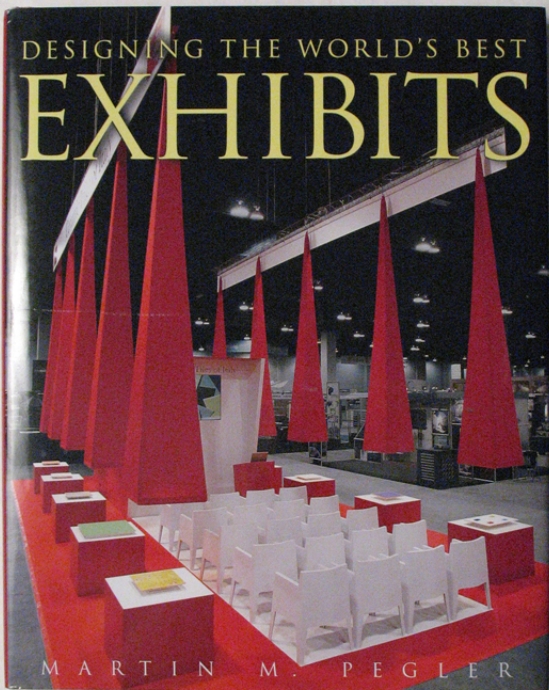


DESIGNING THE WORLD'S BEST
EXHIBITS



MARTIN M. PEGLER

EDS EXPERIENCE

EDS CORPORATE HEADQUARTERS—Plano, TX

ARCHITECTURE AND CONCEPTUAL EXHIBIT DESIGN—

Michael Malone Architects, Dallas

PRINCIPAL IN CHARGE—Michael Malone, AIA

PROJECT MANAGER—Talmadge Smith

Rob Renner & Shari Dixon

EXHIBIT CO-DESIGNER—Pentagram, New York, NY

CLIENT—EDS, Plano, TX

VP GLOBAL MARKETING—Gail C. Rigger

Amy L. Malone

DIRECTORY OF EDS MARKETING CENTERS—Mary

Francis Hynes

EDS DISPLAY PROJECT MANAGERS—Pamela Abraya/

Yasir Tabak/Collins Cotton/Shirley Perry/Bob Hallam

PROJECT MANAGERS—Julia Seashy/Windy Lewis Carnegie

PHOTOGRAPHY—Jed Haggard Photography, Houston, TX



EDS is one of the world leaders in information out-serving and technology consulting with a great depth of products and offerings. To assist with the sales and presentation process, the EDS Global Marketing Team created the EDS Experience—a three dimensional manifestation of the company and their electronic business model. The 10,000 sq. ft. space in the Plano company headquarters hosts clients and potential clients "in a fully interactive presentation suite with several discreet components." It is designed to accommodate short briefings or multi-day meetings in an environment geared to hospitality and direct access to the EDS headquarter campus.

Michael Malone Architects was selected to design the facilities, and Pentagram, an international graphic and design firm, was brought in as an equal partner in the design and conceptualizing of the displays and graphics. Together with the EDS team they created the displays and presentations that integrated with the architecture—"creating a seamless presentation and consistent message."

The lobby features a plasma monitor that can be customized to welcome the guests and offer the day's programs. A flowing wall of translucent glass has all of the current 10,000 EDS clients etched on it and the space also has projected logos that support the EDS marketing and advertising themes of the moment. The Cyber Cafe with its computerized barista bar is located off the lobby. The bar becomes a background for an interactive demonstration which introduces the theme of the electronic marketplace. The area also has net surfing stations and an electronic newstand.



Passing through a large moving portal, visitors enter the viewing gallery which overlooks the control center where on large screens the company's history is presented. The large demonstration gallery is the major display/exhibit area with five main demonstration groupings arranged in "a three-dimensional simulation of the electronic business model." Through a series of real examples from EDS's portfolio of success stories, the interrelationship between suppliers, institutions, customers and alliances is demonstrated in "a coherent, easily-grasped model that facilitates understanding and sales for the company." Multiple groups can interact in the space simultaneously. All the infrastructure is carried in a metal ring suspended from the ceiling which acts as a

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raceway for power and connectivity to the computer demonstrations below. This ring also supports the suspended flat screen monitors used to project the various scenarios.

There are also two state-of-the-art meeting and presentation suites—the Collaboration Rooms—which can seat as many as 12 in a room or can be divided to accommodate smaller groups. The rooms are fully outfitted for both tele- and video-conferencing and have service bars for food and beverages.

