

ENVIRON MENTAL GRAPHIC DESIGN



LORENC+YOO DESIGN

Lorenc+Yoo Design boasts a broad skill set, specializing in “environmental communication graphic design,” a genre that includes exhibits, museums, signage, and graphics. Founded in 1978, the firm’s philosophy includes exploration, inquisitiveness and a commitment to design excellence and innovation executed on every project.

LYD specializes in creating spaces for some of the world’s most well known brands, including Georgia-Pacific, Mayo Clinic, UPS, Haworth and Sony-Ericsson. The team develops unique messages for each project that convey the client’s individual story and help customers truly experience the client’s brand through sculpture, graphics, and space. “Our job is to set the stage for the client’s message by creating rich environments that communicate on the human level,” says principal Jan Lorenc. “Our mission is to use design tell the client’s story beautifully.”

Strategic alliances with firms in the U.S., Dubai, and Korea allow the firm be involved in a number of design areas simultaneously. These partnerships

also provide the firm with access to local talent on international projects, allowing for tight quality control, efficient fabrication, and important cultural connections.

The firm’s years of experience working internationally are a realized ambition of its principals. Jan Lorenc and partner Chung Youl Yoo are both immigrants to the United States. Lorenc came to the U.S. from Poland, and Yoo immigrated from South Korea, living for a time in Latin America. Their respective immigrant experiences inform their sensitivity to cultural context and history, and entice them to seek new and different environmental graphic design challenges throughout the world.

“Environmental graphic design is versatile and varied,” says Lorenc, “but good design is consistent in its ability to blend form and function seamlessly and elegantly. This is the secret formula of what we’ve done for over 30 years in the United States and abroad, and we look forward to new opportunities to tell people about our clients through valuable design.”

劳伦斯 + 柳设计室 (Lorenc+Yoo Design) 创立于1978年， 组成人员有广泛的技能， 专精于 “环境讯息平面设计”， 设计作品包括展场、博物馆、建筑标识、品牌标志与图像设计等。公司的宗旨是： 在探索和求知中， 对每一个项目承诺与实践卓越和创新的设计。

劳伦斯 + 柳设计室 专门为世界知名品牌提供各类设计。 主要的客户中包括 UPS、Samsung、Sony Ericsson、Mayo Clinic、Haworth、Georgia-Pacific 等。我们的设计团队藉由雕塑、图像和空间的表现手法， 为客户量身打造每一个项目， 忠实传达客户的品牌精神， 塑造消费者(顾客)对客户品牌的感受和体验。总裁劳伦斯先生说： “我们主要的工作就是为客户搭建舞台， 藉由丰富的环境呈现客户所要传达的讯息”； “我们主要的任务就是利用设计呈现出客户品牌的精髓。”

我们的策略联盟包括在美国、杜拜和韩国的公司。这些紧密的合作关系

让劳伦斯 + 柳设计室在世界不同的地区， 都有足以提供服务的设计团队。这些合作团队为跨国项目提供当地的专业人才、严谨的品管、高效的建造和深入的文化内涵。

劳伦斯 + 柳设计室以过去15年的国际经验， 逐渐实现了劳伦斯先生跨国经营的雄心壮志。劳伦斯杨和他的合伙人柳忠烈都是美国的第一代移民。劳伦斯先生从波兰、柳先生从南韩移民到美国。他们的移民经验培养了他们对历史及文化的敏锐性。诱发他们到世界各地， 面向求新求变的环境平面设计挑战。

劳伦斯先生这样形容他的设计和经营理念： “环境平面设计有各式各样的表达方式， 但是好的设计能够在无形之中优雅的融入整体环境， 这是我们在过去35年里在美国及海外能够成功的道理。我们一直寻找新的机会， 藉由能赋予项目更高价值的设计， 吸引消费者来认同我们的客户。”



DESIGN SERVICES

Lorenc+Yoo Design provides a wide range of design services, from wayfinding signage programs, to permanent corporate museum exhibitions. The firm's versatility is possible because of its diverse employee and consultant talent that includes architects, graphic designers, landscape architects, industrial designers, and branding and marketing specialists. The firm employs this range of expertise whenever appropriate to contribute to a successful design for its clients.

Exhibition design is the heart of LYD's business. It allows the firm's many disciplines to merge into a unified environment that tells a client's story to customers, partners, and employees. Whether a temporary tradeshow exhibit meant to stand for a week, or a permanent museum exhibit, the firm transforms a space into a platform to communicate brand, history, and value. The firm's exhibits have launched brands like Sony-Ericsson, and provided rest and comfort for customers of UPS at the 2008 Olympic Games in Beijing. The firm's design for the Mayo Clinic's headquarters museum tells the story of a medical institution so well that its elements have been replicated at Mayo's other locations in the United States. LYD's designs for Mayo communicate its high-quality services, organizes its history, and fits perfectly with its architecture and marketing.

Sculpture is an important art form that can not only be pleasing to the eye, but also communicate an important message. LYD uses sculpture to display information in bold, eye-catching ways. The design for Samsung's "Rising Hand," for example, advertises the technology firm's mobile phone business to international business travelers in Frankfurt, Kiev, and Toronto. It is modern, sleek, and upgradeable when new products come to market. LYD's lobby directory piece for Hines at Perimeter Summit 3003 in Atlanta is a 24-foot-tall piece of art made of stacked glass, lit from the inside to produce a high-tech feeling.

The firm offers superior wayfinding and signage services, produced through intense study of pedestrian and vehicle traffic patterns, understanding of the relevant space, and attention to creating beautiful designs. Wayfinding programs for hotel convention centers like Gaylord Texan Resort and Convention Center bring direction to guests within the 400,000 square foot meeting space. The signage program for Florida Hospital's Health Village in Orlando guides individuals where they need to be at particularly vital moments. And in many cases, the firm creates wayfinding systems that are modular in nature, allowing for easy replacement, repair, and movement.

设计服务

劳伦斯+柳设计室（LYD）提供的是多元化的服务。服务范围从导视标识规划到永久性的企业博物馆展场。我们之所以能提供如此多元的服务，理由在于我们有各种的专业雇员和顾问，如建筑师、平面设计师、景观设计师、工业设计师、及品牌包装及销售顾问等。我们一向是针对项目的需求，组织多元的专业团队来提供客户成功的设计。

展示设计是LYD的核心业务。展示设计结合了我们设计室多元的专业资源，为客户讲述他们的故事给消费者、企业伙伴、和员工。不论是为了短期的贸易商展，或者是永久性的博物馆展览，我们都能将展示空间转型，成为客户表现品牌、历史、及价值观的最佳平台。我们曾为索尼—爱立信的新品牌出台做了展销室；我们也于2008北京奥运时为国际快递公司UPS的客户提供了舒适宜人的招待所。我们还为知名的医疗机构—美佑诊所（Mayo Clinic）设计了总部博物馆。其中的展示单元因能详尽的表达该机构的历史，被美国其它地方的美佑诊所分部复制使用。我们为美佑提供的设计，传达了美佑优质的服务、理清了它的历史、且和它的建筑及品牌包装理念完美的结合。

雕塑这种重要的艺术形式不仅能给人视觉的享受，它还能传递丰富的讯息。LYD透过雕塑，用大胆的、引人注目的手法传达讯息。例如为三星公司设计的“伸起的手”，在德国法兰克福、俄国基辅、及加拿大的多伦多的国际机场，向国际旅客宣传这个高科技公司的手机业务。这个雕塑设计深具现代感、光鲜平滑、而且可以在新产品推出时更新。LYD的另一作品是为开发商Hines在亚特兰大Perimeter Summit 3003提供的大堂导览标识。它是一个由24呎高的叠层玻璃组成的艺术作品。其内部照明呈现出一种高科技感。

透过对行人及车辆流线模式详尽的研究、对相关空间的了解、和对创作完美设计的专注，LYD提供特优的导视规划和标识设计。我们为Gaylord Texan 度假酒店及会议中心提供的导视规划，在这个40万平方英尺的会议场所里，为住客提供良好的导向。LYD为在美国奥兰多市的佛罗里达医院健康村提供的标识规划，引导人们在生命攸关的时刻到他们想去的地方。在许多的案例中，LYD创建的导视系统是模距化的，能简易的替换、修理、和移动。

Although every project is different, Lorenc+Yoo Design approaches each one scientifically, beginning with a discovery process that unveils the client's mission and project priorities. The process for designing signage systems will be different than designing an exhibit, however, the goal is always to create the most beautiful, functional designs for our clients.

