

CZARNOWSKI

CZARNOWSKI®

STORIES THAT MOVE

IGT AT G2E

IGT at Global Gaming Expo

CREATING A SPLASH

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Challenge

To debut the “new” IGT following a merger with GTECH, showcase nearly 400 products and solutions and create a splash at Global Gaming Expo (G2E), the gaming industry’s largest trade event.

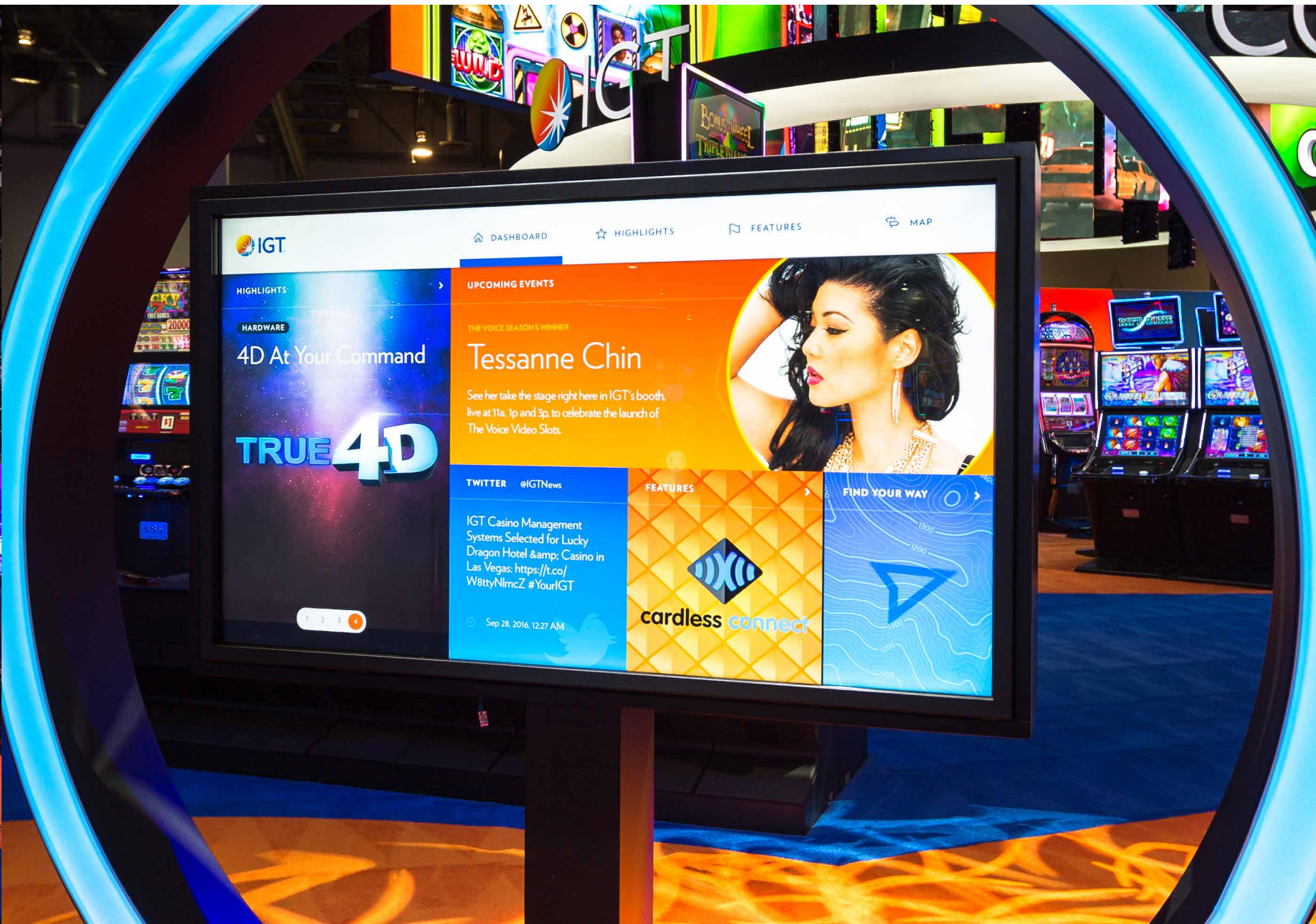
Solution

A branded, 25,000-square-foot environment loaded with interactive and experiential spaces designed to grab attention, promote engagement and start conversations about IGT’s innovative products.

We created a fresh environment for IGT to demonstrate their brand’s evolution. The new L-shaped booth combined high-tech and contemporary design to evoke an upscale yet inviting feel. Distinct environments were architected to distinguish featured product and hospitality spaces from performance and stunt areas.

We integrated multimedia into the booth by mixing large statement pieces like the 300-foot-long curved screen with smaller standouts such as the exhibit’s LED tile chandeliers.





To ensure the IGT booth stood out from the large G2E exhibition crowd, we mounted signs and screens to the top of the space—making IGT’s messaging and videos easily visible to all who passed by.

Once in the booth, visitors were encouraged to use wayfinding stations to navigate the large, unusually shaped space and locate the products they were most interested in seeing.

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It was important for the space to be interactive, so we created walls that would react to visitors' movement. Visitors could also play games, watch demos and feel what it was like to hit the jackpot.

IGT was impressed with the ease of working with our team, our dedication to delivering the WOW factor and our ability to prove that they are truly the global leader in gaming.



Say hello.

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