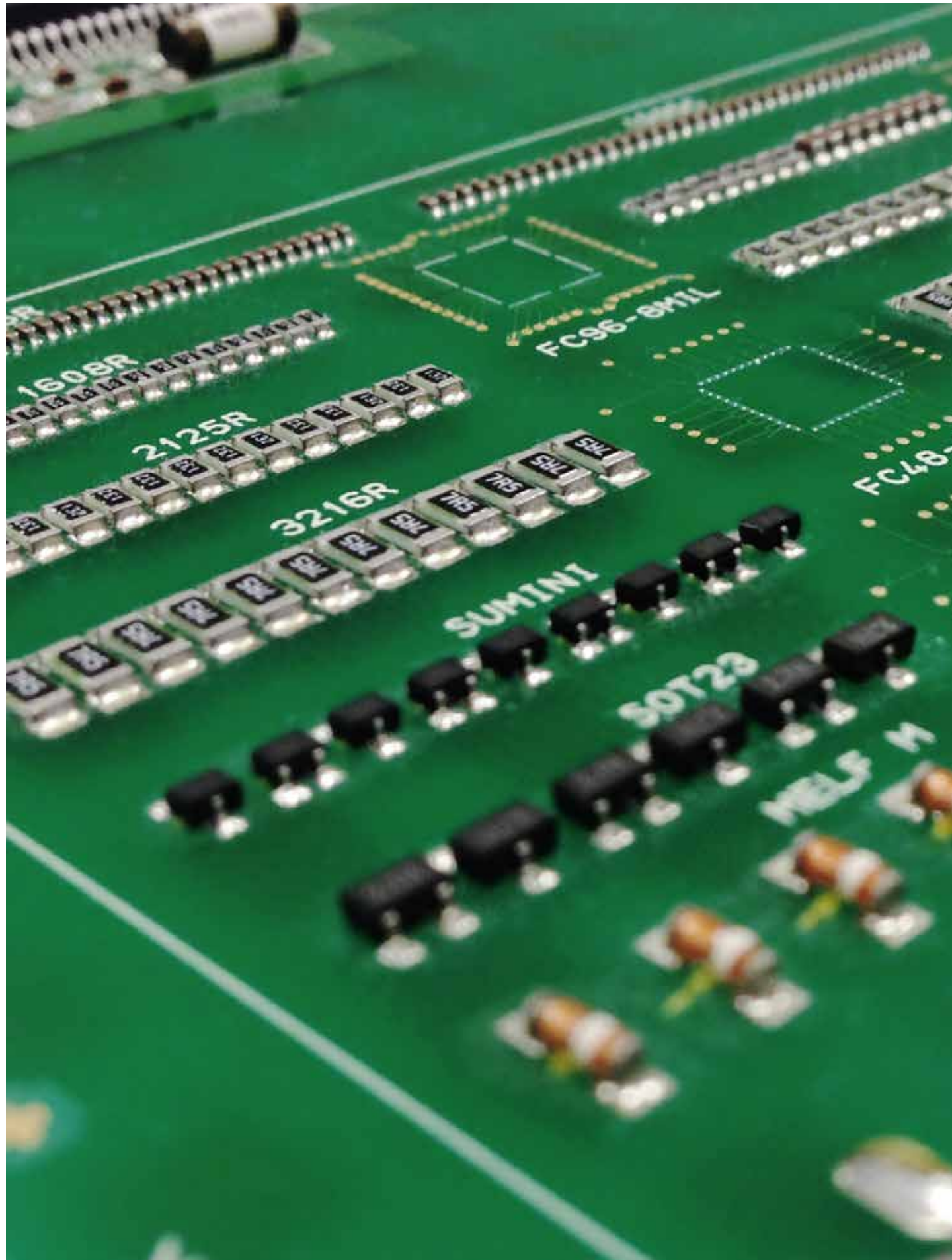


Fuji America

Proposal for Architectural Services, Exhibit Strategy and Design
September 23, 2015





11 East Madison Street Tel 312.456.0123
Suite 300 Fax 312.456.0124
Chicago IL 60602
USA

Gensler

September 22, 2015

Mr. Tony Picciola
Service and Software Systems Manager
Fuji America Corporation
171 Corporate Woods Parkway
Vernon Hills, IL 60061

Subject: Exhibit Strategy and Design, Fuji America

Dear Tony,

It is our sincere pleasure to submit Gensler's proposal for exhibit strategy and design with the goal of elevating Fuji America's position in the market as the thought leader on integrating the latest advances in SMT assembly from a range of complementary manufacturers.

We propose an action plan, collaborating with you and the Fuji America team, to create an exhibit strategy platform that will be the basis for delivering an extraordinary experience. Our goal: a transformative demonstration of nothing less than the factory of the future, with the hospitality comforts of a thoughtful and gracious host.

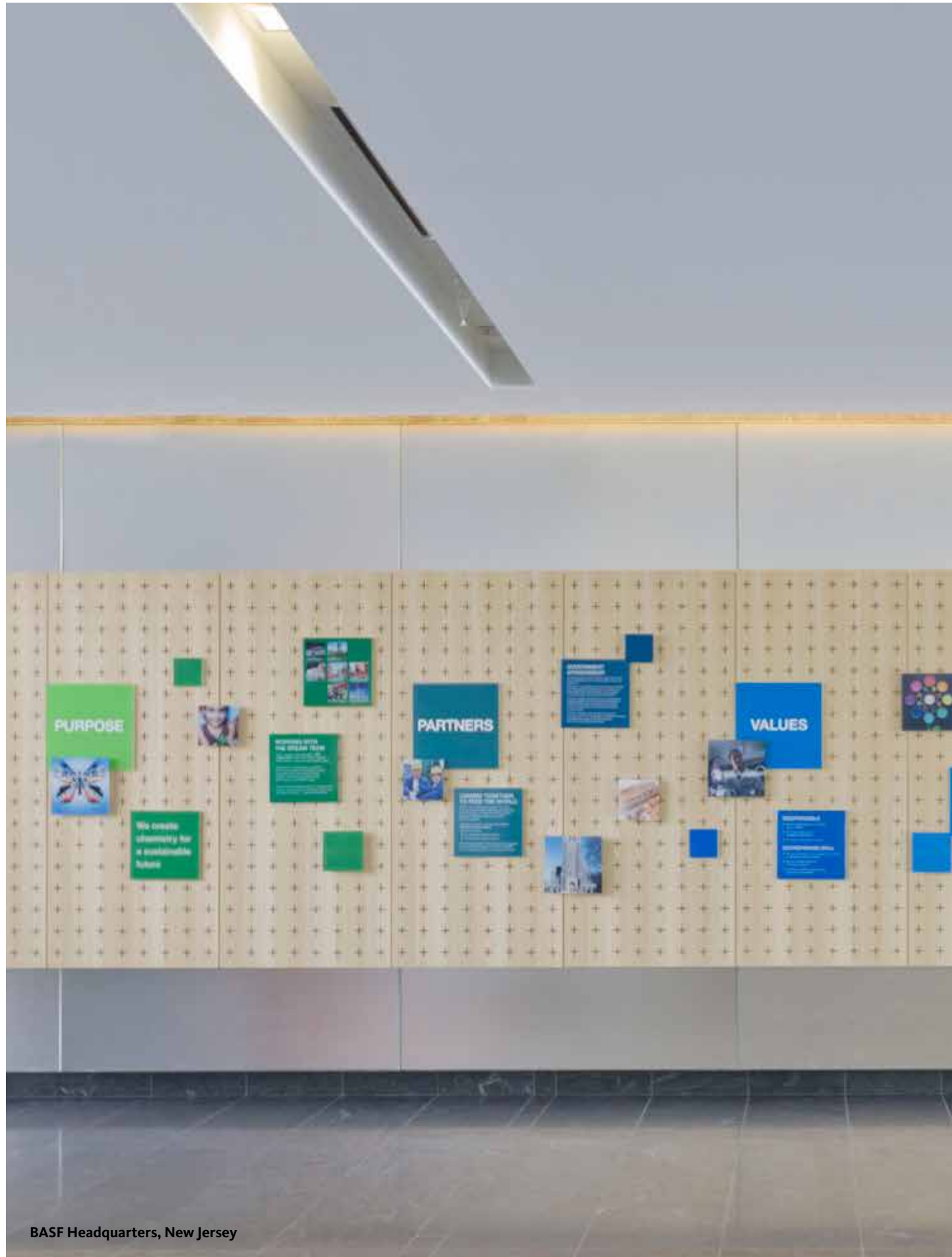
Our proposal is broken down into four phases that will provide a holistic approach and delivery, and leverage the knowledge built from one phase to the next. Phases 1 and 2 (Design Definition) will set the course for the project, while Phases 3 and 4 (Design Realization) will bring the design to life.

For this project, we have assembled a team of innovative designers and thinkers. This team has a wide range of brand design experience for clients in many sectors such as retail, real estate, consumer product goods and professional services. We're excited to pair our team's expertise with you on this design challenge. Together we can define and articulate Fuji's unique value proposition.

Thank you again for this opportunity, Tony. If you have any questions, please don't hesitate to contact me.