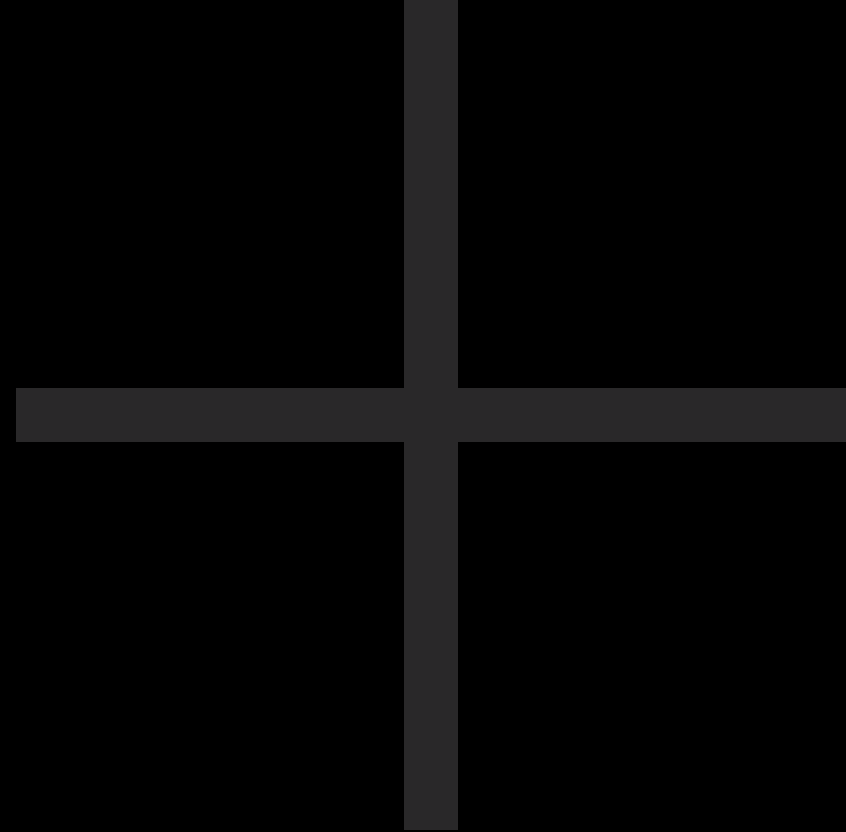
Following the initial discovery phase, the team begins an analysis, measuring the traffic flows, entry and exit points, and space restrictions. Then the programming begins, planning design element locations, sizes, and hierarchy. The concept design is next, providing a vision of the end product to the client. Once the client approves the direction of the design, the firm begins design development. The design intent process is next, documenting all the details of the product. Next is the bid/award process, followed by an administration process in which the firm ensures the highest standards of detail and finish for the final product.

+ DESIGN PROCESS

+ 设计流程简介

尽管每一个项目之间有所不同，劳伦斯+柳设计室（LYD）总是有条有理地处理每一个项目。我们在项目一开头，一定会先探究、发掘客户的企业精神和项目的优先事项。设计标识系统的过程将不同于展示设计，但我们的目标始终是为我们的客户创造最富美感又具功能性的设计。

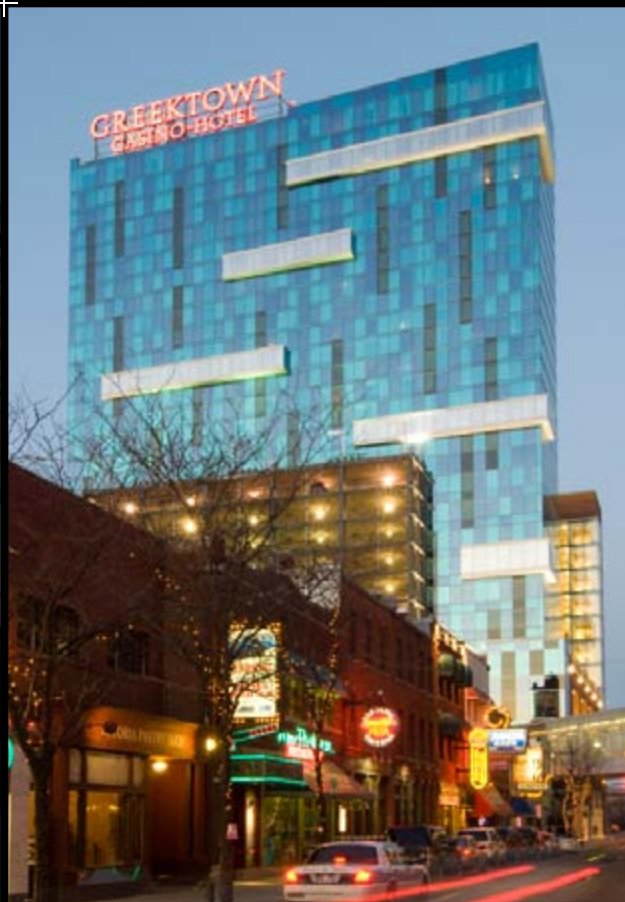
在启始的探索阶段之后，设计团队接着开始整体分析、量测交通流量、确认出入口、和了解空间的限制等。然后是规划设计元素的布局、大小尺寸、和层级次序。下一个步骤则是将客户的项目愿景视觉化的概念设计。当客户同意了概念设计所提出的设计方向后，我们随即开始深化（扩初）设计。紧接着是设计意图图纸的制作，以表达所有设计产品的细节。然后是投标和得标裁定的过程。之后透过施工管理程序，我们能协助客户确保最终成品的质量水平。



+ RESORT & CASINO SIGNAGE

GREEKTOWN CASINO & RESORT

Detroit, Michigan
Client: Greektown Casino
Completed: 2009



GAYLORD TEXAN

Dallas, Texas
Client: Gaylord Hotels
Completed: 2004



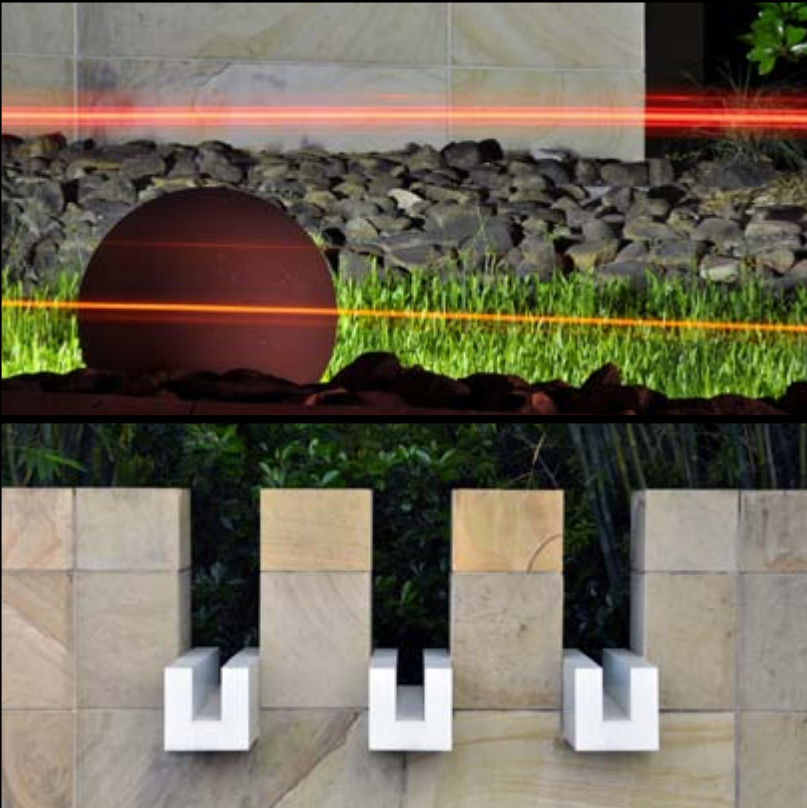
GAYLORD PALMS

Kissimmee, Florida
Client: Gaylord Hotels
Completed: 2002



BONNET CREEK

Orlando, Florida
Client: Bonnett Creek Resort Community
Development District
Completed: 2004



