

Omnicom Environmental Graphics Case Study



Case Study: Omnicom Environmental Graphics

Client: Omnicom

Project: Environmental Graphics

Project Length: 18 months

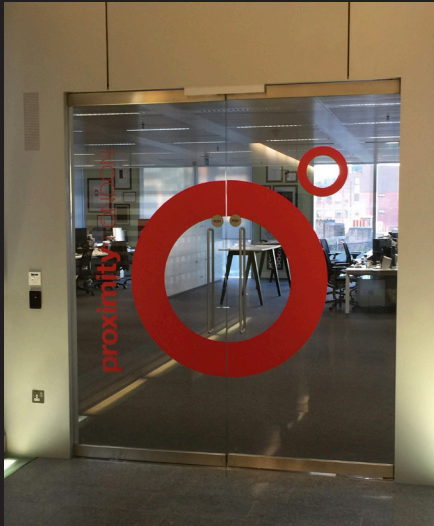
ARC was engaged by Gensler Architects and Turner Townsend to help create a proof of concept for Omnicom's group of agencies. The initial requirement from the client was to create building graphics that could be interchanged as agencies moved in, out and around or expanded within the building.

ARC not only delivered the flexibility to meet the ever changing floor plan but also worked directly with 32 agencies creating bespoke branded graphics packages which allowed each individual agency to project its brand, customised look and feel from previous buildings with a intertwined communal Wayfinding package that tied all agencies together throughout the building.

ARC's full scope included development of creative concepts, producing final artworks and installed environmental graphics for Omnicom (32 Agencies in Bankside 2 & 3).



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