Sincerely,

Michael Shaub
Senior Brand Designer
(312) 577-6587
michael_saub@gensler.com



BASF Headquarters, New Jersey



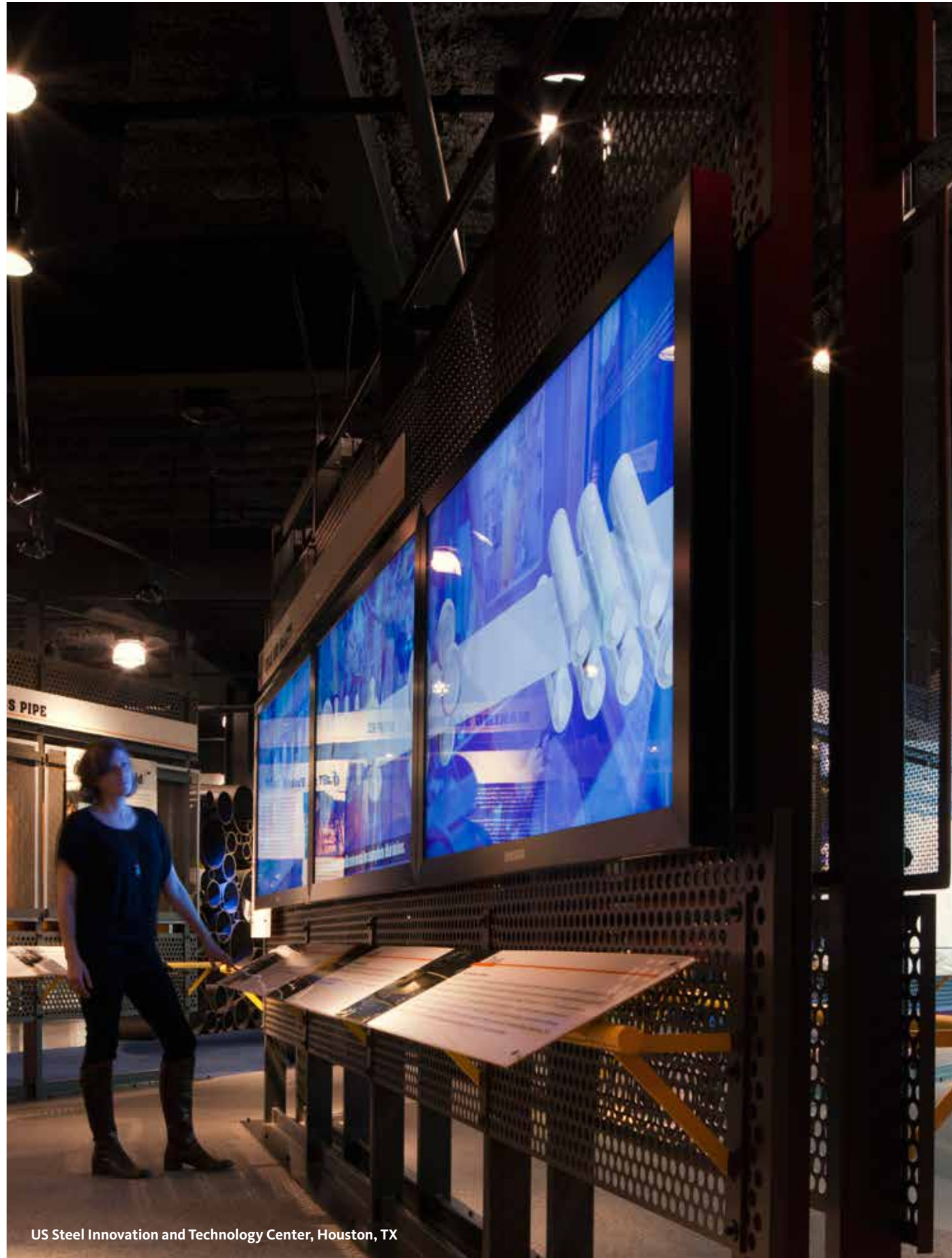
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US Steel Innovation and Technology Center, Houston, TX

The factory of the future...

For over 35 years, Fuji Machine Manufacturing has remained committed to creating, developing, and manufacturing the surface mount technology (SMT) industry's most innovative assembly solutions. Fuji continues to set the standards in the industry by introducing many innovative design and process firsts. This foresight and innovation have kept Fuji on the leading edge of SMT development.

Now Fuji has the opportunity to showcase these innovations by creating a tech showroom that truly mirrors the factory of the future and provides a physical space to teach its customers about the Industry 4.0 smart factory. The automation of assembly line processes is one of the main areas of change in manufacturing, defining the term Industry 4.0. Using advanced digital technologies on the shop floor allows machines to know how and when to reconfigure their tasks if they encounter an unexpected issue.

This customization-oriented production is less concerned with efficiency, and more focused on agility and responsiveness. This is truly transforming the manufacturing process from a patchwork of isolated silos to a nimble and seamless whole, fully integrated with the downstream and upstream production environment.

Fuji's desire to develop a space that communicates the characteristics of the smart factory is an exciting design challenge for the Gensler team. Creating an experience for Fuji customers, with an underlying purpose based in customer education, is a unique opportunity for collaboration that requires combining industry knowledge and innovative design. The team Gensler has put together for this project consists of young, highly talented, strategic thinkers able to develop an experience beyond a static, image based environment.

01

About Gensler

Gensler believes in the power of design to positively affect people, organizations, and communities on many different levels. Our philosophy centers on redefining what's possible, through design that's inspirational as well as performance-driven, and founded in the specific vision and aspirations of each client.

Gensler is a global architecture, design, and planning firm with 46 locations and more than 4,600 professionals around the world.

While we are a global firm, we are also a local firm with more than 400 professionals networked across Chicago, Lacrosse, Detroit, and Minneapolis, we serve our clients as trusted advisors, combining localized expertise with global perspective wherever new opportunities arise.

Gensler works with firms of every type—technology, professional services, financial, consumer products, and others. We work with local, regional, national, and global firms, giving all of them the benefit of our economy-spanning workplace and office real estate experience.

Integrating practices for innovation

Gensler's talented staff offers a wealth of specialized knowledge across a wide industry sector coverage. Through our 27 specialized practice areas, we deliver building and project types that meet our clients' needs around the world. Our collaborative, integrated approach blends the diverse knowledge of these specialties to explore new possibilities and give clients a competitive edge through fresh ideas.

Honors & Recognitions

Gensler is a multiple winner of the Business Week/Architectural Record Awards, the U.S. benchmark for business design innovation. The American Institute of Architects named us Firm of the Year, its highest award to a collaborative practice. The award recognized Gensler as "a model of a 21st century design firm." Engineering News-Record and World Architecture both rank us as the world's top architecture firm. In 2006, we received the inaugural Leadership Award of the U.S. Green Building Council. We are ranked among the top five firms in the world in the majority of our specialized practice areas.

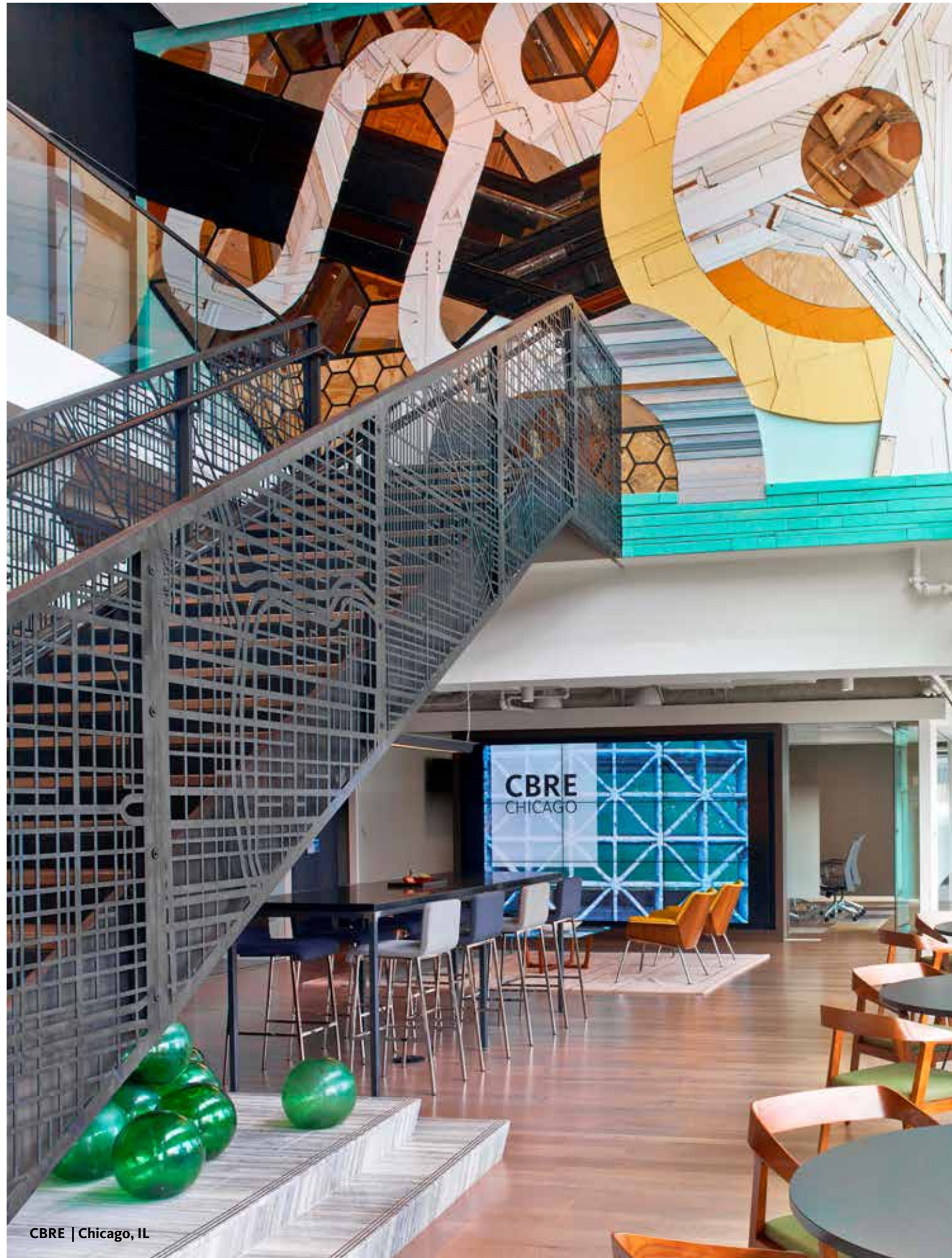
The Chicago office is the only firm to ever win both "Architect of the Year" and "Interior Design Firm of the Year" at the Greater Chicago Food Depository Real Estate Awards. We took both honors for 2009 and again for 2010. Most recently, we were named "Architect of the Year" for 2012.

Gensler Chicago

We opened our Chicago office in 1997, when the McDonald's Corporation approached us to design all of their corporate workplace facilities, beginning with the Oak Brook headquarters. They'd seen our design of the North Face store at the base of the Hancock Tower, and decided that we were a design firm that truly understood branded environments. In the words of their facilities team, they turned to Gensler because we are the "best in class."

Gensler has a long-standing tradition of going where our clients call us, and given Chicago's iconic standing in the world of architecture, we seized the opportunity. From that first commitment to McDonald's, we've devoted our passion, curiosity, and design skills to creating spaces that the people of Chicago are proud to call their own.

Our Gensler Chicago office has made its mark with our commitment to the community and building our local practice with our knowledge from around the globe.