NORTHERN QUEST RESORT & CASINO

Spokane, Washington
Client: Northern Quest Casino
Completed: 2010



POTAWATOMI BINGO CASINO

Milwaukee, Wisconsin

Client: The Potawatomi Casino

Completed: 2009



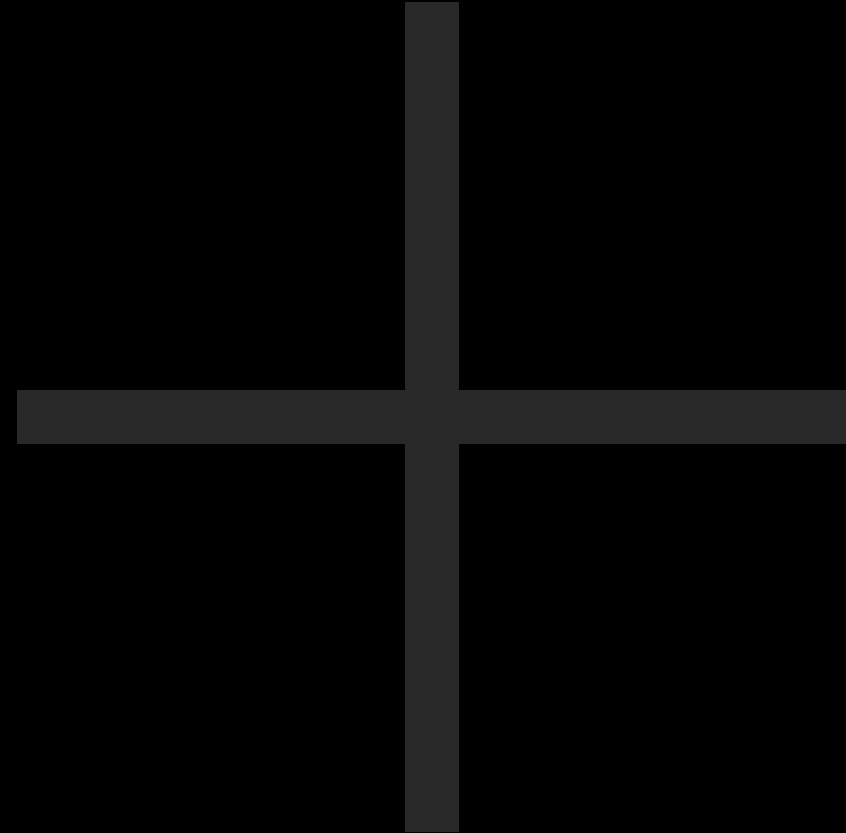
WINDCREEK CASINO & HOTEL

Atmore, Alabama

Client: WindCreek Casino & Hotel

Completed: 2009





+CORPORATE & CAMPUS SIGNAGE

191 PEACHTREE TOWER

Atlanta, Georgia
Client: Cousins Properties Incorporated
Completed: 2009



TAP/1180 PEACHTREE

Atlanta, Georgia
Client: Hines Interests
Completed: 2009



PERIMETER SUMMIT

Atlanta, Georgia
Client: Hines Interests
Completed: 2008



MEMPHIS LIBRARY

Memphis, Tennessee
Client: Memphis/ Shelby County
Completed: 2000



NORTH CAROLINA STATE UNIVERSITY

Raleigh, North Carolina
Client: North Carolina State University
Completed: 2008



VERTON PARK

Atlanta, Georgia
Client: Hines Interests
Completed: 2000



ATLANTA FINANCIAL CENTER

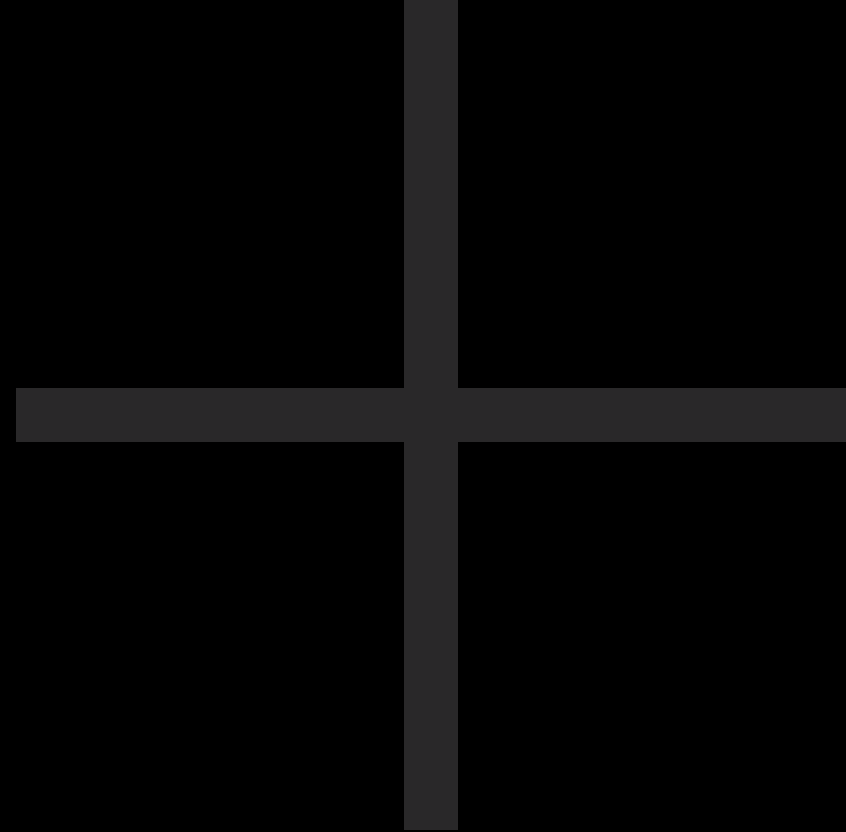
Atlanta, Georgia
Client: Hines Interests
Completed: 2008