Light colors, fabrics and woods were used throughout and the open ceiling structure is painted a dark color that contrasts with the acoustic clouds used where acoustic control or special lighting is required. "This enhances the openness of the facility and the casual nature of the presentations." Graphics are applied via laserjet adhesive vinyl and can be readily changed as needed with new images and messages. As designed the exhibit space can be "changed and adjusted to accommodate a wide variety of needs, uses and guests and can easily be updated and revised as required to help it grow with the company."



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LOCKHEED MARTIN

VISITORS CENTER—*Fort Worth, TX*

ARCHITECTURE AND CONCEPTUAL DESIGN—*Michael Malone Architects, Dallas*

PRINCIPAL IN CHARGE / PROJECT DESIGNER—*Michael Malone, AIA*

PROJECT MANAGER—*Rob Romero*

PROJECT ARCHITECTS—*David Dwyer, AIA / Talmadge Smith*

GRAPHICS / DISPLAY & ENVIRONMENTAL DESIGN—

ArtHouse Design, Denver, CO

CREATIVE PRINCIPALS—*Marty Gregg & Craig Rouse*

CLIENT'S DESIGN TEAM

MARKETING MANAGER—*Irene Bennett*

PROJECT MANAGER—*Pat Coss*

PROJECT ENGINEER—*Monty McNair*

SACCHISTY DIRECTOR—*Thomas Ghesquire*

INTERACTIVE & MULTI-MEDIA DESIGN—*EDS, Plano, TX*

PROJECT DIRECTOR—*Bob Cooper*

CREATIVE DIRECTOR—*Janis Schlesky*

A/V INTEGRATED MEDIA—*EDS, Plano, TX*

PHOTOGRAPHY—*Jed Haggard Photography, Houston, TX*



The 15,000 sq. ft. space houses Lockheed Martin's Visitor Center and it also serves other specific functions for the company. The center is constructed within a working aircraft manufacturing plant and is in a new structure with a complete foundation and it is isolated from the adjacent environment. The space has a high-tech, futuristic look and suggests that this is "a progressive company with an active role to play in the battlespace of the future."

Open ceilings with exposed structures and ductwork contrast with the sweeping curves and the sharp right angles of walls and ceilings. Graphics are large format and incorporate images of futuristic and experimental aircraft and the palette was selected to be "mysterious and dark." Michael Malone Architects and their creative partners—ArtHouse Design—in conjunction with the team from Lockheed Martin, provided the design of the facility, the displays and the graphics and signage. The project was envisioned by the client to incorporate three "initiatives" that would expand their ability to market their products and services. These included the Visitors Center



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which would introduce the company to new potential clients by allowing for a concise presentation of the company's history, legacy and worldwide network of services and supports. Another initiative would present the Lockheed Martin Joint Strike Fighter (JSF) program. This would require a flexible facility that would easily be updated and changed as the development of the program progressed. The final requirement was for a permanent home briefing theater where the VPDI (Virtual Product Development Initiative) that used virtual reality computer generated visuals could be presented "in a secured and technologically enhanced and supported environment."

The Visitors Center main gallery was conceived as a multimedia, sound and light show which presents the company's place in "the battlespace of the future." Visitors gather around a glowing table surface that is actually a projection screen and additional screens surround the walls. The ceiling is a fiber optic field of stars to explain the role of space based satellites in the guid-



ance and management of battlefield operations." In the showroom beyond there are spinning models of aircraft on top of kiosks fabricated of mill finished aluminum and MDF with a clear finish. The computer interaction on the kiosk presents and illustrates the aircraft available from Lockheed Martin.

The VPDI Theater "is a state-of-the-art enhanced briefing environment specifically designed to present vertical reality briefing" to groups as large as 32. A 9 ft. x 16 ft. rear projection screen and virtual reality emitters are fitted into the space. By wearing special glasses visitors can see computer simulations in 3D. The highlight and central focus of the facility is the JSF Center where a

full scale model of the JSF aircraft is displayed. The model cost over one million dollars to produce and it has working missile bays, an operating canopy and a cockpit into which visitors may enter. The model is surrounded by movable wall displays that represent in both static and interactive displays the development and testing data of the program. The displays are updated constantly "to make the center fresh and accurate, an important part of the program." The main display space can be reconfigured to accommodate a sit-down meeting of up to 300 persons. The Center has become "a three dimensional manifestation of the company's corporate culture."



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