CBRE | Chicago, IL

Brand Design Practice

Great brands connect. It takes a thoughtfully designed strategy to develop communication programs and branded environments that define, inspire, and engage consumers. Gensler's brand design practice provides a collection of specialist designers, strategists, and programmers to create a seamless user experience and unified brand impression.

Brand Design Service Areas

Environmental & Experiential Design
Digital Media Design

Strategic Brand Development
Visual Identity & Communications Design

Brand Design Capabilities

Environmental & Experiential Design

- Environmental Graphic Design
- Experience Concepting & Design
- Signage & Wayfinding Design
- Placemaking
- Exhibit Design
- Event Design
- Donor & Sponsor Recognition

Digital Media Design

- Content and User Strategy
- Immersive Digital Environments
- Interactive Kiosks & Directories
- Website/Mobile App Design
- Social Media Strategies
- Video Production
- Motion Graphics

Strategic Brand Development

- Visioning
- Research & User Engagement
- Brand Assessment
- Brand Positioning
- Naming
-

Visual Identity & Communications Design

- Visual Identity Systems/Logo Design
- Communications & Messaging Strategies
- Copywriting
- Brand & Identity Guidelines
- Brand Engagement Training
- Print Collateral Design
- Packaging Design



Patina | Dallas, TX

Approach to Exhibit Design

At Gensler, we understand how cultures, climates, and various architectural styles impact the acceptance of graphic messages.

In a permanent installation, the exhibit elements need to integrate seamlessly with the architectural context while drawing in and engaging with viewers. In a temporary or traveling exhibition, an exhibit must display a core message and personality regardless of surroundings, yet also be adaptable to a wide range of architecture and city cultures that will become its temporary home.

Our firm's complementary design services—architecture, interior, and retail—give us a unique perspective on how messages should be designed so that they engage the viewer, provide information in a logical sequence, and enhance the physical location where they are installed.

Psychology is an important factor in reaching your audience. The most exciting challenge in exhibit design is connecting with the audience so that they internalize and accept the messages that you are projecting. Our multi-disciplinary team brings perspectives that help us understand people. Graphic design helps us to communicate with diverse audiences; architecture teaches us how the audience experiences form; and retail shows us what motivates them to action. Gensler is unique in bringing this multi-disciplinary background to this project to help you understand how to reach, and affect your audience.

Gensler's strength also lies in the implementation process. Our follow-through capability is the best in the industry. We work closely with our clients and fabricators until the final component is installed to our client's satisfaction. We take pride in not only creating outstanding designs, but also in making them a functional, cost-effective reality. We know a project is not complete until it is well-received by its intended audience.

2M+
sf of exhibit space
designed worldwide



Project Understanding

Fuji America is renovating the 5,000 sq.ft. technology showroom at the corporation's North America headquarters in Vernon Hills, Illinois. Fuji's North America team is seeking a partner to develop an exhibition strategy, environmental graphics, and identify possible digital design opportunities and architectural interventions to enhance the showroom experience. The final design should look and feel like the factory of the future.

After completing a walkthrough of the headquarters, the areas of work to be addressed include the:

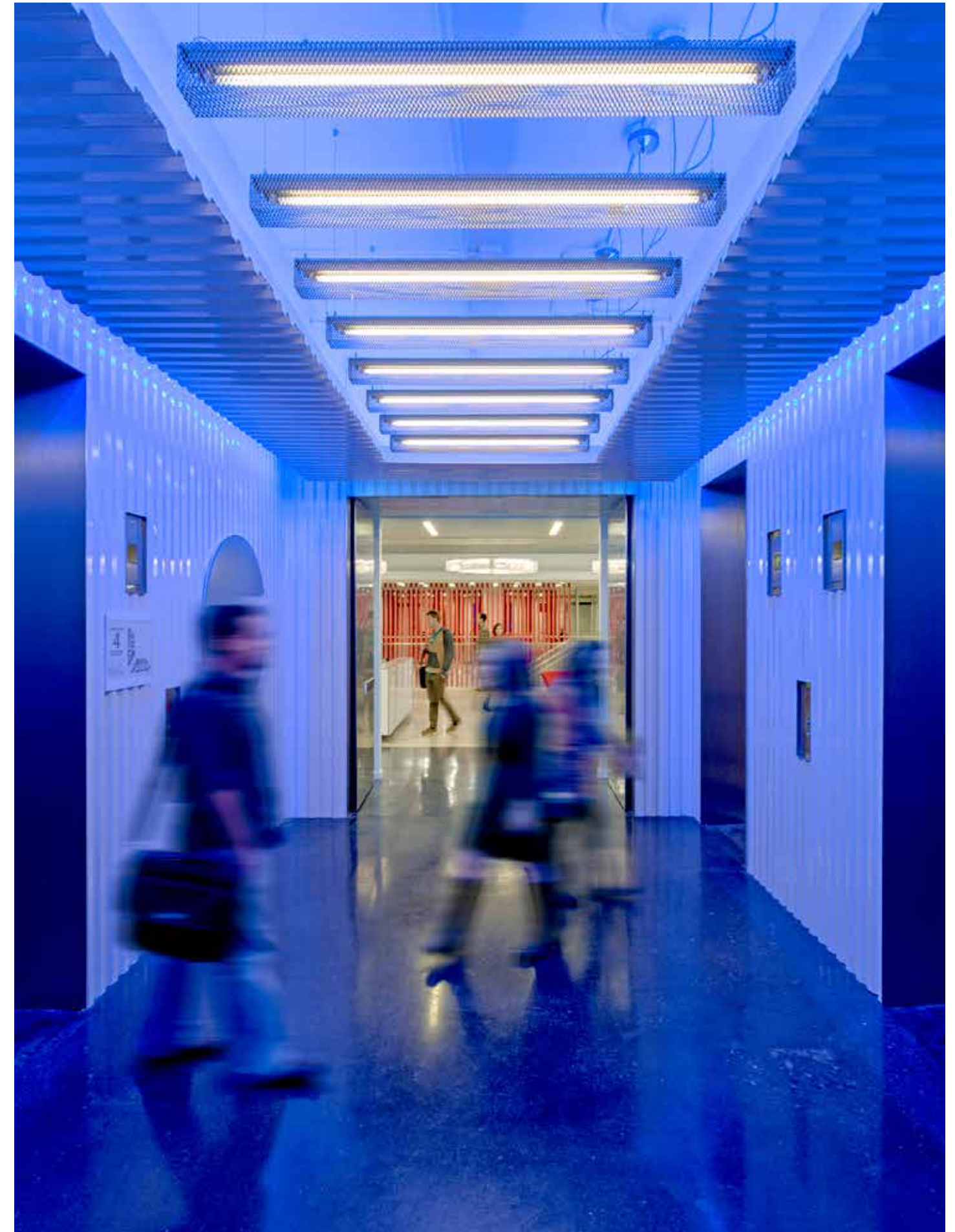
- Technology showroom.
- Lobby and reception.
- Lobby pantry.
- 2nd floor conference room overlooking the technology showroom.

The project will be completed in four phases. In Phase 1, the Gensler team will immerse itself in the Fuji brand to understand tone, voice and the brand's design standards; meet with key stakeholders from the Fuji team to discuss the vision for the project; develop floor plan and traffic flow options to effectively and efficiently use the space; and present two story line concepts to guide the design of the project.

Based on the approved story line, Gensler will then produce a Schematic Design package in Phase 2 that will refine the recommended floor plan for the showroom; provide recommendations for font, color palette and finishes; and create concept sketches for all of the defined areas. Based on the approved design direction, Gensler will refine design fees and budget costs for Phases 3 and 4.

Fuji can then review these costs and determine the scope for subsequent work, based on their budget. Further refinement of the chosen design will be completed in Phase 3 using content provided by Fuji, and design implementation and installation will occur in Phase 4.

Gensler will provide recommendations for fabricators and General Contractors to complete fabrication, installation, demolition and build-out of the space. Gensler can also provide copywriting, photography, digital design services and video production services if required. Contracts for additional services will be presented for review for these services.