1180 PEACHTREE

Atlanta, Georgia
Client: Hines Interests
Completed: 2006





+ RETAIL SIGNAGE

THE DOMAIN

Austin, Texas
Client: Simon Property Group, Inc.
Completed: 2007



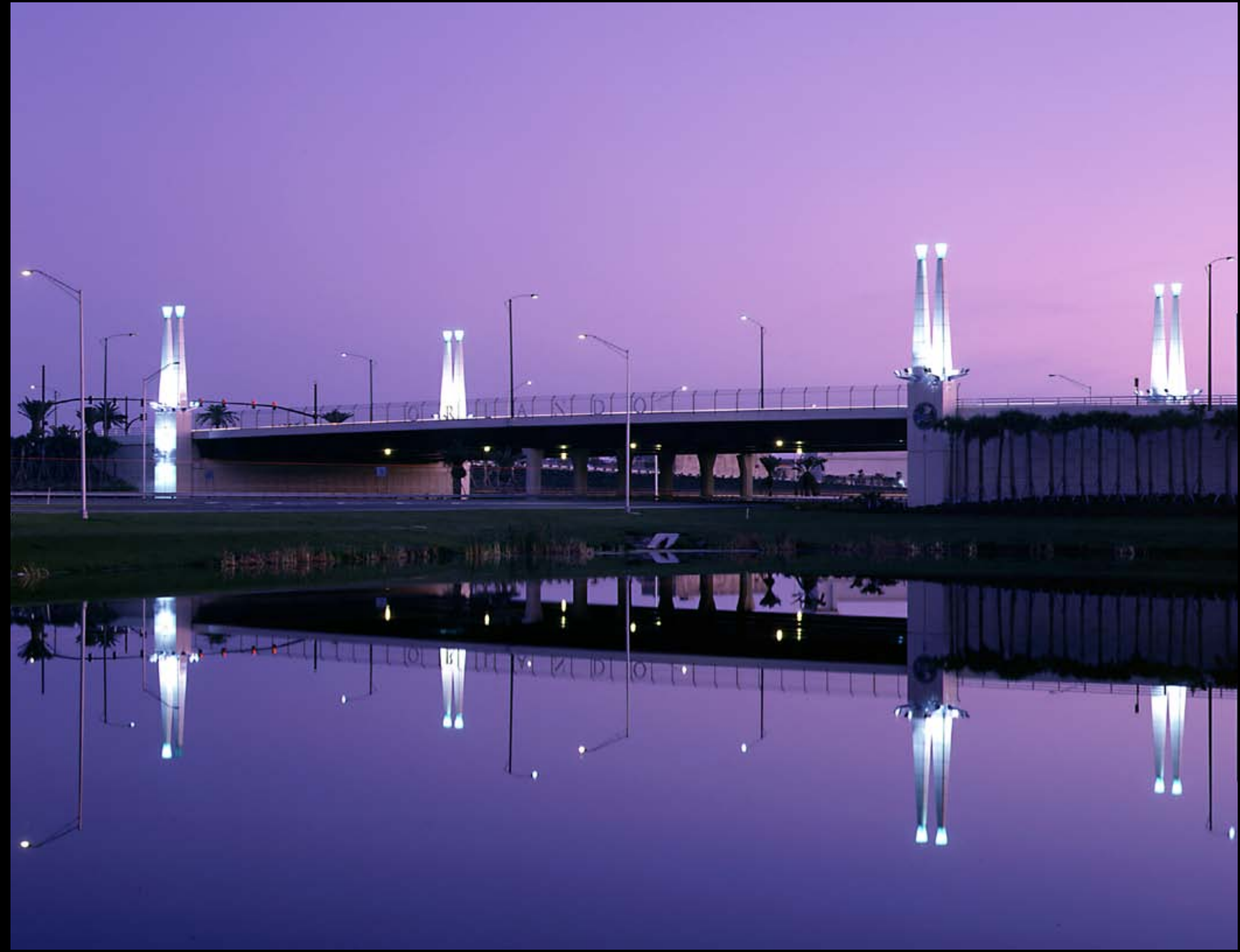
FIREWHEEL TOWN CENTER

Garland, Texas
Client: Simon Property Group, Inc.
Completed: 2006



MILLENIA

Orlando, Florida
Client: Schrimsher Properties
Completed: 2005



DADELAND MALL

Miami, Florida
Client: Simon Property Group, Inc.
Completed: 2002



NEWPORT CENTRE

Jersey City, New Jersey
Client: Simon Property Group, Inc.
Completed: 2008



POLARIS FASHION PLACE

Columbus, Ohio
Client: Glimcher Properties
Completed: 2002



BURLINGTON TOWN CENTER

Burlington, Vermont
Client: General Growth Properties
Completed: 2006



Exhibition design is the physical manifestation of a verbal narrative that is communicated through immersion within an architectural enclosure. This involves the creation of an interior design, a graphic design theme, and industrial design detailing, each of which is supported through lighting design, acoustic design, and interactive design.

It is truly a multi-disciplinary art form and possibly the most effective manner to tell a corporate story.

We immerse ourselves with the content that is to be communicated. We must understand the content completely, sometimes even better than our clients understand it themselves so we reach a point at which we communicate the topic to any desired audience, be it the general public, school children, corporate executives, buyers, staff, or visitors. The world today sees the need for great exhibitions, and understands the importance of a guided procession for an individual's movement in an exhibition space. Good exhibitions foster curiosity and refrain from giving away all of the answers to the visitor without asking anything of them in return.

When an exhibition asks, the visitor remembers.

Exhibition design is the primary method to ensure the public understands and sympathizes with corporate story. In an age when people are demanding more, exhibits are arguably the only way to adequately deliver the desired brand experience and to keep and grow a loyal customer base.

+ EXHIBIT DESIGN

+ 展示设计

展示设计是一种透过建筑围合的整体空间，具体传达某种内涵或故事的规划程序及其成果。这个程序涉及了室内设计、平面设计、和工业设计的节点深化。这些程序还需要照明设计、音响设计、和互动设计的配合协助。

这诚然是一个涉及多种专业的艺术形式，同时也可能是展示企业背景故事最有效率的方式。

我们先是全心的投入于需要传达的内容当中。我们必须全盘了解这些内容，有时甚至比我们的客户了解的更为透澈。这样我们才能毫无阻碍的和任何观众交流，不论其为一般大众、年轻学生、企业管理层、采购人、雇员、或访客。

当今的世界需要绝佳的展览，也了解在一个展场中，参观者被引导通过一定流线的重要性。好的展览能在全不揭开谜底的方式下，激发人的好奇心，但又不要求参观者提出任何的回报。

每回一个展览询问一个问题，就能让参观者留下一个印象。

展示设计是能确保一般大众对企业的背景故事有所了解和同情的主要交流型式。在现下人人要求得到更多的时代里，公开展览可说是充分传递品牌经验，建立和保持忠实的顾客群的唯一方式。

HAWORTH SHOWROOM CHICAGO

Chicago, Illinois
Client: Haworth, Inc
Completed: 2002

For an introduction icon for Haworth Furniture Company at Neocon 2002 Showroom in Chicago we designed a portal with a column acknowledging their numerous patents. The sculptural globe video presentation signifies their leading competitive market position.



EXPRESSING THE CLIENT'S PASSION

LYD's key to effective environmental graphic design lies not only in the balance between utility and eye-pleasing aesthetics. The design must also observe contextual and historical relevance, as well as honor the client's objective. "Our passion is to express the client's passion," Lorenc says.

GEORGIA-PACIFIC

Denver, Colorado
Client: Georgia-Pacific
Completed: 1999

A corporate exhibit space that tells a three part story about process, products, and customers of Georgia-Pacific. Located in a vast space in the distribution center, the sculptural forms had to match the scale of their surroundings. A tape measure doubles as a timeline that becomes a cyclone connecting the different narrative sections.



VISUALIZING THE STORY

Good environmental graphic design is consistent in its ability to blend form and function seamlessly and elegantly. We take this approach with all of our projects, and use it to tell the client's story to achieve their goals.

MAYO CLINIC HERITAGE HALL

Rochester, Minnesota
Client: Mayo Clinic
Completed: 2004

Mayo Household Names, Creating the Future of Medicine, Benefactor Recognition, and changeable initial exhibition on Mayo and the Mississippi.

Mayo Clinic Heritage Hall is a 4,000 sf visitor center that acknowledges the contribution of major benefactors in the success of Mayo Clinic. It contains stories about the spirit of the Clinic: Family of Benefactors, Board of Trustees, Theatre, its Founders, 24 Hours at Mayo Clinic,



DESIGNING SPACES FOR PEOPLE

LYD considers the individual's approach into its environments and the aesthetic design at the same time. As designers, we have to keep in mind how the traffic is going to work, and the spaces that the client requires in order to convey its story and message. Art and function have to balance in spaces because they have to serve specific functions, especially when it's a public space for people.



WORDSPRING DISCOVERY CENTER

Orlando, Florida
Client: Wycliffe Bible Translators
Completed: 2001

A visitors center focused on the mission and accomplishments of Wycliffe, an organization that translates the Bible into all of the languages of the world. This 4,500 square foot museum has a theater and interactive displays that showcase the process of translation and highlight some of languages and cultures that they have worked with.

