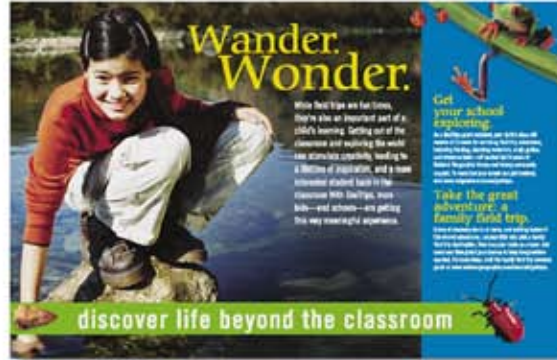


Approach:

National Geographic Channel, in partnership with the National Geographic Education Foundation, the Outdoor Industry Association and a variety of national outdoor retailers and cable companies, had developed a community outreach program to help keep field trips alive in local schools. They came to GIRVIN looking for a way to tell their GeoTrips story in retail settings across the country.

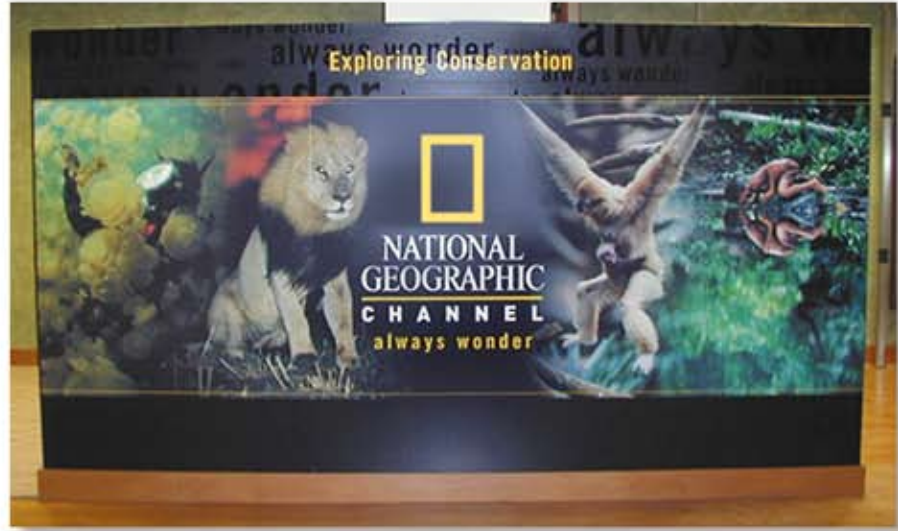


Print |



Result:

In order to provide a merchandising program that would engage teachers, parents and students at the point of purchase, GIRVIN designed a free-standing display, hanging signs, posters, floor and door decals and an informational brochure, all focused on the program's true beneficiary: the kids. The customized environmental elements and compelling collateral materials worked together to provide a truly unique and memorable campaign in outdoor retail locations across the country.



Environment |



Approach:

The Wildlife Experience Museum in Denver was developed to promote conservation through art, education and community. Invited to sponsor an exhibit, the National Geographic Channel turned to GIRVIN to help transform a single room into an area that features the channel's award winning programming and communicates the organization's dedication to the exploration of nature.



Result:

GIRVIN designed a cost-effective, modular display that makes the most of a relatively small space. By leveraging dramatic photography available from the National Geographic archives, we created a user experience that includes life-sized images, wall displays, a video presentation, a kiosk and descriptive signage to navigate visitors between a theater and the main display area. The installation works effectively with the rest of the museum, communicating both the wonder of exploration and the importance of conserving and appreciating nature.