

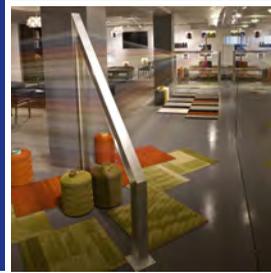


EDE

Ideas without limits.

architectural

18,000
Successful projects completed.



Years creating exhibits for clients around the world

Cumulative years of experience within our production department.

30+



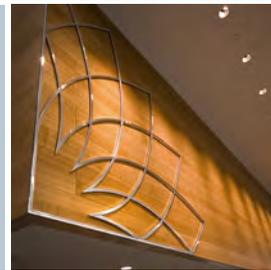
70
Awards for excellence in design and fabrication.



Zero
Deadlines missed since we began



25
Projects completed Involving LEED® certification.



museum



trade show





WE BELIEVE IN focusing on what matters | the details of our craft | collaboration
trusting our instincts | design with intent | breaking the rules | the power of simplicity
engineering for economy | understanding the vision | producing what we promise
never missing a deadline | challenging what is possible | **Ideas without limits.**





BARILLA

The new Barilla exhibit is an extension of the exhibit that EDE constructed in 2003. The evolution of the space involved opening the floorplan, while creating unique areas within the space to accommodate how Barilla works. Entering the exhibit, the first feature are the unique product displays, which allow simple graphic replacement, modular shelving and product lighting. Transitioning to the center of the space is a custom created hardwood floor and large stainless steel kitchen, which allows the exhibit to look modern and fresh. The space also included quite a few experiential areas, with Ipads describing the meals of the day on the center tables and led monitors to showcase Barilla products as well as the history of Barilla. The back of the custom trade show exhibit was made to function as a high end restaurant, to allow a more private sampling of the Barilla flavors. This exhibit extended the idea of the original Barilla exhibit, by improving the flow and maximizing the strength of the Barilla.



COWAY

The Coway exhibit at the Kitchen and Bath Industry Show (KBIS) was the epitome of cleanliness in form and function. A simple color palette, including a palette of matte white with water accents, helped accentuate Coway's standard gloss white product line. Technology was used seamlessly in the exhibit to further highlight the characteristics of the Coway product—not overshadow or dominate them. Items like rear projected scrim fabric, interactive touch screens, and LED lighting helped attendees experience the exhibit. The final touch for tying the water theme into the exhibit was a central rock garden with water shower highlighting the key product launched at the KBIS show.



DUNLEE

EDE welcomed the challenge of updating Dunlee's exhibit for RSNA 2014 with significant changes in order to make the structure feel unique and balanced. An entirely new architectural layout of the floor created space to properly display the Dunlee products. Brand new custom walls and a ceiling structure were made with laminate finish. A new graphics feel throughout the space unified branding. Proper lighting and finishes brought the exhibit to a much higher level with wood veneer counters and a high design contract carpeting. The completed refurbishment brought Dunlee from confusion to clarity.



HYSTER

Hyster has been an EDE client for over 20 years. For the 2011 Promat show, Hyster asked us to maximize their presence, while creating a modular system for the remainder of their trade show program. Initially, EDE focused on size to ensure that exhibit components worked together in larger spaces, but could also work independently in smaller configurations. Our staff then concentrated on the brand, using multimedia monitors instead of physical graphics to maximize the exhibit's ability to change. The end result was a modular exhibit that came together to create a stunning, effective presentation at Promat 2011.



INTELERAD

Intelerad's custom exhibit for RSNA brought a mixture of elements creating an intimate feeling that stood out from other medical industry exhibits. A 20 ft. tower featured a suspended 3D logo illuminated by LED lights. Along the perimeter of the space were structures made of warm wood laminate and stainless steel that hosted semi-private product demonstration stations while softly-lit private conference rooms anchored the rear of the exhibit. Though graphics helped close off the space from the aisles, there was an openness to the center that allowed visitors to freely move about. Overall, the cohesive mixture of textures and colors created a comfortable atmosphere that transported trade show attendees away from a busy show floor.



INTERFACE

This exhibit, showcased at the Greenbuild show, focused on Biophilic Design and how design effects human nature. To help showcase this, the arching trellis was filled with natural elements arranged to create interesting patterns which mimic the carpet patterns designed by Interface. Each opening in the trellis was sized to match the sizes of carpet tile created by Interface to further the effect. The rear of the exhibit was then used as gathering space for talks by leaders in Biophilic Design throughout the conference. The exhibit's statement was to showcase how environmentally friendly elements must be taken to a higher design standard to effect human nature.