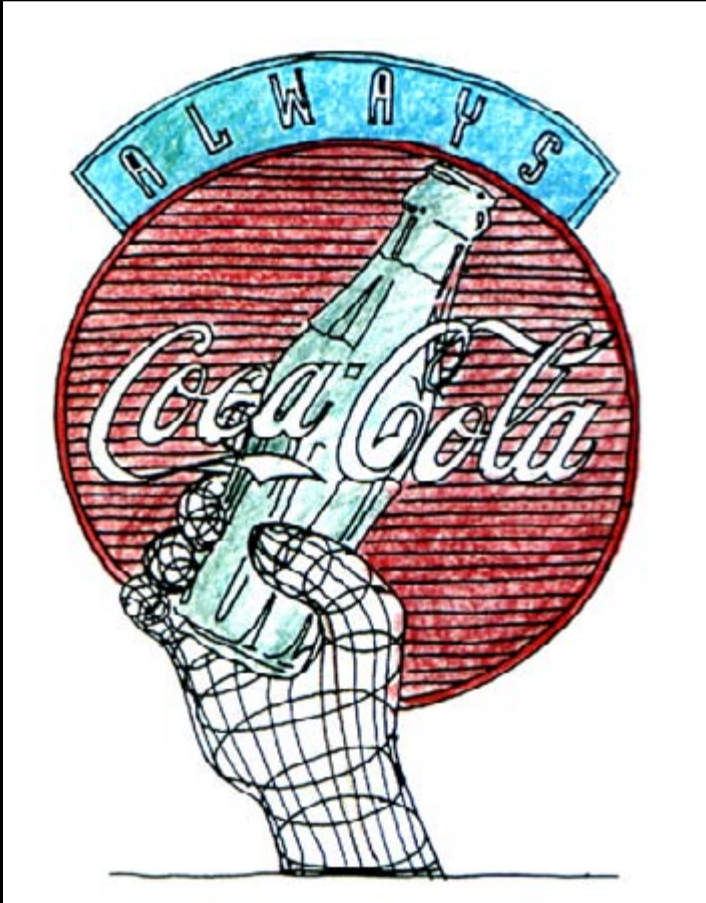
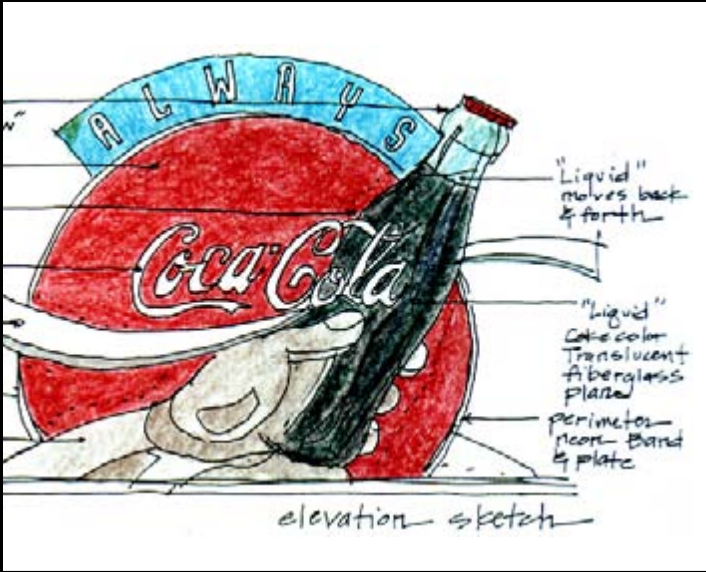


MULTI-FACETED APPROACH
LYD's design process is drawing intensive, and uses multiple analysis and documentation approaches. A project may include storyboards, a design element matrix, a planning analysis and a written narrative. Throughout the design process, this story becomes more refined and developed as individual design specialists add their expertise.

COCA COLA WORLD HEADQUARTERS

ATLANTA, GEORGIA
Client: The Coca-Cola Company

Utilizing the Coke's icon, we placed the classic bottle atop a cyclone of Coke Green Glass, within which a light fixture allows for the "glow of the secret formula." The accent metals are stainless steel, coordinating with the Headquarters' lobby interior. The surrounding glass enclosure contains the chairman's quality statement for all of their products.



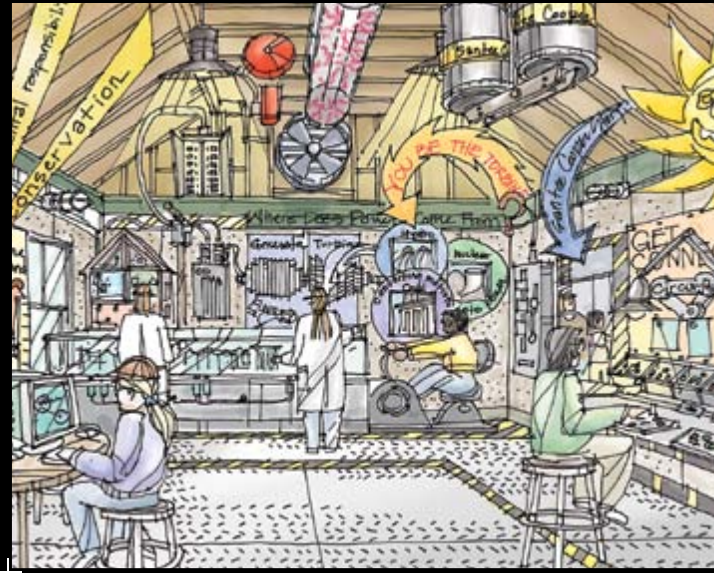
RICHNESS OF CULTURE REALIZED
"Our approach looks at the company or environment and strives to incorporate the richness of its culture and context into the project," says Lorenc. "Everything from the site plan, to the landscape, lighting, building, interiors and graphic images... everything down to the micro level is thought through as being part of the unified and unique message that we aspire to convey for each client."