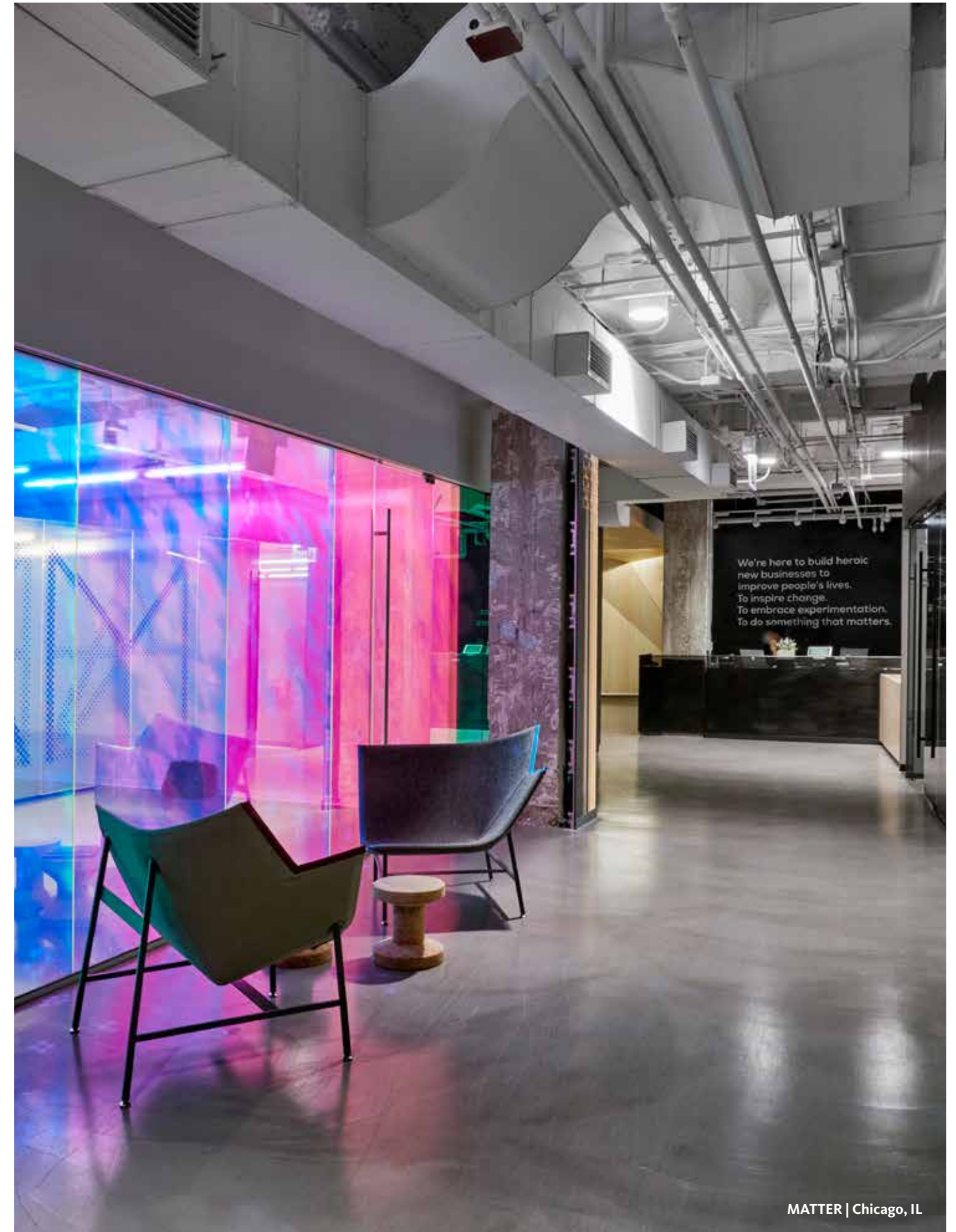


Project Approach

We don't have a single process. We have many. From nearly 50 years of working with clients, we've learned that no two organizations are exactly alike. While issues and goals may be similar, the unique working styles and cultures of our clients drive us to remain flexible and open-minded in our pursuit of the right solution. Everything we do is informed by a well-defined set of working principles and a wealth of real-world experience.

- We don't work in a vacuum—we form a single team with the client.
- We strive towards simple and elegant articulation of our ideas.
- We clearly communicate our work with you through the deliverables we create.
- We immerse ourselves in your culture and brand
- We adopt a user-centric approach towards everything we create.

Above all else, Gensler's brand design practice area leaders are storytellers. We place storytelling at the top of the design process. As visual communication designers, we use words and images to orchestrate compelling experiences that foster confidence and connections and lead to both destinations and illuminating moments. Gensler creates solutions from the inside out, translating essential interior functional requirements into environments that bring people, technology and work processes together for the greatest return to the organization.



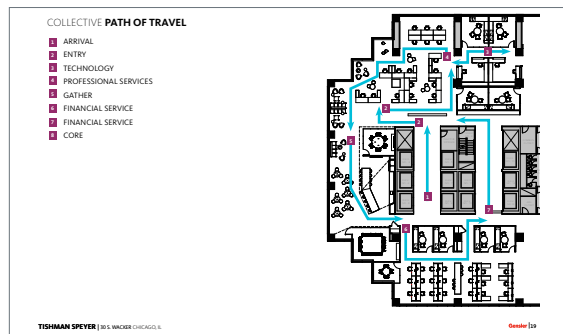
MATTER | Chicago, IL

Phase 1 Immersion, Visioning & Story Development

The purpose of immersion and visioning is to develop a clear understanding of Fuji's goals for the space, the ideal customer experience, digital engagement opportunities and Fuji's preferred design aesthetic. From this Gensler can then make recommendations for content strategy, space planning and traffic flow, and develop design drivers guiding future design decisions.



Visioning



Visitor Flow

OBJECTIVES

Immersion: Prior to the Visioning Session, Gensler will request and review brand assets to become familiar with Fuji's existing brand experience.

Visioning: Gensler will conduct a Visioning Session with key project stakeholders and the Gensler project team to understand the aspirations for the showroom by discussing the following:

- Define and understand the program (content) strategy and marketing objectives.
- Define and understand various target audiences and their motivations/expectations.
- Complete a visual listening exercise to become familiar with the design aesthetic and expectations for the final showroom.
- Review and discuss existing assets (images, digital media and content) to define new assets needed to be created by Fuji for final inclusion in text labels or in digital applications in the showroom.
- Discuss architectural interventions beyond the showroom that could create a more holistic experience for customers.

Story Development: Based on the Visioning Session, Gensler will produce a document that includes:

- Two (2) potential story lines driving the overall vision for the project, eg. future vs. historical.
- Two (2) floor plan and traffic flow options for the showroom that include programming for the space and digital engagement opportunities.
- Summary of visual listening exercise defining Fuji's preferred design aesthetic.
- Summary of architectural opportunities.

One story line will be chosen by Fuji during review for further refinement in Schematic Design.

DELIVERABLES:

- Story Development Document

MEETINGS:

- 2-hour in-person Visioning Session with key project stakeholders and the Gensler project team
- One (1) online meeting to review the Story Development Document

SCHEDULE:

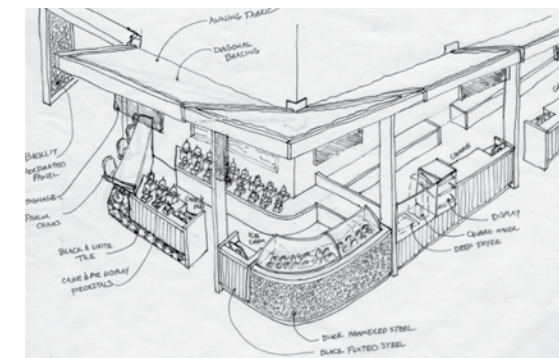
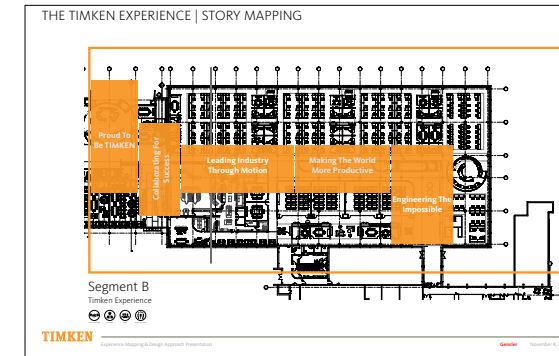
3 weeks

FEE:

\$20,000

Phase 2 Schematic Design

During the Schematic Design phase a Schematic Design package will be produced with the final story line selection, showroom floor plan, color and font palette, image style and digital design decisions. The final deliverable during Schematic Design is a presentation holistically setting the design parameters of the space and a content engagement strategy.



Pages from Schematic Design Presentation

OBJECTIVES

Based on the story line selected, Gensler will produce a Schematic Design package with two (2) design concepts with varying levels of digital engagement, to be presented halfway through the phase. During this review, one (1) design concept will be chosen for further refinement.

The final Schematic Design package will include:

- Refined content strategy, and look and feel images associated with that strategy.
- Floor plan for the showroom that includes machine placement, content locations, digital locations and customer experience pathway.
- Color palette, font and image styles, materials and finishes associated with the chosen concept.
- Graphic design examples for typical environmental graphics and text labels.
- Concept sketches and design elevations for each area defined on the floor plan.
- Schematic floor plan showing reception lobby, lobby pantry, large conference room and technology showroom.
- Up to (2) two conceptual materials palettes for architectural finishes.
- Concept imagery for architectural treatments.
- Ancillary furniture selections for lobby and pantry.

During this phase, an exhibit fabricator and general contractor will be engaged in order to prepare budget pricing for exhibit fabrication and installation, and construction demolition and build-out.

DELIVERABLES:

- Schematic Design package
- Preliminary construction/fabrication pricing

MEETINGS:

- One (1) in-person presentation to review Schematic Design package
- One (1) online meeting to review revisions
- One (1) online meeting to review fabrication estimates

SCHEDULE:

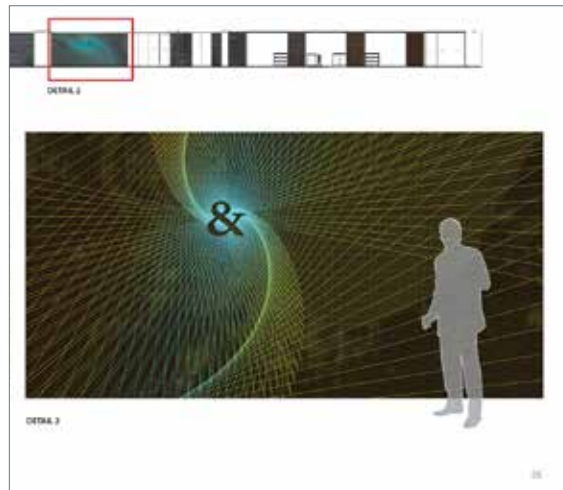
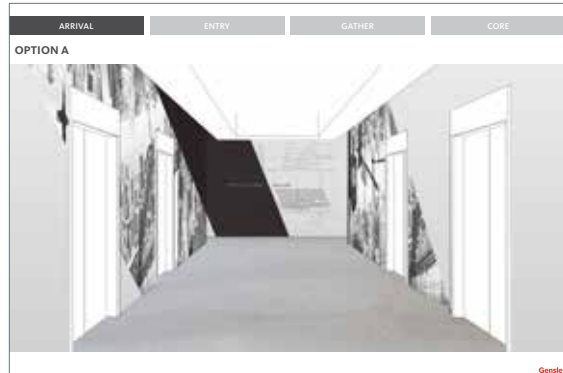
5 weeks

FEE RANGE:

\$40,000

Phase 3 Design Development

The Design Development phase is marked by completion of a Design Development document that defines all aspects of the final space design. This includes final floor plans, graphic design treatments, design elevations, materials, finishes, lighting requirements and digital design parameters.



Page from Design Development Document

OBJECTIVES

During Design Development, Gensler will work with Fuji to finalize static and digital content for the showroom, fully develop the approved concept design, produce scale drawings for all environmental graphic design elements, provide typical designs for all standardized labels and signage, and produce design intent drawings for any build-out required in the tech showroom.

The Design Development package will include:

- Floor plan for the showroom that includes machine placement, content locations, digital locations and customer experience pathway.
- Color palette, font and image styles, materials and finishes
- Design elevations for all walls and other design interventions in the space.
- Graphic design for typical environmental graphics and text labels.
- Refined floor plans indicating architectural treatments in lobby, pantry, large conference room and tech showroom.
- One (1) refined architectural materials palette.
- Interior elevations and details for key design elements.
- Lighting fixture selections and reflected ceiling plan indicating proposed modifications.
- Refined ancillary furniture selections for lobby and pantry.

