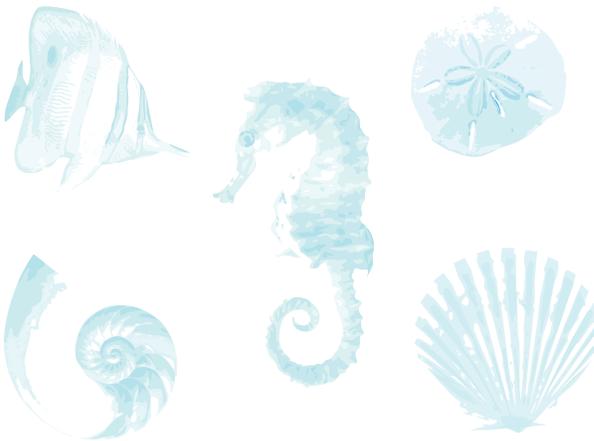
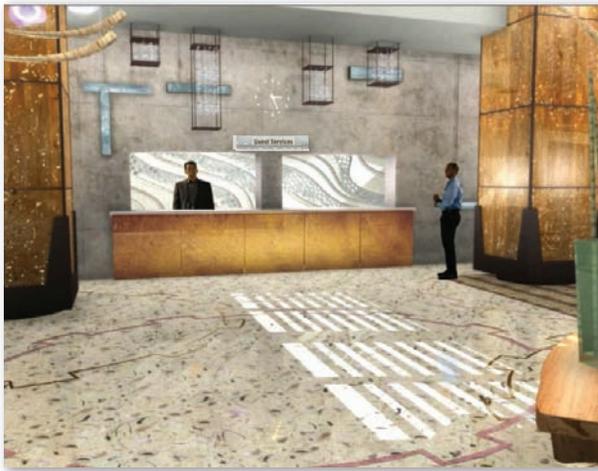


**Approach:**

To evoke the healing character of Canyon Ranch's new concept "Canyon Ranch | Living" the development team for WSG in Miami and the consulting leadership and construction teams for Canyon Ranch sought GIRVIN's guidance to visualize and detail ventures into this category of experience design. In addition to wayfinding, GIRVIN interpreted the nature of the actual patterning to bring Canyon Ranch's dream to life, in the various layers of healthful offerings.





**Result:**

The team journeyed to Miami to understand the nature, principles, and practice of Canyon Ranch Living. Through our Brandquest® process and close collaboration between GIRVIN, Arquitectonica and Rockwell Associates, catalysts evolved into concepts and eventually a design schematic which incorporated the brand tone and values.