CHILDRENS MUSEUM OF SOUTH CAROLINA

MYRTLE BEACH, SOUTH CAROLINA

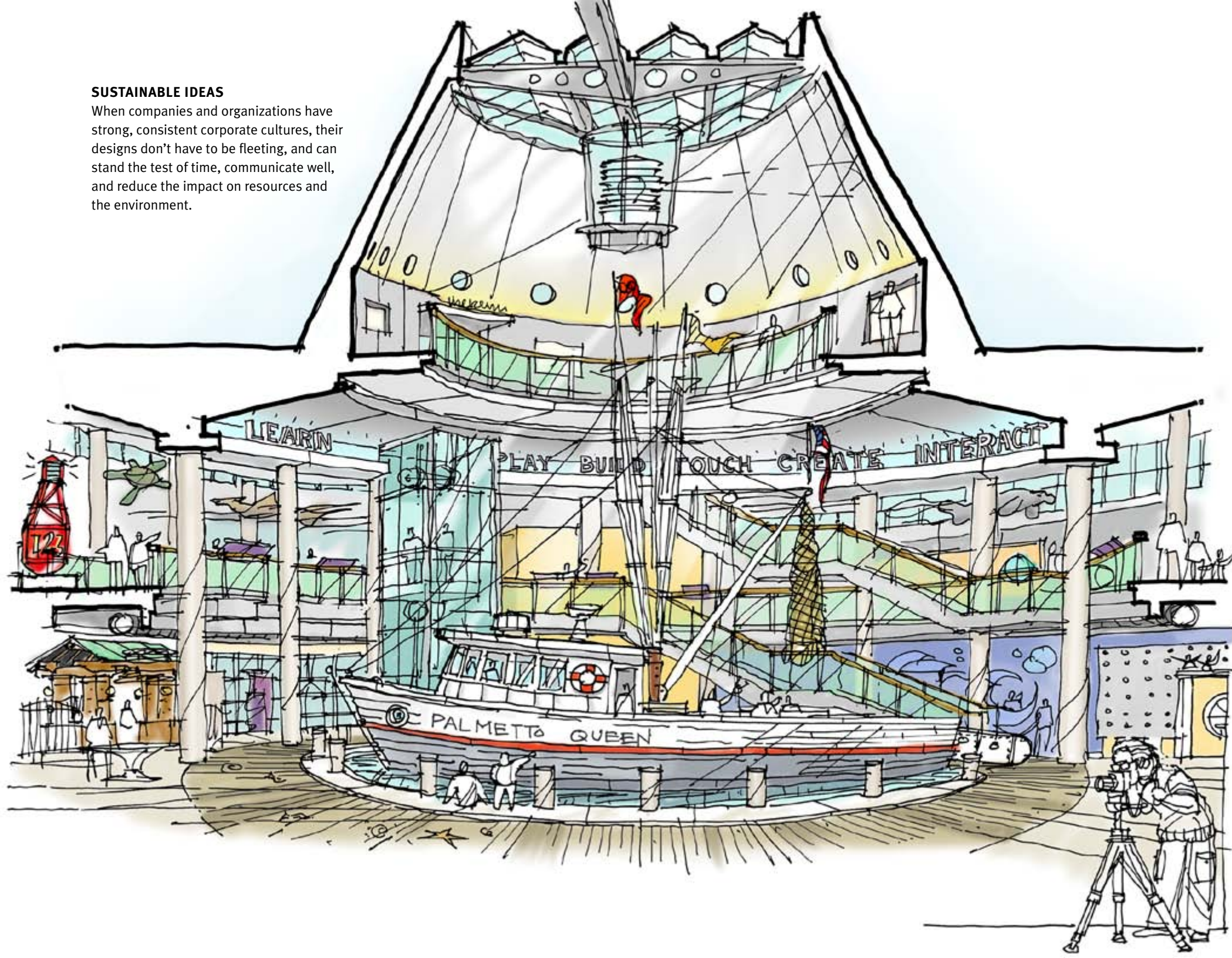
Client: Childrens Museum of South Carolina

This 65,000 sf museum, to be located in the tourist haven of Myrtle Beach, will be a world built for children. The central focus is Kidz City, a town that includes many child-sized destinations such as a bank, a grocery store and a hospital. The main rotunda of the museum features a full-sized shrimp boat for exploring an industry that is a big part of the coastal Carolina economy.



SUSTAINABLE IDEAS

When companies and organizations have strong, consistent corporate cultures, their designs don't have to be fleeting, and can stand the test of time, communicate well, and reduce the impact on resources and the environment.



SONY ERICSSON

CTIA Conference, Orlando, Dallas & Los Angeles
Client: Sony Ericsson Mobile Communications
Completed: 2002

The joining of forces of Sony and Ericsson, two giants in consumer electronics and cellular telecommunications, required a branding experience that allowed the convention visitors to see their presence in the show through this dramatic exhibit structure and its interior as the product narrative.



BUILDING COLLABORATIVE RELATIONSHIPS
LYD has been associated with PA-based Journey Communications, Inc. on all of its USA-based trade show projects. Implementing LYD's designs, JCI facilitates exhibit construction, installation, and take-down for two to ten trade shows per year. This limited number of trade shows allow the firm's efforts to be especially focused in achieving a powerful client narrative that tells the client's brand story.

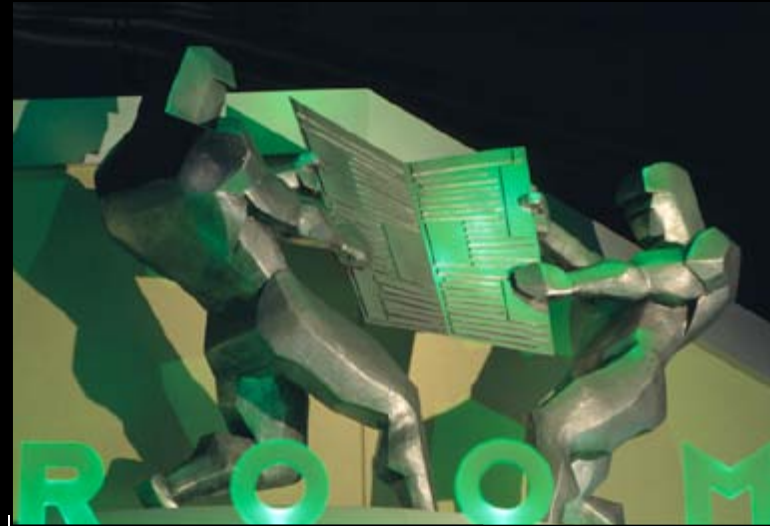


MCWANE CENTER NEWSROOM EXHIBIT

BIRMINGHAM, ALABAMA

Client: McWane Science Center

An exhibit devoted to the inner workings of news production. Its main focus is the newspaper and allows teens to experience the process of journalism, from concept and writing articles to the final printed product.



DETAILS MATTER

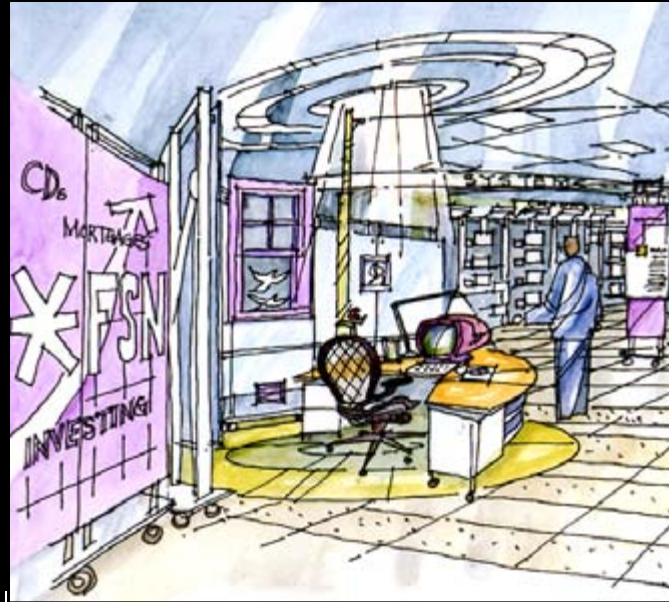
"Details matter because people can sense when a design is carefully thought out as opposed to when it has been hastily put together," says Jan Lorenc. "This impacts the potency of the client's message."

