

**more
vang.**

**Tell your
brand story
through
Experiential
Graphics.**



Our Approach.

Every environment is a storytelling space for your brand. We consider each step your customer will take in the space, how they will view it, what they will do, and how it will make them feel. Then, we partner with you to build an experience—one that's defining and memorable. One that takes advantage of every surface and dimension. And our diverse team of professionals streamline the design, engineering, manufacturing, and installation process to make for seamless production.

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Marketing Centers





Avison Young

After being fully leased for decades, Presidential Tower was returning to the market. To announce its return, we turned the 12th floor into a showroom. Soon, an empty floor told the story of life inside Presidential Tower. Custom painted office layouts

illustrated how the space could be populated, and metro pylons and wall vinyl signs paid homage to the building's convenience and amenities for today's professional class.



Avison Young

With easy Metro access, a plethora of neighborhood amenities, and top-notch office buildings, Tysons Corner is quickly becoming a workplace destination worth the commute. One of those buildings offering a better way to work is Tysons Pointe. Avison Young had space on multiple floors available for

lease and wanted to create a marketing center to showcase the building's best-in-class amenities and unparalleled views. We used a combination of wallscapes, column belts, and hanging graphics to create an engaging experience worthy of this indulgent office space



Avison Young

Avison Young needed to lease an entire floor of a building in Tysons Corner's Greensboro Park. With such a large footprint and so many amenities to cover, they were looking for a fun, creative way to move prospective tenants through the space. We created a track for them to follow on individual

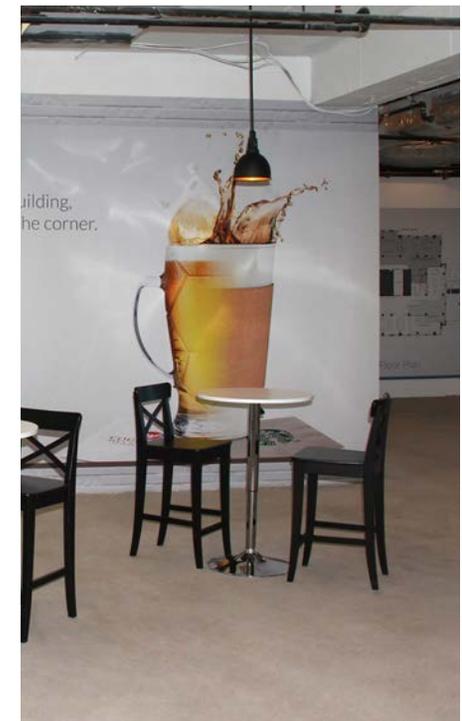
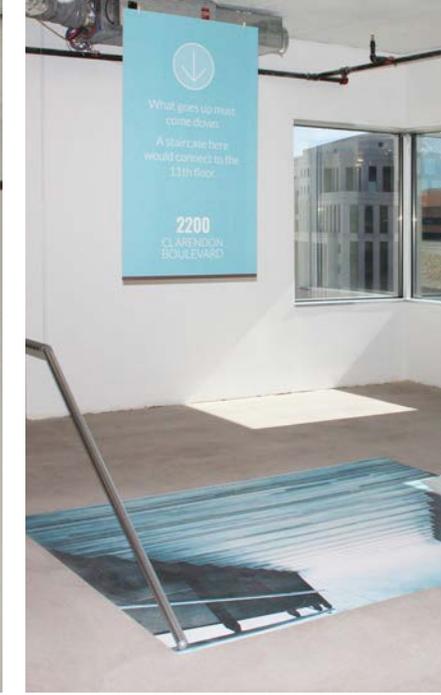
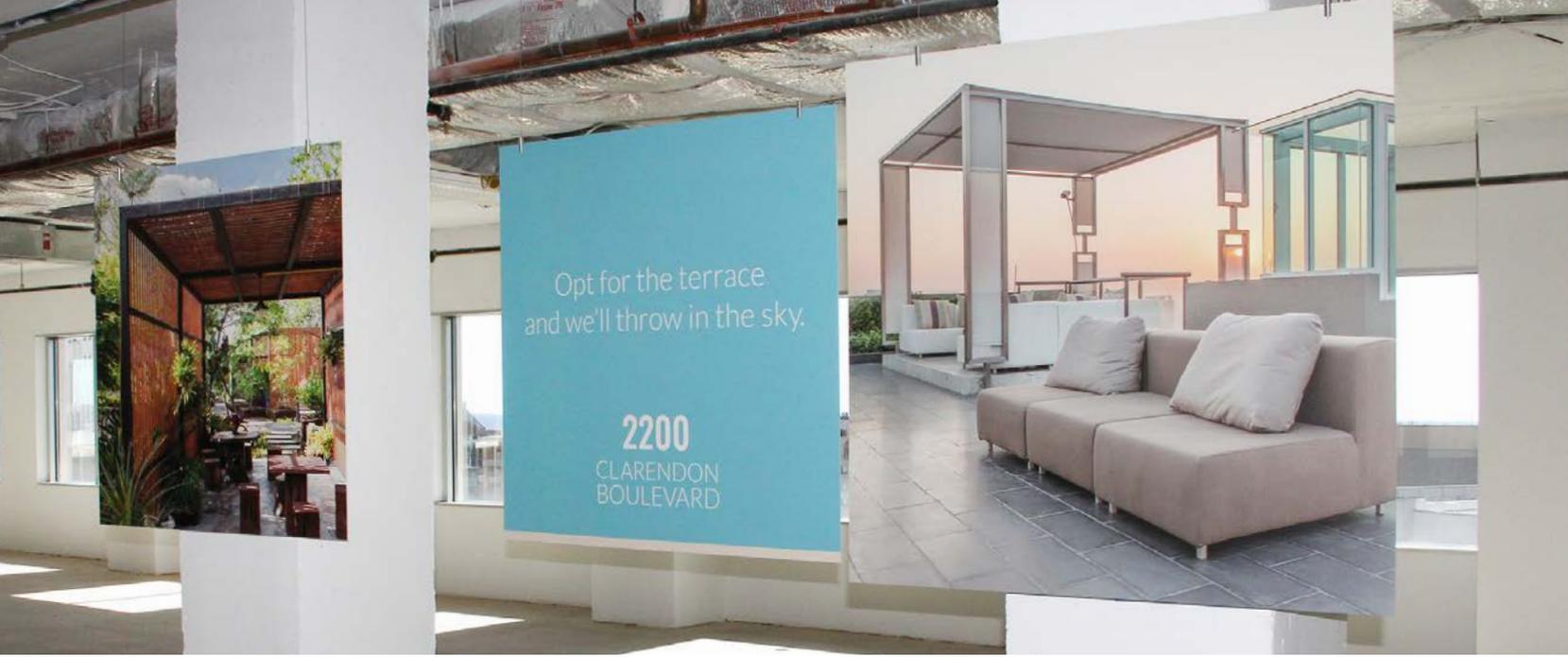
electric scooters, so they could quickly tour the entire floor. Along the way, visitors paused at stopping points featuring building and area amenities. The overall experience was effective, informative, and most definitely memorable.