DESIGN: Interface



MASLAND

Our interpretation of the Masland Carpets exhibit involved innovative uses of LED, Halogen, and chandelier lighting to create a specific mood for the carpet. Each piece of carpet, either on the floor, walls, table, or under the table, was lit to bring out the beauty of the Masland brand. The exhibit also used clever architecture to frame the carpeting, with a ceiling that seems to be supported by carpet swatches. The large overhead banner, with its clean white exterior and green heart, reinforces the Masland brand and complements the exhibit.



MUZAK

Creating a “feeling” or mood within an exhibit is a challenge, especially when it’s best to avoid explicitly stating that feeling for visitors. The Muzak exhibit for Globalshop, however, achieved this through large images created from 40 Plexiglas tubes conveying a wide range of powerful emotions. A multimedia system consisting of 14 vertically-oriented plasma screens showcased additional images. Music further created a highly specific—but unstated—feeling. Once inside the exhibit, visitors were invited to choose one of the four feelings in the center well area, where an on-site photographer would take their picture and upload it into a database for attendees to display on the monitors. The exhibit helped Muzak achieve record sales and received a Best Exhibit at Globalshop Award.



TAI PING

Tai Ping's presence at NBAA is centered on high-end luxury and atmosphere. To achieve this, EDE revamped the exhibit with new overhead scrim, a new paint tone, and luxurious raised wooden floors. The raised floors became excellent frames for the beautiful inlaid Tai Ping Carpets. The exhibit also featured a number of unique conversation areas, where samples were easily reached and brought out for showcasing. The finished exhibit was unique on an otherwise open show floor; it created the feeling of being on a private airliner in a soothing atmosphere.



TOYODA

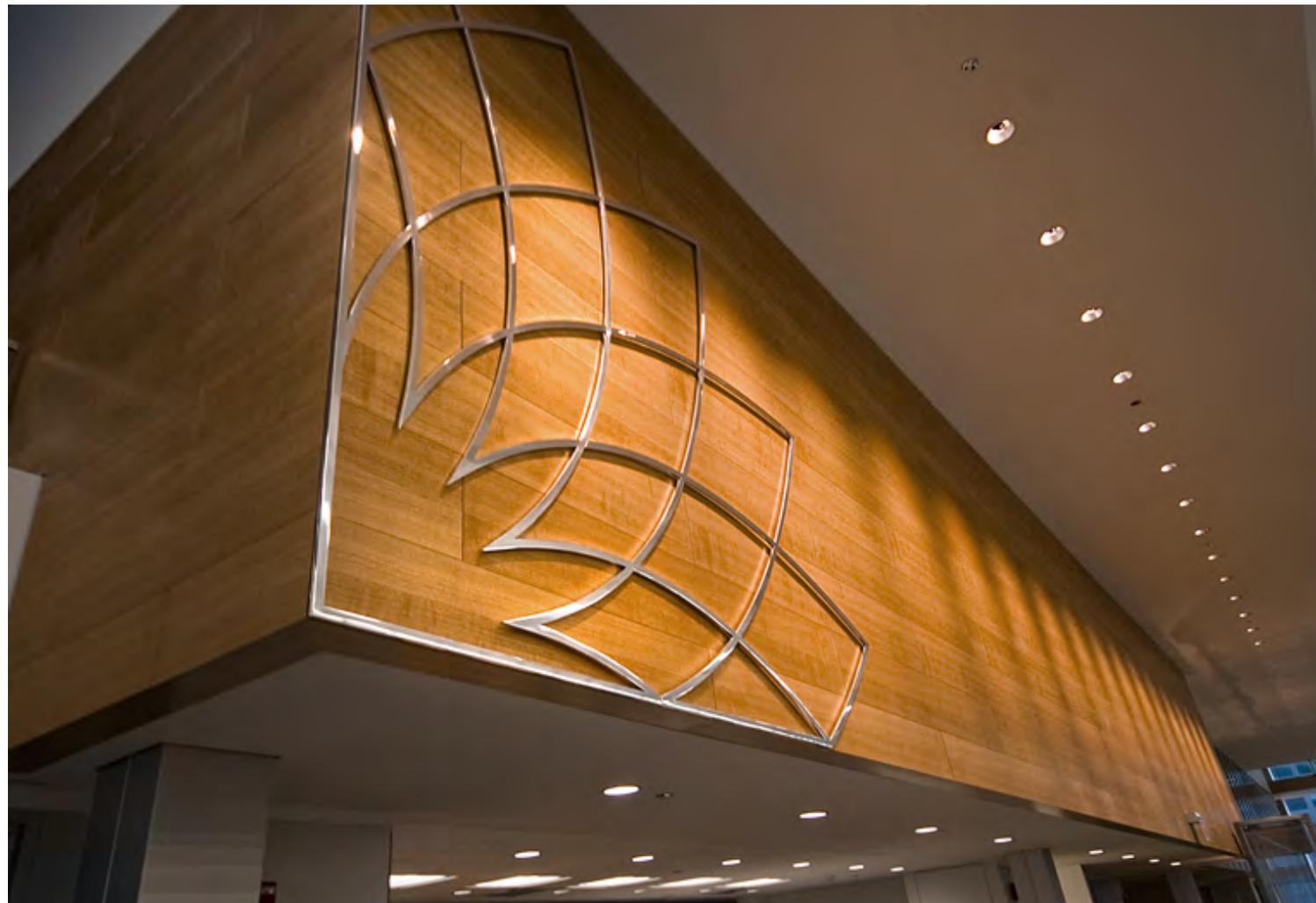
The custom rental trade show exhibit designed by EDE for Toyota utilized some innovative thinking to thoughtfully present and organize several million dollar machines. The custom rental trade show exhibit that grew from those plans involved a 70' x 24' wall of Toyota Red to establish the mood, 2 backlit 30' wide logos hanging from the ceiling, a custom wave patterned overhead banner to encapsulate the trade show exhibit and finally a 1,400sq ft second story. The color palette was one of simplicity with rich wood grains against the red backdrop that gave a luxurious feel to compliment the high technology offered by Toyota machines. The final piece was the lighting of the exhibit, which was a combination of 12' tall lit towers to identify machines, overhead track lighting to spotlight graphics and machines under the deck, and numerous overhead lights to make the exhibit glow. The end result was a custom rental trade show exhibit which was luxurious in feel, but organized and welcoming for visitors.