E*TRADE TECHNOLOGY EXHIBIT

ALPHARETTA, GEORGIA

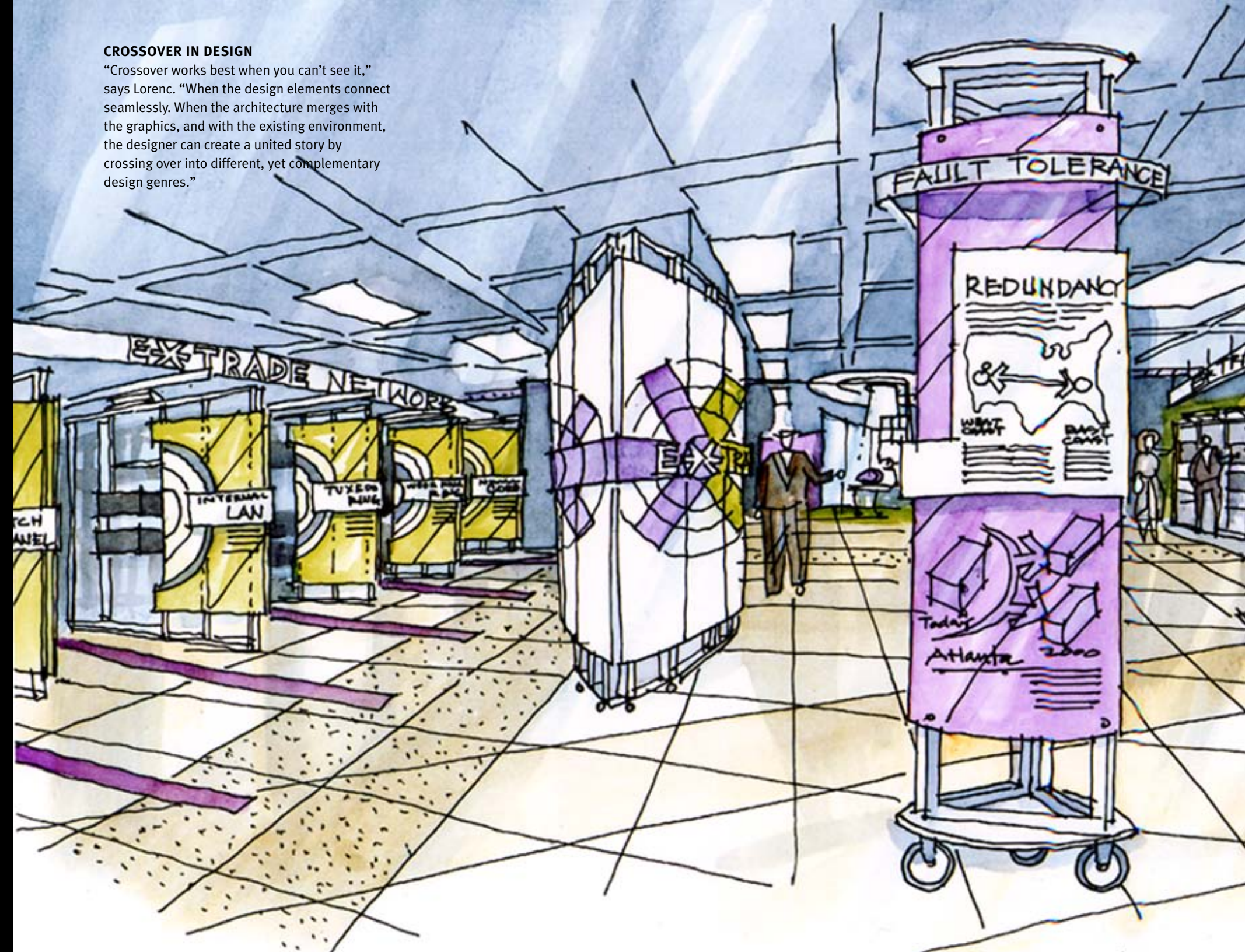
Client: The Coca-Cola Company

Development of an overall exhibit featuring the three dimensional demonstration of electronic stock trading within the control room and the computer room.



CROSSOVER IN DESIGN

"Crossover works best when you can't see it," says Lorenc. "When the design elements connect seamlessly. When the architecture merges with the graphics, and with the existing environment, the designer can create a united story by crossing over into different, yet complementary design genres."



BROOKFIELD

ICSC Convention, Las Vegas, Nevada
Client: Brookfield Asset Management Inc.
Completed: 2011



UPS AT BEIJING OLYMPICS

Beijing Olympics, Beijing, China
Client: United Parcel Service (UPS)
Completed: 2008



CUSHMAN & WAKEFIELD

ICSC Convention, Las Vegas, Nevada
Client: Cushman & Wakefield
Completed: 2004



DLC

ICSC Convention, Las Vegas, Nevada
Client: DLC Management Corporation
Completed: 2007



RELATED COMPANIES

ICSC Convention, Las Vegas, Nevada
Client: Related Companies
Completed: 2007



MOHAWK CARPET SHOWROOM

Dalton, Georgia
Client: Mohawk Industries



UMBRO USA HEADQUARTERS

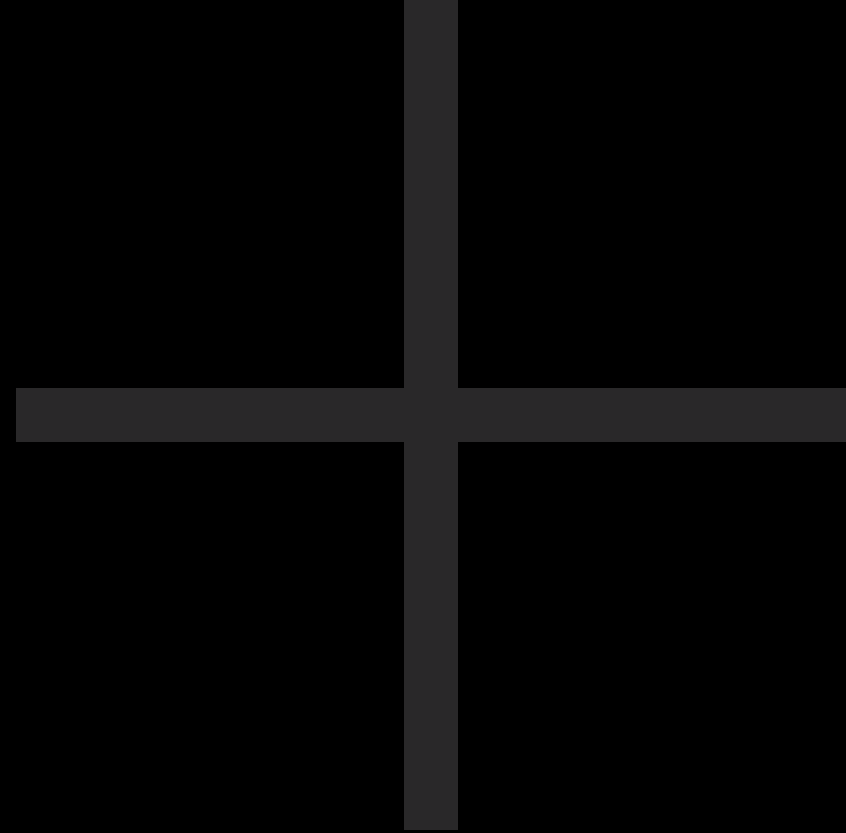
Greenville, South Carolina
Client: Umbro International
Completed: 2008



DONUT KING

Atlanta, Georgia
Client: Donut King
Completed: 2010





+SCULPTURE

SAMSUNG RISING HAND

Frankfurt , Germany; Kiev, Ukraine; Toronto, Canada
Client: Samsung
Completed: 2008