Fuji is responsible for all content and images required to complete graphic and digital design. Gensler will use placement text and images during the design phases to supply ideal word counts and image resolution size. A contract can be provided for additional services related to content development if required.

During this phase, an exhibit fabricator and general contractor will be engaged in order to validate the budget pricing for fabrication and installation based on developed design work.

DELIVERABLES:

- Design Development package

MEETINGS:

- One (1) in-person meeting to review Design Development package
- One (1) online meeting to review revised Design Development package
- Up to three (3) online content revision review meetings, if required

SCHEDULE:

8 - 10 weeks

FEE RANGE:

\$50,000 - \$75,000

Phase 4 Design Documentation & Construction Administration

Gensler will manage the project through fabrication and installation. We will work with Fuji as an advisor during the bid process. Once a fabricator and general contractor is selected, we will work with them to answer questions, review samples and prototypes, and monitor quality throughout the process.



Bid Package



Material Review

OBJECTIVES

Graphic Design Intent Documentation: Based on the approved Design Development documents, and with Fuji's authorization to proceed, Gensler will provide design intent documentation drawings and specifications intended to be used for bidding and installation of environmental graphics.

Construction Documentation: Based on the approved Design Development documents, and with Fuji's authorization to proceed, Gensler will provide drawings and specifications intended to be used for constructing the project, including: floor plans and schedules, enlarged plans and elevations of special areas, reflected ceiling plans, power and communication plans, finish plans and schedules, design details, and specifications.

Bidding: Gensler will provide a list of three (3) appropriate exhibit fabricators and general contractors (as needed) for review by Fuji, manage the bidding process, answer any questions and provide clarification as needed during the bidding process, provide an analysis of bids received to Fuji, and advise Fuji accordingly to hire a fabrication team and general contractor.

Final Art: Upon receiving final design and production budget approval, and final content from Fuji, Gensler will create files in digital format for all approved elements based on field measurements provided by the fabricator, and provide corresponding production specifications for graphic production by the graphics fabricator.

Gensler will monitor the production of final printing and fabrication, and review all fabricator-supplied mockups, prototypes and samples.

Installation Coordination & Construction Administration: Gensler will make up to two (2) site visits during installation to ensure fabrication, installation and construction are proceeding according to the supplied design intent and construction documentation, respond to RFIs, review submittals, review the General Contractor's pay applications. After project completion, Gensler will make one (1) site visit and provide Fuji with site-observation notes for further use.

DELIVERABLES:

- Construction Documentation
- Design Intent Documentation
- One (1) bid analysis
- Up to two (2) site visits
- Minimal digital content as agreed upon
- One (1) set of site observation notes

MEETINGS:

- Fabrication bid review via conference call
- Weekly calls to monitor fabrication and installation progress

SCHEDULE:

16 - 20 weeks

FEE RANGE:

\$35,000 - \$40,000

Reimbursable Expenses

Reimbursable items include models, renderings, photography, printing, reproduction, reproducibles, facsimiles, long distance telephone calls, delivery and messenger services, permit fees, sales taxes, travel, travel time, CAD plots, and translations. Gensler will invoice Fuji America for the actual cost of the reimbursable items plus fifteen percent (15%) to cover administrative and accounting costs.

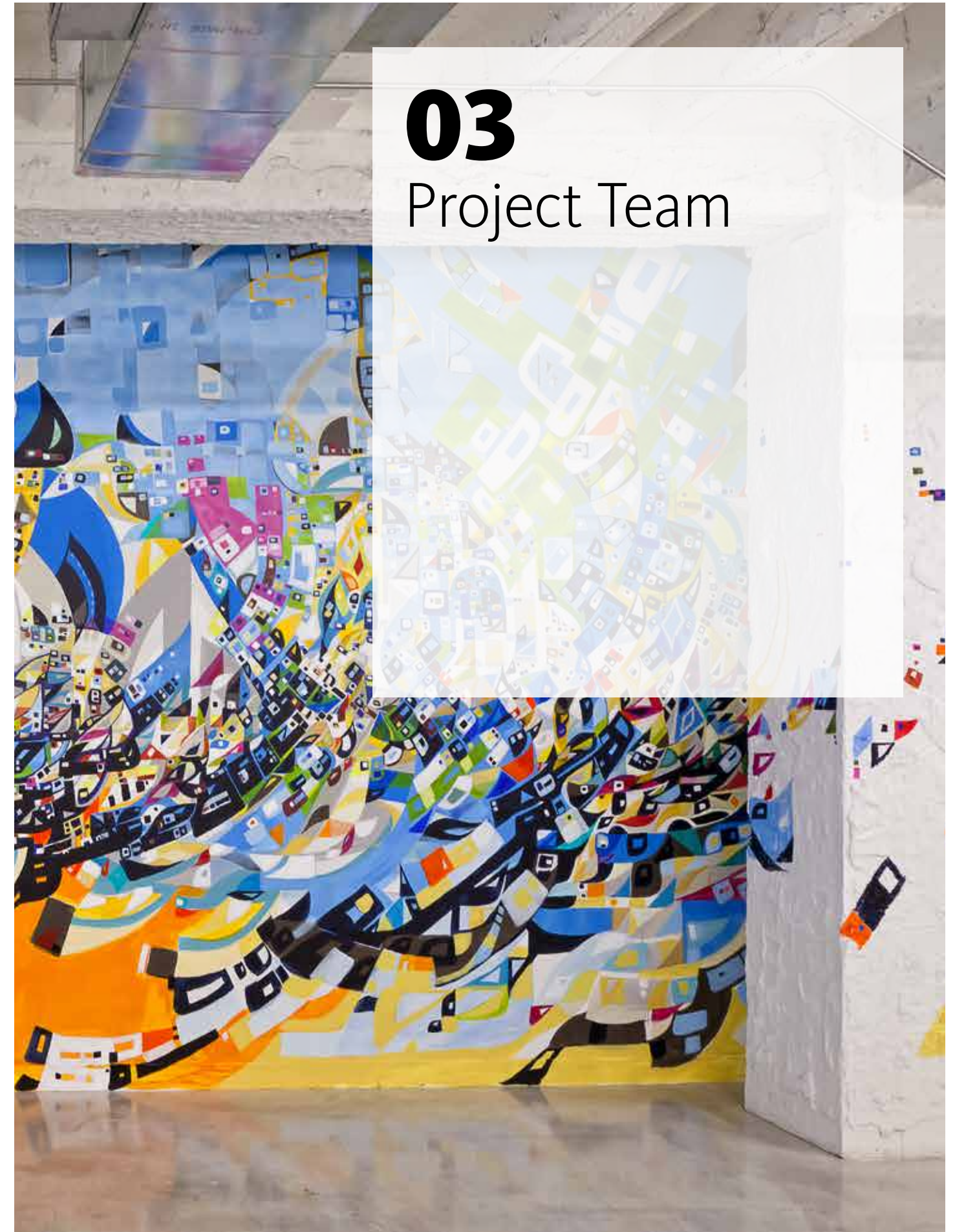
Additional Services

Additional Services not included in the scope may be provided if required, upon written authorization or confirmation signed by Fuji and Gensler. Fees of Supplemental or Additional Services or other hourly services are to be compensated by Fuji to Gensler upon receipt of invoice, on an hourly basis at our standard billing. Where the scope of Additional Services can be accurately defined beforehand, maximum or lump sum fees may be established as agreed by Fuji and Gensler.

- Website design and/or updates
- Digital display content development, production management, and programming beyond agreed upon services. A work authorization will be issued for additional digital and media production.
- Copywriting services
- Custom photography
- Stock photography license fees
- Additional design development beyond phases stated
- Additional services resulting from changes to design after approval
- Documentation required for permit.
- Self Certification Permit



1871, Chicago, IL



03

Project Team



Leda Woods, NCIDQ
Principal

Principal in Charge

Leda Woods, a Principal in the Gensler Chicago office, has over 25 years of experience with helping clients realize their project goals.

With a primary focus on workplace design, she has led projects large and small across a range of industries around the globe. Her ability to deliver a well-managed, on-budget project is a recognized asset and benefit to her long-term client relationships, and as such, Leda serves as account executive and trusted advisor for key clients.

Leda's belief in collaborative partnership and the client-centered design process extends from appropriate team selection to client interactions, culminating in project delivery. She works hard to assemble the best teams on every project, utilizing Gensler's global experience to drive design solutions.

Being a trained architect, Leda has proven experience with all phases of a project's design and delivery. She is able to anticipate potential issues and ensure that they are minimized or avoided. As a part of Gensler's holistic design approach, Leda routinely facilitates delivery of a wide spectrum of Gensler services, including Brand Design, Analytics, Consulting and Planning.

Leda is active with the Greater Food Depository, CoreNET and is a Firmwide Client Relationships Leader for Gensler.

Background	
Bachelor of Architecture, Pratt Institute, New York, New York	
Selected Project Experience	
	Size (sq ft)
Allsteel Headquarters, Muscatine, IA	40,000
Resource Center, Multiple Locations	35,000 avg.
Duracell, Bethel, CT*	330,000
Geiger Showroom, Chicago, IL	
Gunlocke Showroom, Chicago, IL	
J+/Invision Showroom, Chicago,, IL	
McDonalds, multiple locations nationwide	varies
Hollister, Inc., Libertyville, IL	180,000
Johnson Controls Inc., Glendale, WI	400,000
Merisant, Chicago, IL	18,500
NAVTEQ, Chicago, IL	230,000
Thoma Bravo, Chicago, IL	7,000
AJ Gallagher, Feasibility Study, Itasca, IL	25,000
AON	
Hong Kong	
Puerto Rico	
Grand Cayman	
Bankers Trust, New York, NY*	
Chemical Bank, New York, NY*	50,000
Citibank, New York, NY*	
Greenpoint Savings Bank, New York, NY*	27,000
Long Island Savings Bank, Huntington, NY*	250,000
Mellon Financial Services	97,000
R.W. Baird	
Chicago, IL - Restack	96,000
Milwaukee, WI	246,000
Crain Communication, multiple locations	varies
The McGraw-Hill Companies, multiple locations	varies
JD Power, Troy, MI	38,000
News America Marketing, multiple locations	varies
Newscorp, multiple locations	varies
New York Post, New York, NY	50,000

* Experience Prior to Gensler



Michael Shaub
Senior Associate

Senior Brand Designer

Since a young age, Michael has been interested in systems—taking things apart, figuring out how they work, and then putting them back together in new ways.