ART INSTITUTE OF CHICAGO – EDA GALLERY

In 2009, the Art Institute of Chicago collaborated with the renowned why Architecture firm to produce The European Decorative Art Galleries. With sleek lines and tight reveals, EDE provided some of the most intricate artifact casework nationwide. From free floating acrylic pedestals to minimally framed 10' x 9' glass sheets, EDE combined the slim profiles desired by the architect with the security and functionality demanded by the curators.

DESIGN: AIC and why Architecture



BP

EDE worked with Gensler on this project to brand a new offices for the BP trading branch in downtown Chicago. The main branding was done through environmentally friendly oversized graphic prints, as well as a number of logos. These logos ranged in size from 12" all the way up to 12'. The logos were created by using a large scale waterjet cutter being able to cut through $\frac{3}{4}$ " solid stainless steel. The stainless steel was then highly polished and then ready for installation. Also involved in the project was the creation of a number of glass vitrine cases with stainless steel legs, which were used to showcase historic BP stock certificates.

DESIGN: Gensler Chicago



HARVARD ART MUSEUM

The Harvard Art Museum commissioned a number of cases to unify three disparate collections of prized paintings, work on paper and sculptures in the Sackler gallery. Designed by why design, the cases allowed the gallery to experiment with colors and context implication. To achieve this, construction material included powder coated solid steel slabs and acrylic vitrines with ps 30 acrylic joints. Installation incorporated LED driven fiber-optic housed lighting that kept focus on the art. The final design created a modern space within a historic university and, through intricate engineering, a minimalistic design that fuses together an experimental exhibition.

DESIGN: why design



Photo: Mark Mahaney

HERMAN MILLER

Herman Miller's NeoCon showroom featured ten Living Office settings—complemented by two enclosed meeting spaces – all based on real world input from real customer examples. EDE provided approximately 3,300 square feet of raised plywood flooring and decking with hidden interlocking systems to hide all panel connections and hardware. Their showroom was recognized by the International Interior Design Association (IIDA) and Contract magazine's Showroom & Booth Design Competition as the best large showroom in terms of originality of design, visual impact, effective use of materials, and the outstanding use of space, color, texture, lighting, and graphics in showrooms and booths at NeoCon.

DESIGN: Herman Miller



HON

This showroom within HON's Muscatine headquarters featured their new Voi product line. EDE's environmental graphics team helped identify and inform visitors through the use of a large translucent Plexiglas framework with token HON Nikons. Each seating area was distinguished with a custom graphic mounted within an oversized black frame to mimic office sizes, and finally, 3D graphics throughout the space to give depth and texture.