JBG Smith

As part of Courthouse Plaza, an award-winning mixed-use project, 2200 Clarendon Boulevard had a lot to offer prospective tenants. The 11th and 12th floors of the building offered endless possibilities that could work for virtually any

type of company. Our concept for this marketing center—Imagination Unleashed—highlighted this blank canvas to show that it could accommodate varied occupants with different needs and personalities. Opposites, even.





Vornado

Real estate marketing has little to do with actual bricks and mortar real estate. It's about lifestyle and experience. Creating a future in which people can see themselves. In the case of Fairfax Square, that meant creating something out of nothing. We saw an

art gallery where none existed. Our client envisioned one, too. And judging by the number of tenants who signed leases, it seems like the experience of working at Fairfax Square moved many gallery visitors as well. Even before they worked there.



Vornado Fairfax Square



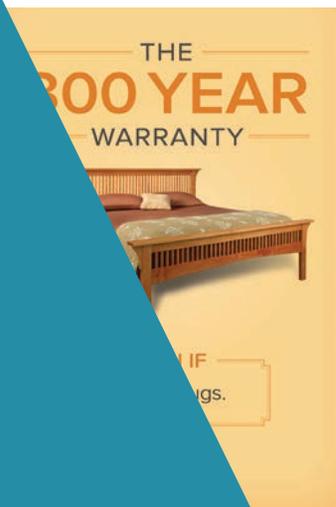


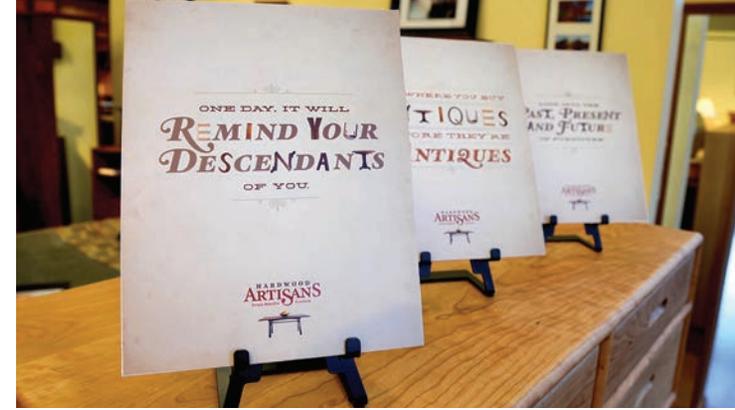
Avison Young

Avison Young needed a marketing center to help lease an entire floor of a newly renovated building at 1735 North Lynn. Since it was such a large space, we focused on a couple of main areas, using large fabric banners hung between columns

to help break up the space and guide brokers along the tour path. Floor and wall graphics showcased the building's amenities, its proximity to the metro, and a neighborhood featuring plenty of restaurants and shops.

Retail Branding & Displays





Hardwood Artisans

We took a 40-year-old furniture retailer known for making the highest quality furniture around and created their first ever unified brand campaign. The brand's competitors had lifetime guarantees. But we took it one step further—with a timestamp. We took

the concept through execution and production, all compliant with the many limitations that come with retail and real estate advertising. Our work paid off, earning us several silver awards in the DC ADDYs.