When he sketched, it was machines and systems, not static scenes. Fast forward to now, as Gensler's Regional Brand Design Practice Area Leader, Michael approaches his design work in the same way, using an iterative design process to transform concepts into reality.

With over 11 years of experience, Michael has lead the graphic design solutions for a variety of clients: Advocate Healthcare, UIHC Iowa River Landing Ambulatory Care, Goodyear Headquarters, Intuit Headquarters, Motorola Mobility University of Chicago and Columbia College of Chicago. His experience includes signage and wayfinding, branding and identity projects, supergraphics, print collateral, packaging, uniforms, interiors, web design, and motion graphics installations.

In 2014, Michael received Gensler's Gene Watanabe Award, recognizing design excellence by an individual in visual communication.

Background
Bachelor of Fine Arts, Illustration, Art Center College of Design, Pasadena, CA
Masters, Industrial Design, Art Center College of Design, Pasadena, CA

Selected Project Experience
Adler Planetarium, Chicago, IL
Motorola Mobility Headquarters, Chicago, IL
Northwestern Lake Forest Hospital, Lake Forest, IL
Advocate Health Care, Signage, various IL locations
Allsteel Showroom, Chicago, IL
Silliman Group, Hyde Park, IL
NRG Sponsor Wall, Minneapolis, MN
Intuit Headquarters, Mountain View, CA
Goodyear, Akron, OH
Johnson Controls, Glendale, WI
S.C. Johnson, Racine, WI*
Bexar County Performing Arts Center, San Antonio, TX*
Columbia College, 618 South Michigan Ave. Façade, Chicago, IL
CSoPP - Pacific Oaks Campus, Pasadena, CA
CSoPP - POC 4 Westmoreland, Chicago, IL
Disney Creative Campus, Glendale, CA*
Dr. P. Phillips Center for the Performing Arts, Orlando, FL*
Fourth Presbyterian Church, Chicago, IL
Girl Scouts GCNWI Graphics, Chicago, IL
MIT Sloan School of Management, Cambridge, MA*
NYU Polytechnic Institute, New York, NY
University of Chicago, Chicago, IL
University of Virginia, Charlottesville, VA*
US Department of State*
US Embassy, Berlin
American Institute, Taiwan
World Food Prize, Des Moines, IA
Spencer Stuart
Atlanta, GA
Sao Paulo, Brazil
Tishman Speyer, Marketing Suite, Chicago, IL
Dentons, Chicago, IL
Miller Canfield, Detroit, MI
225 S Sixth St Previsor, Minneapolis, MN
550 Bond St, Chicago, IL
Amgen, Thousand Oaks, CA*
Syncada, Minneapolis, MN
Wrigley,
600 West Chicago, Chicago, IL
GIC Graphics, Chicago, IL
Confidential Financial Services Firm, Headquarters Refresh, Riverwoods, IL



Kelly Floyd

Project Manager

As a Project Manager for Gensler Chicago's Brand Design Team, Kelly brings a unique background and approach to design management focused on creating a holistic brand experience for a client's audience.

Kelly's goal is to ensure the client's needs and expectations are always met through clear communication from the onset of any project. She is detail-oriented with a constant focus on the client's needs to exceed client's expectations. With over ten years of experience, her work spans across the print, environmental graphics, brand, exhibition, wayfinding, signage and architectural design industries.

Background

Master of Fine Arts, Museum Exhibition Planning and Design, University of the Arts, Philadelphia, PA
Master of Arts, Journalism, Ball State University, Muncie, IN
Bachelor of General Studies, Marketing, Ball State University, Muncie, IN

Selected Project Experience

Essendant Headquarters, Chicago, IL
Northwestern Lake Forest Hospital, Lake Forest, IL
Wrigley William Jr. Company, Yorkville Office Branding, Yorkville, IL
Miller, Canfield, Paddock & Stone, Detroit, MI
Franklin Electric, Fort Wayne, IN*
Franklin Fueling Systems, Madison, WI*
University of Wisconsin School of Nursing, Madison, WI*
National Constitution Center, Philadelphia, PA*
Newseum, Washington, D.C.*
United States Holocaust Memorial Museum, Washington, D.C.*
National Hellenic Museum, Chicago, IL*
National September 11 Memorial and Museum, New York City, New York*
Kleinman Family Holocaust Education Center, New York City, New York*
Chicago Architecture Foundation, Chicago, IL*

* Experience Prior to Gensler



Andre Correa

Experience Designer

Andre's design experience ranges from architecture and environments to multimedia, print and web design. He has completed projects in a variety of markets including workplace interiors, health care and retail.

Background

Bachelor of Science in Architecture , University of Illinois at Chicago, Chicago, IL

Selected Project Experience

Advocate Health Care Exterior Signage Rollout, Chicago, IL
Confidential Financial Client, Brand Refresh, Riverwoods, IL
Northwestern Medicine Lake Forest Hospital, Lake Forest, IL
Project Cardinal Video Tour Development, Kings Mountain, NC
SCJ Pride Wall, Racine, WI
Thompson Center Atrium Study, Chicago, IL
Tribeca Flashpoint Academy, Chicago, IL
Universal Fibers Brand Identity, Bristol, VA
Wrigley, Chicago, IL
Fulton West, Chicago, IL
Confidential Client Campus Feasibility Study, Peoria, IL
Tishman Speyer
222 N LaSalle, Chicago, IL
30 S Wacker, Chicago, IL
OMD Chicago Planning Analysis, Chicago, IL
84.51° Centre, Cincinnati, OH
Confidential Adaptive Re-Use Study, Milwaukee, WI
63rd & Cottage Grove TOD Urban Infill, Chicago, IL
Heidrick & Struggles, Chicago, IL
Confidential Brokerage Client, Headquarters Renovation & Expansion, Chicago, IL
Spencer Stuart, Mexico City, Mexico



Evan Bartlett

Design Strategist

Evan's focus is on the people who occupy the environments we design with our clients.

Evan is an integral part of the North Central Region's Consulting team as a researcher and workplace design strategist. His positive energy along with his effective communication skills enable him build clarity around complex issues.

Evan's architectural background has exposed him to a wide-range of project types. From large, complex to small and intimate scaled projects. His focus is on the people who occupy these environments and he is skilled at translating the information collected from primary and secondary research into purposeful design strategies.

Background

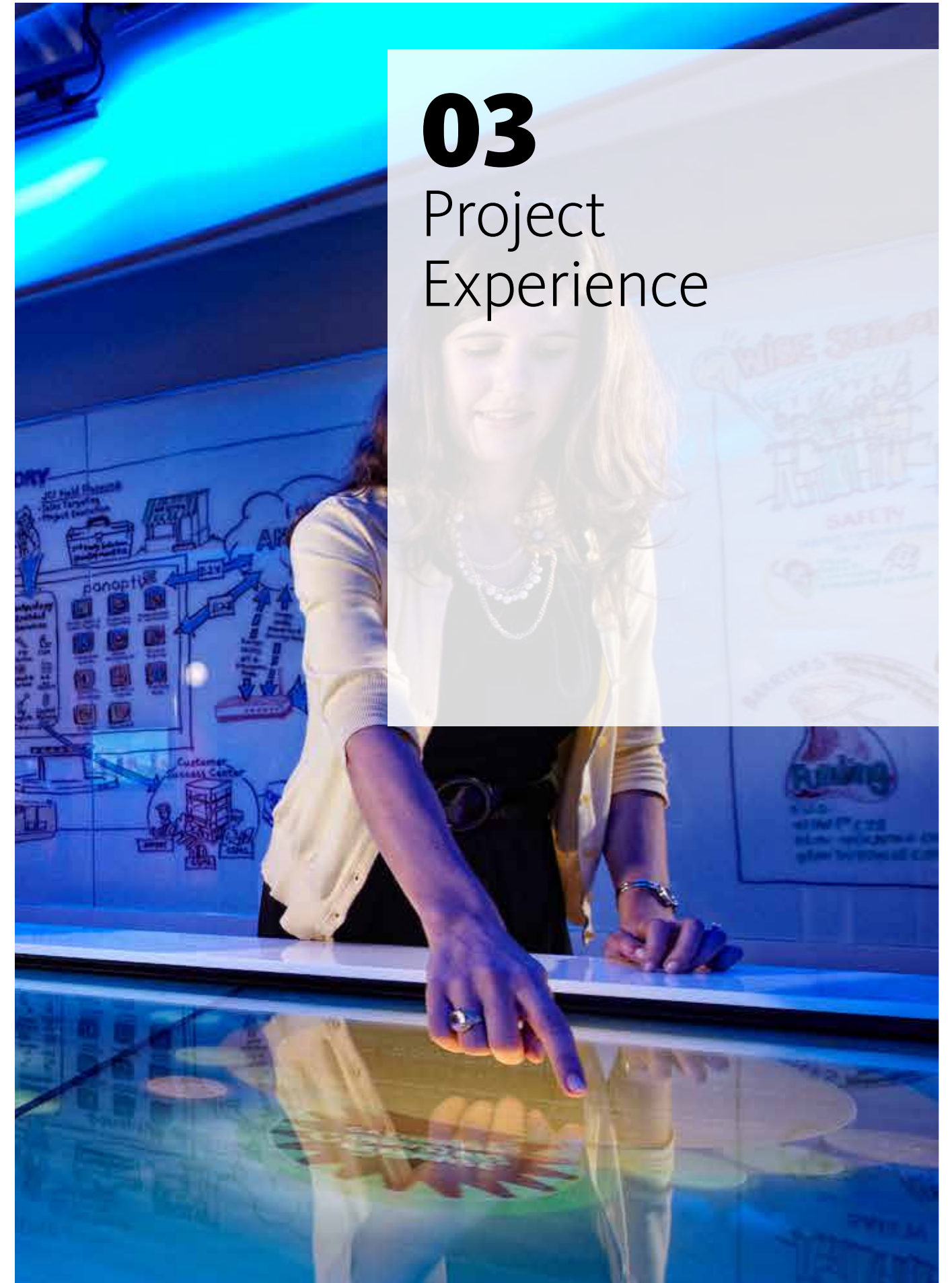
Masters of Architecture, University of Wisconsin, Milwaukee, WI
Bachelor of Science in Architecture, University of Minnesota (CALA),
Minneapolis, MN

