

Buick

Taking center stage

CHALLENGE

To deliver a bold, upscale look for Buick's move away from the General Motors corner to the center of the hall and to create a welcoming atmosphere for visitors at the North American International Auto Show.

SERVICES



Strategic Planning



Creative Development



Engineering & Fabrication



Logistics & On-site Operations

SOLUTION

A striking interactive space that helped Buick stand out from the crowd and welcomed visitors to get an up close and personal look at Buick and their products.

We made sure Buick held its own among the other luxury brands in the center of the hall by creating an elegant, welcoming space using quality materials for everything from the wall coverings and unique light fixtures to the custom leather flooring.

Our eye-catching and complex architectural design exuded a sense of motion. The exhibit featured sweeping arches, an 82.5-foot wide high-resolution LED video screen and a multilayer floor with enough strength to hold the weight of any Buick model.



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