DESIGN: SmithgroupJJR



HUB GROUP

The intentions of this environmental graphics installation are clear from first sight; however, the details showcase the level of thought brought into the project. Hub Group, which is the largest intermodal shipping company in North America, wanted to showcase their trailers within their new 5-story building in Oak Brook, IL. EDE carried out the execution by creating 6 split trailers for the 2nd, 3rd and 4th floors. These split trailers carry all the details including unique tracking markings, locking mechanisms, paperwork carriers, and completely accurate graphics packages. The one thing they don't include is the weight and flexibility of these units, which were easily brought into the space, and can be separated and adjusted as needed.

DESIGN: Hub Group



INTERFACE

Interface continued its theme of biophilia at NeoCon 2015 with two new carpet tile collections influenced by nature's ability to inspire and energize. Interface has continually challenged EDE throughout our 20 year relationship, but this year the challenge brought to EDE was to create something immersive. This immersive experience would explore the transition between the great outdoors and interior environments. Our team explored many different Virtual Reality options and came up with a solution. Not only did we fabricate their showroom, but we created an app, a Virtual Reality experience with 3D printed viewfinders, and a branded Google Cardboard giveaway. 500+ Branded Cardboard Viewfinders were given out in 6 hours, and attendees understood how relevant Biophilic Design was to a workplace.

DESIGN: Interface



MOHAWK

Mohawk used their Merchandise Mart showroom to launch their new carpet collection, "Breaking Form." To convey that, EDE worked with Leap Communications to create a design that uses 3D modeling to create complex geometric shapes that challenged even the most sophisticated modeling software. To further challenge EDE's fabrication skills, the complex forms overlaid complex graphics to further the effect and compliment the carpet. EDE's skills were truly tested, but the final result was a space that enhanced the complex patterns in the carpet to speak to the story of Breaking Form.

DESIGN: Leap Communications



NIKE

When Nike decided to open a new store near Boston in Lynnfield, MA, EDE was asked to help support their plans and designs. Working closely with their project and design team, we supplied samples of various graphic application techniques and samples of paint colors to help them clarify all elements of the design. Once finalized, we produced graphics that would subtly cover walls with relevant logos, add color and interest to columns, and provide signage. Their "Just Do It" slogan collage is approximately 12' tall x 80' wide and was produced via friskett applications and paint. We also fabricated components around the store to support the technology and brand messaging. Our installation team worked closely with Nike's lead designer, and the completed store is a warm, airy and engaging environment that showcases the running gear and apparel, while surrounding the shoppers with inspiration and motivation.



NORTHWESTERN UNIVERSITY

EDE worked with Smith Design to help rebrand Northwestern University's Kellogg School of Management. EDE produced 12 new banners made of tension fabric for the Kellogg atrium. New wall coverings printed on Jet Tex material were placed throughout the building, and two sets of their logo and type were made from white acrylic 3D lettering. The atrium, stairwells, classrooms, offices, study lounges, entrances and hallways now cohesively represent the new Kellogg brand with inspiring images, color patterns, and language.

DESIGN: Smith Design



PATCRAFT

EDE updated Patcraft's showroom ahead of NeoCon 2013 to focus on introducing a new carpet line called Deconstructed. Environmental graphics followed a rustic industrial theme with gritty textures in the loft style space. The carpet line wall comprised of about 6,000 white washed poplar blocks, led visitors' eyes around the room with varying layers that reflected the carpet's chevron pattern. EDE installed 3D logos made of steel and wood to identify and brand the showroom. Custom ombre finished walls and a countertop made of reclaimed wood added to the rustic tone of the showroom. Hot rolled steel with magnetic carpet tile layouts, six inlaid displays, cabinetry built into the wall and three sliding panels of carpet installations allowed interaction with the products.

DESIGN: Soloflight



XFINITY ZONE AT SOLDIER FIELD

Looking to engage more deeply with stat-hungry sports fans, Comcast has begun to roll out integrated interactive Xfinity Zones in sports venues throughout the country. Working closely with representatives for Comcast, the Chicago Bears, and GMR Marketing, our craftsmen and project managers have developed what will become a new go-to spot at Soldier Field for Comcast. EDE provided in-house engineering, fabrication, graphics production, and turn-key installation to create the branded area in the concourse that provides a new and exciting place to go during sporting events and concerts. The Xfinity Zone is enhanced by wooden details using local Chicago-area wood and includes large graphics of the Chicago Bears players. The new venue provides charging stations for smart phones along with a massive interactive social media wall. It provides fans the opportunity to experience the new X1 Entertainment Operating System, as well as explore a live demo of Xfinity Home, Comcast's home security and automation platform.

DESIGN: GMR Marketing

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