

Approach:

Located on Microsoft's Redmond campus, the Microsoft Museum looks at the Microsoft brand as it is expressed from many different perspectives. For this project, GIRVIN was given a chance to affect all facets of the design process, from brand strategy and information architecture, spatial planning and dimensional design, to interactive and video presentation and, ultimately, the museum opening and associated print collateral.



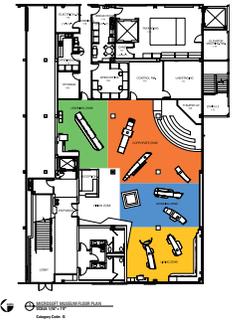
Interactive |



Print |

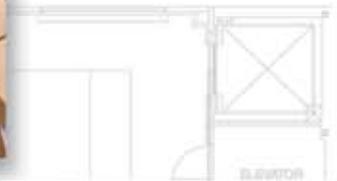


| Environment



Result:

The results speak to a seamless encounter of messages and visuals that further the expression of a powerful, enduring brand. Through its history and culture, its spiritual and emotional core, the essence of Microsoft is brought to life throughout the total experience of the museum. Our environmental designers and brand strategists ensured that visitors to this location would walk away with a genuine connection to the passion of Microsoft, its history, innovations and its products.



Environment |



Approach:

Located on Microsoft's Redmond campus, the new Microsoft Museum looks at the Microsoft brand as it is expressed from many different perspectives. For this project, GIRVIN was given a chance to affect all facets of the design process, from brand strategy and information architecture, spatial planning and dimensional design, to interactive and video presentation and, ultimately, the museum opening and associated print collateral.

Result:

The results speak to a seamless encounter of messages and visuals that further the expression of a powerful, enduring brand. Through its history and culture, its spiritual and emotional core, the essence of Microsoft is brought to life throughout the total experience of the museum. Our environmental designers and brand strategists ensured that visitors to this location would walk away with a genuine connection to the passion of Microsoft, its history, innovations and its products.