Approach:
GIRVIN was asked to create the launch exhibition for a new operating microprocessor powering Apple, IBM and Motorola hardware and software systems.

Result:
Our team, in conjunction with IBM and Apple, built a brand positioning and textual/visual platform to cohesively express the brand offering of PowerPC, a global operating platform for hardware and software systems used for more than a decade in computing innovations for these groups. Design included the entire exhibition framework, including showcase environments, theater, clothing and merchandising, collateral and motion design for storytelling the innovative visioning of this product group offering.