Selected Project Experience

Northwestern Medicine Lake Forest Campus Expansion, Lake Forest, IL
Universal Fibers Brand Identity, Bristol, VA
Interface Leadership Alignment, Atlanta, GA
Confidential Client Post Occupancy Study, Riverwoods, IL
Johnson & Johnson Global Strategy, New Brunswick, NJ
Dunnhumby Corporate Headquarters, Cincinnati, OH
FedEx, Memphis, TN
Google, Mountain View, CA*
Thrivent Financial for Lutherans, Appleton, WI
Confidential Financial Client Headquarters Refresh, Riverwoods, IL
2407 University Mixed Use Market St, Minneapolis, MN
Weston, Inc., Cleveland Warehouse District Master Plan, Cleveland, OH
Houlihan Lokey, Chicago Office Relocation Study, Chicago, IL
Best Buy Mobile Phone Retail Prototype, Various Locations, US *
Paylocity Headquarters Expansion, Arlington Heights, IL



Johnson Controls, Inc., Tech Showcase, Milwaukee, WI



03

Project Experience

Adler Planetarium

Samuel C. Johnson Star Theater

Chicago, IL

As part of the Lift-Off! Campaign, the Johnson Family Foundation made an extraordinary commitment to the renovation of the Adler's 3D Universe Theater and its surrounding galleries. In addition to offering museum visitors thrilling shows, the restored theater will host conferences, live performances and lectures by world-class scientists.

Gensler was chosen as the design firm to fulfill this vision for both the Adler and the Johnson Family. The theater would not only be redesigned; the entire visitor experience was expanded into a working gallery, repurposing forgotten spaces and corridors into complete immersive learning environments. Through collaboration with the educators of the Planetarium, the design concept was decided to be the lifecycle of a star. A new identity was created for the theater and it was renamed as the Samuel C Johnson Family Star Theater. The interior of the theater itself was modernized, bringing it to the standards of a world class 3-D theater experience and allow the Adler to host events and leaders in the industry from around the world.

The customer experience leading visitors through the Planetarium to the theater was completely re-imagined as an educational tool, a gallery and a wayfinding system. Gensler's graphics, architects and interiors teams worked directly with the Adler's exhibit designers to create one of the most compelling museum spaces in Chicago. Technically advanced lighting and projection systems, architectural interventions and large scale graphics engage everyone from young children and parents to scientists and astronomers on a daily basis.

Completed 2014

Services Provided

Interior Architectural Design
Environmental Graphic
Design
Signage & Wayfinding
Design
Exhibit Design



Universal Fibers

Bristol, VA

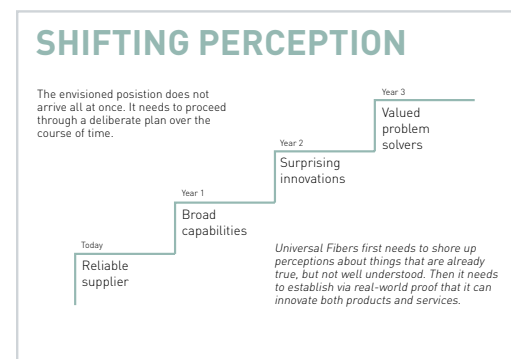
Universal Fibers joined forces with the Gensler Consulting and Brand Design teams in an ongoing effort to increase market awareness, align leadership goals and create a new look that better reflects their important brand platform.

As a leader in the fibers industry, Universal Fibers produces high quality, solution-dyed synthetic fibers for the flooring, transportation and performance textile industries. Universal Fibers continues to pioneer sustainable technologies that conserve resources, minimize waste and protect the environment. Their brand promise is important and as an ingredient brand, often not known or acknowledged.

After a deep dive into the Universal Fibers culture and company, it became clear that what sets them apart is their strength of character and the way they partner with their clients to break new ground.

Gensler worked closely with Universal Fibers to outline their Brand Promise—We Are Problem Solvers, and areas of focus including being global, flexible, collaborative and resourceful. This along with a new mission statement now guides all of their decision making processes, as well as their branded look and feel.

Gensler has created brand guidelines, a new website design, advertisements and exhibit graphics in an on-going effort to marry Universal Fibers' marketplace presence to Who They Are.



Brand Positioning



Corporate Identity Design

Ongoing work

Services Provided

- Vision & Strategy
- Market Research
- Logo Design
- Brand and Identity Guidelines
- Product Naming
- Print Collateral Design
- Advertisement Design
- Website Design
- Exhibit Design
- Signage Design



Website Design



Advertisements



Neocon Booth 2015

Motorola Mobility

Chicago, IL

Motorola Mobility, owned by Google, fuses innovative technology with human insights to create experiences that simplify, connect and enrich people's lives.

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Motorola was looking for a partnership with an architectural design firm who could assist with the programming, design, and construction for their new space at the historic Chicago Merchandise Mart. Given Gensler's acknowledged leadership in the design of collaborative workspaces, we were a natural fit. Gensler partners with our clients to ensure that the result is never about just an aesthetic, but about a workplace which works for the client, and that enables them to accomplish their goals and move their business forward.

A critical requirement of this project is the implementation of a holistic design process that incorporates not only the interior architecture, but also brings together the latest thinking in

workplace wellness, strategic workplace design, industry research and sustainable design. Motorola expects a minimum of gold level LEED certification and wants to push beyond these limits where possible. Currently in design, the program includes 375,000sf of open office space, an outdoor terrace, and over 100,000sf each of lab benching/ production line equipment and amenity spaces, including food service, a fitness center and a conference and customer center.

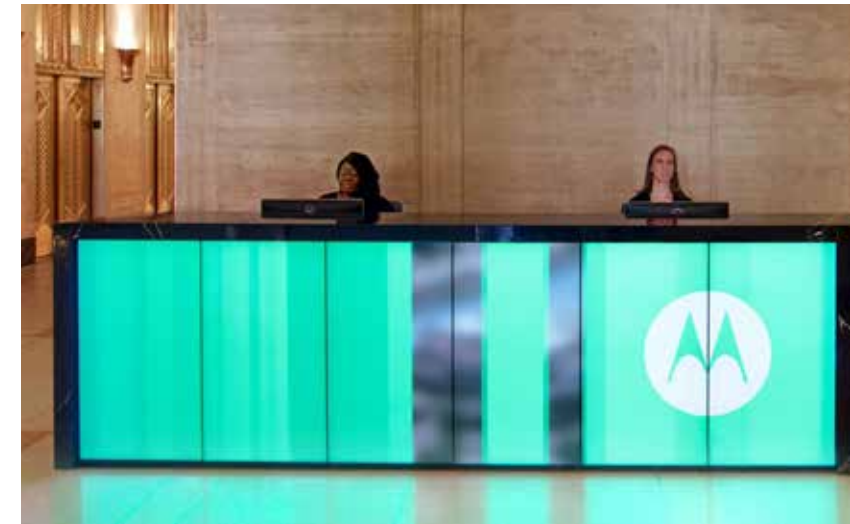
An in-depth and exhaustive visioning process was required to fully program the new space, and as part of the data gathering process each employee function was interviewed and surveyed so that we could fully understand commonalities, dependencies, requirements, etc. The Gensler WPI survey was utilized previous to design, and will be reopened at project close, to accurately track the changes a new, dynamic workplace has on performance.

600,000 sq ft

Completed 2014

Brand Services Provided

- Concept Design
- User Experience Design
- Digital Design
- Content Architecture
- User Interface Design
- Fixture Design
- Hardware Integration
- Motion Graphic Art Direction
- Environmental Graphic Design
- Photography Art Direction



Philips Lighting Headquarters and Showroom

Somerset, NJ

The Philips North American Lighting Headquarters is defined by two major ideas—an open, flexible work environment and a showcase of Philip’s latest lighting technology.

Philips wanted to consolidate three locations into one, and to accomplish that, Gensler created a 100% free address work environment. The flexible layout features a variety of workspaces to accommodate the different workmodes of the Philips employees. Tailoring to the different ways people work, Gensler designed different support spaces, including focus rooms/phone rooms, conference rooms, touchdown areas, breakout and collaboration areas, and centralized community hubs.

The overall space is connected through a common theme inspired by the game Tetris and the idea of “falling blocks of lights.” The workplace layout, color palette and finishes all contribute to this central idea, giving the headquarters a unique identity.

As the largest manufacturer of lighting, the integration of Philip’s lighting technology and products was key in the design of their new headquarters. Showcasing the latest products is a lighting demo center—the only one of its kind in North America. The demo center displays five to six vignettes of light products. Each vignette provides a rich experience through both lighting and materiality. The demo center also has two training rooms and classrooms to inform clients about the latest products and the variety of uses Philip’s lighting technology can provide.

105,000 sq ft

Completed 2012

Services Provided

Interior Architectural Design
Environmental Graphics
FF&E



Harman International New York Flagship

New York, NY

Harman International, the parent company to a number of premium audio brands including Harman/Kardon, JBL, and AKG, engaged Gensler's brand design and retail teams to establish its first North American flagship retail store on Madison Avenue.

Building on Gensler's core services, Gensler developed the strategy—celebrating each unique product brand's personality and history while supporting an overarching Harman story— by utilizing experience design, interior design, interactive platforms, retail campaign creative, and a merchandising program.

The brand design team also conceived, designed, and art directed all interactive digital touchpoints within the space. This platform provides consumers with new opportunities to discover the Harman product portfolio, while engaging in dynamic brand stories through unique, custom installations.

7,830 sq ft

Completed 2013

Services Provided

Brand Strategy
 Concept Design
 User Experience Design
 Digital Design
 Content Architecture
 User Interface Design
 Fixture Design
 Hardware Integration
 Motion Graphic
 Art Direction
 Environmental Graphic
 Design
 Retail Campaign
 Concept Design
 Photography Art Direction



BASF Headquarters Chemistry Connection

Florham Park, NJ

For its North American regional headquarters, chemical company BASF engaged Gensler to design a progressive and sustainable workplace environment that reflects their vision, brand and culture. To encourage employee communication and collaboration, 90 percent of the workspace is composed of open-space “neighborhoods,” and a learning and development center accommodates lectures and town hall meetings. The company’s products, messages and images are woven throughout the space, including an interactive showcase highlighting BASF innovations. Furthering a commitment to sustainability, energy-conserving strategies were employed, including daylight harvesting and an employee-controlled air distribution system. With dual LEED certifications, the headquarters is one of the greenest buildings in New Jersey.