PERIMETER SUMMIT 3003 DIRECTORY

Atlanta, Georgia
Client: Hines Interests
Completed: 2000



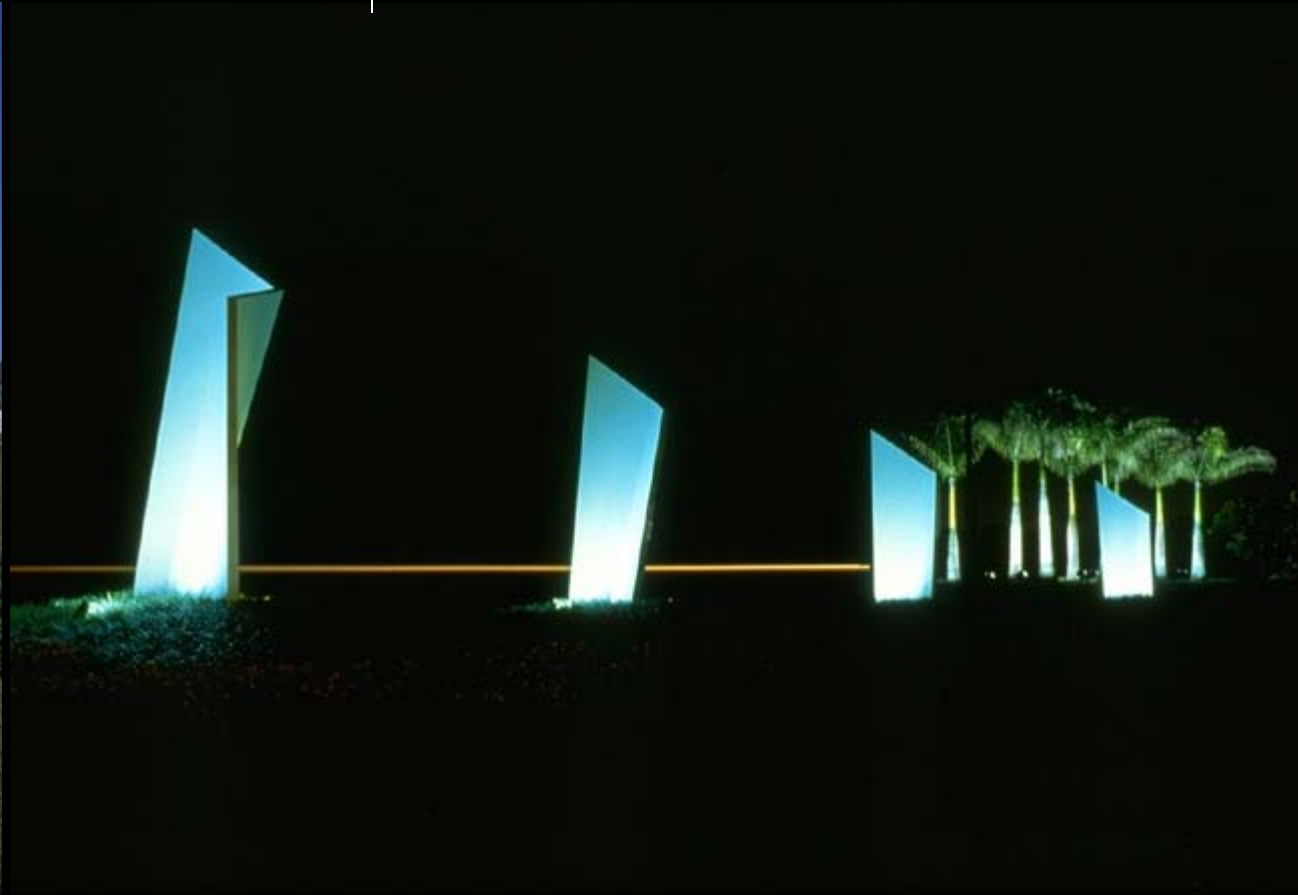
BIRMINGHAM FLIGHT SCULPTURE

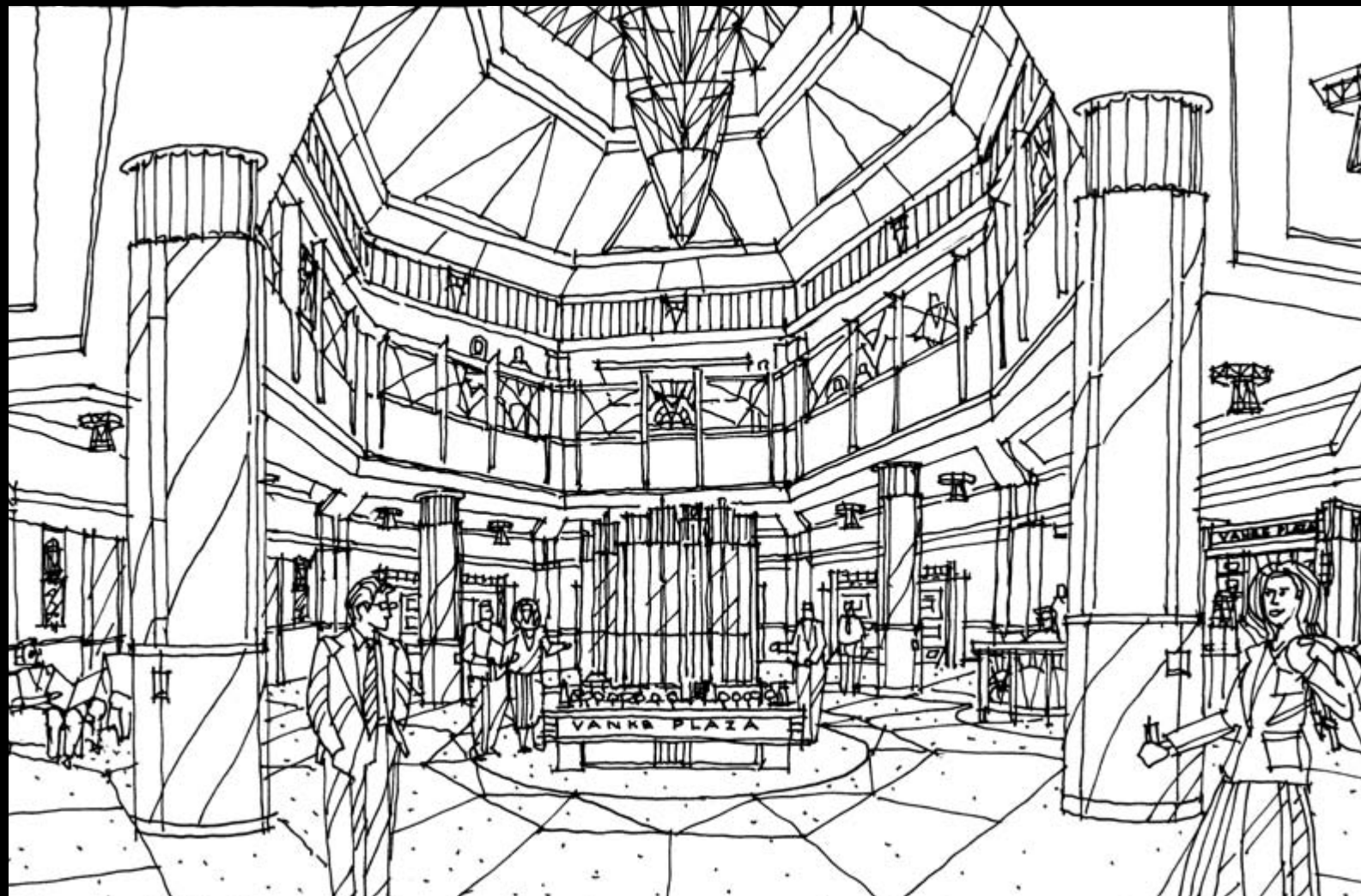
Birmingham, Alabama
Client: City of Birmingham
Completed: 1999



MERIDIAN

Weston, Florida
Client: Meridian Business Campus Inc
Completed: 1988





CHINA PROJECTS IN PROGRESS

VANKE PLAZA - Shenzhen, China- Vanke Shenzhen

Visual Brand Orchestration - Branding, Architectural Jewelry, Sales Center Exhibit and Interior Design, Signage Design

Yu Libin 于立彬
+86 139 2388 7789
Binbinyu99@gmail.com

Jiang Chun-Yang 蒋春阳
+86 135 0965 3096
jiangcy@vanke.com

OPALUS - Guangzhou, China - Vanke Guangzhou

Visual Brand Orchestration - Storyline Development and writing, Branding, Architectural Jewelry, Sales Center Exhibit and Interior Design, Sculpture and Art Creation, Signage Design and Construction Barricade Marketing Wall .

Wu Xiaojing 吴晓菁
+86 136 3236 6844
wuxiaoj@vanke.com

FISH IN THE GARDEN - Guangzhou (Qingyuan) , China - Vanke Guangzhou

Visual Brand Orchestration - , Brand Design, Architectural Jewelry, Sculpture Design, Signage Design and Construction Barricade Marketing Wall

Wu Xiaojing 吴晓菁
+86 136 3236 6844
wuxiaoj@vanke.com

LORENC+YOO DESIGN

109 Vickery Street
Roswell, GA 30075-4926
United States of America
770-645-2828

www.lorencyoodesign.com
jan@lorencyoodesign.com

ENVIRON
MENTAL
GRAPHIC
DESIGN



ENVIRON
MENTAL
GRAPHIC
DESIGN

LORENC+YOO DESIGN