326,000 sq ft

Services Provided

- Architecture
- Brand Design
- Consulting
- Digital Media Design
- Environmental &
 - Experiential Design
- Interior Design
- Life Sciences
- Sustainability

LEED Certification

- LEED Coordination



Goodyear

Akron, OH

The last remaining U.S. tire maker, Goodyear is intent on defining its place in the 21st Century, moving from its manufacturing roots and then consumer products focus to a company that deals in solutions.

To house and signal the change, it created a new, ground-up headquarters building next to its historic red brick Innovation Center, and a newly refreshed campus—all with careful regard for its golden past and a with a strategy for melding business goals with its physical space.

Initially, Gensler was hired to do interiors for the headquarters building—and was the only design firm that brought strategy to the discussion, this idea of melding goals and space. Later in the process, we added the role of designing the base building (now measuring 640,000 square feet and housing corporate staff and the North American network of dealers) as well as a design/build parking structure for 1,400 cars.

The vision for a new Goodyear Akron Campus was set during an intensive, data-based engagement process with Goodyear senior leaders, functional leaders and associates from across the organization. The Gensler team, facilitated by our workplace consulting experts, used the Workplace Performance Index (WPI) survey to assess and target Goodyear workplace performance needs. The team complemented the WPI with participative workshops, work process observation and in-depth studies of worker mobility and daily space utilization. The resulting Strategic Intent—business goals and associated design guidelines and

principles—was so robust and aligned to Goodyear strategy and culture that it still formed the basis for design even after an 18-month project hold during the 2008-'09 downturn. Gensler workplace change experts also worked with Goodyear HR and Communications leaders to develop and implement a comprehensive plan for communication and change management during the transition to its new campus.

The new headquarters' north entry façade faces the red brick Innovation Center building from the 1920s. Gensler covered that north façade in masonry as a nod to that historic building and to create a courtyard between them that feels "one." The headquarters' southern façade, on the other hand, is the public side of the building. It was done in glass and steel—symbols of technology and innovation. That southern façade is not linear, but instead juts in and out in a chevron pattern. Doing so increases the building's direct southern exposure and solar control.

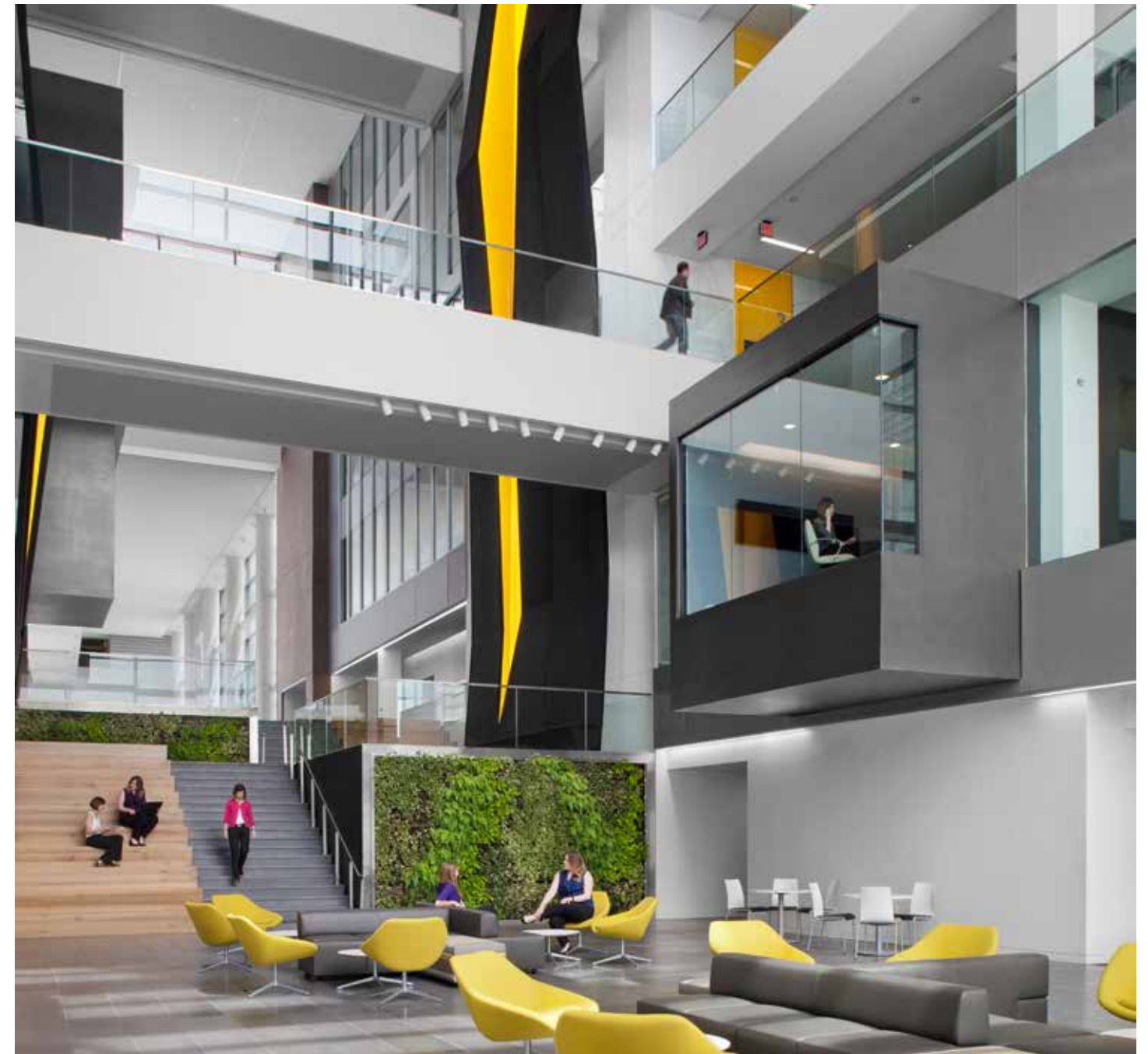
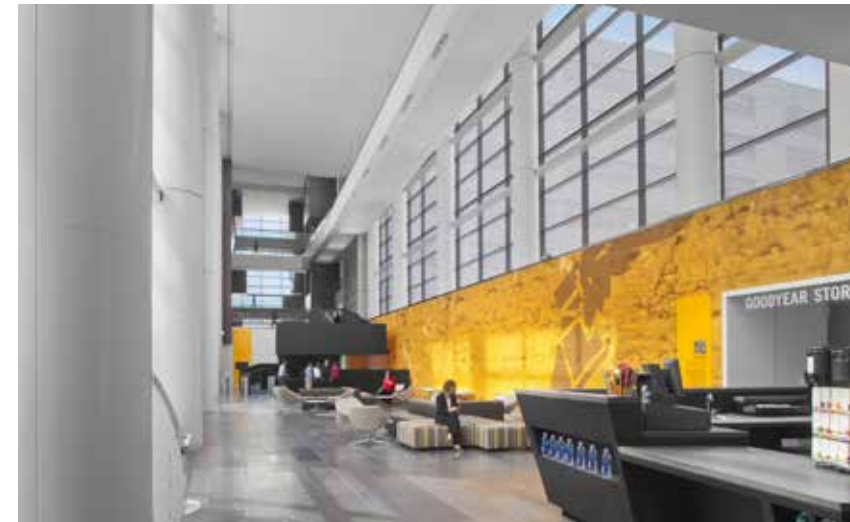
The building's glass lobby becomes a connection as it "reaches out" beyond the façade to adjoin the historic building—new and old are linked both emotionally and physically. Major amenities such as dining, conference centers, training rooms and a fitness center are housed in the new building and will serve the entire population of both buildings.

813,400 sq ft

Completed 2013

Services Provided

Architectural Design
Interior Architecture
Change Management
Master Planning
Workplace Strategy
Gensler WPI
Communication Plan
Environmental Graphic Design
Signage & Wayfinding Design
Workplace Standards
LEED Coordination



American Red Cross of Greater Chicago

Chicago, IL

Gensler was approached by the American Red Cross to infuse brand awareness into their existing regional headquarters in Chicago.

Visitors tour the space daily and the Red Cross wanted a fun, yet informative way to visually tell their story and honor the generosity of their donors and volunteers. The Red Cross is best known for their disaster relief and blood drives, but their services extend far beyond that. The project was an opportunity to convey this message.

In the lobby, new large-scale banners were designed to showcase Red Cross's five primary services: Military, International, Disaster, Health & Safety, and Blood. Story panels on the opposite wall correspond with these services and give visitors a more in-depth look at each. A series of LED tickers through the names of supporters and help the Red Cross to continually update their donor recognition.

Another addition to the reception area is a large touch-screen kiosk at the reception desk. The kiosk invites guests to take action and sign up to

volunteer, donate blood, register for health and safety classes or make a donation to the local Chicago chapter.

Beyond the entry experience, tour stops are placed strategically throughout the facility to show case the rich Red Cross history and explain all of the important services they provide to the community. Custom wallcoverings, displays, and text panels come together to tell the stories at each stop. Key spaces include the newly rebuilt Emergency Operations Center, blood services facility, and training and conference rooms.

The information graphics, combined with some finish upgrades, have given this headquarters a fresh new look and will help Red Cross to tell their stories as they tour people through the space for years to come.

Completed 2014

Services Provided

- User Experience Design
- Information Design
- Content Development
- Dynamic Motion Graphics
- Integrated Hardware
- Signage & Wayfinding
- Interior Design



Abu Dhabi	Minneapolis
Atlanta	Morristown
Austin	New York
Baltimore	Newport Beach
Bangalore	Oakland
Bangkok	Philadelphia
Beijing	Phoenix
Boston	Pittsburgh
Charlotte	Raleigh-Durham
Chicago	San Diego
Dallas	San Francisco
Denver	San Jose
Detroit	San José
Doha	São Paulo
Dubai	Seattle
Houston	Seoul
Hong Kong	Shanghai
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