Spokes

When consistency is make or break, we deliver. For Spokes, that meant a full retail build out, made up of exterior signage, cash register wraps, interior signage, and a custom point of purchase with precise brand colors across all materials. We created each piece with their bold brand blue and green by running tests

across materials and engineering our production methods to avoid color variance. The completely custom pieces were then designed and optimized in a way that was best suited for each store location.





Pacers

Carved out of a former industrial naval building, the Pacers store presented a space filled with quirks and odd-sized spaces begging to be made useful. Our vision came to life as a cohesive space that paid homage to the history of the space but presented modern features for interaction with customers. A two-story bulkhead became a tribute with a large-

scale image of the original Boilermaker building, overlaid with the DC flag. An empty wall transformed into a whiteboard map where runners can draw out running trails and share information for meet ups. And the cash register was highlighted with a crisp sign using common materials to create the image of a thick metal sign, backlit with rope lighting.



MOM's Organic Market

MOM's Organic Market needed a sustainable way to promote their reusable shopping bags. Through customer participation, they have successfully prevented over 7,000 plastic bags from being used

every day. We created round promotional signs that were placed in the entry at 22 different locations. All of the signs were printed on 18pt Ecoprint Board, which is 100% recyclable.



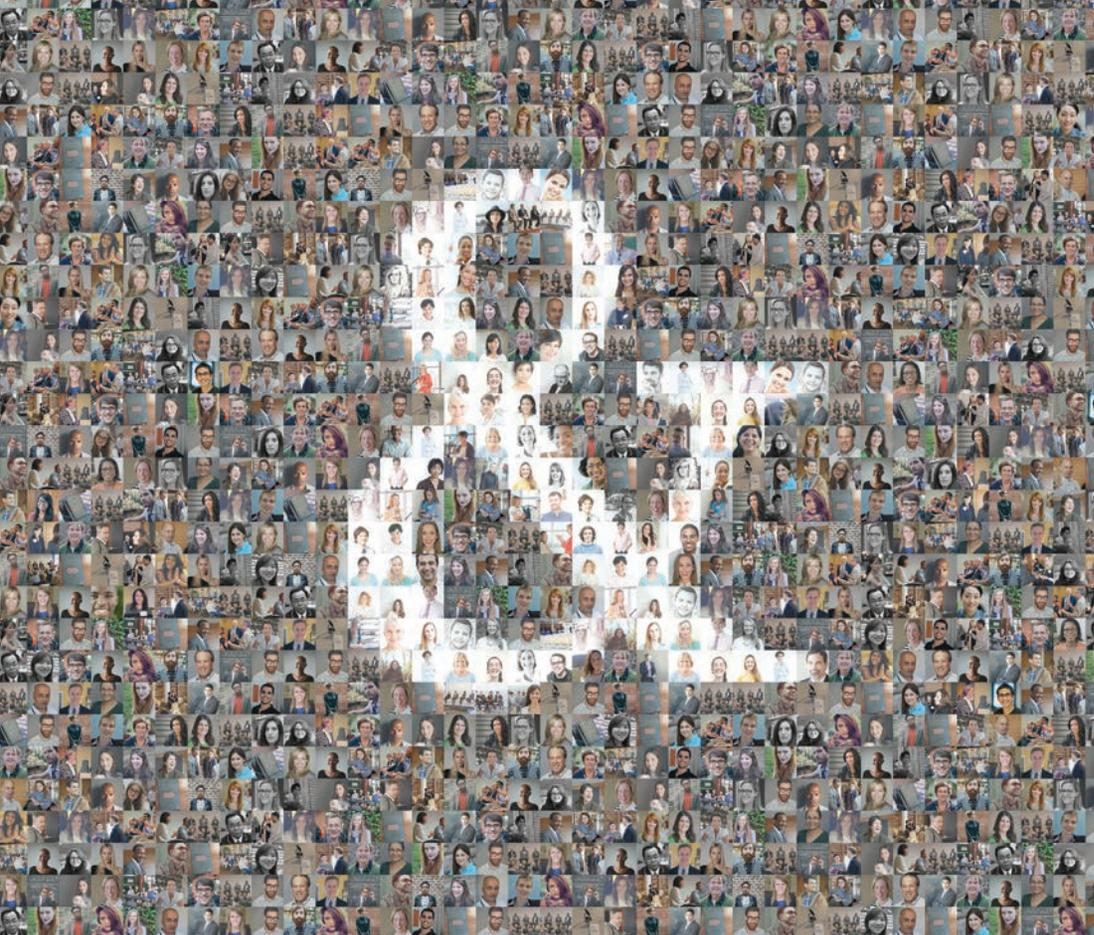
Farmers Restaurant Group

We have done a number of projects for Farmers Restaurant Group, which has seven restaurants, a distillery, and a market in the Washington, DC area. Everything from specialty menus and bottle labels,

to holiday signage and interior decor. A few of the projects we've done include "coming soon" window graphics, custom camel-print wallpaper, and metal channel cut lettering.

Event Graphics





T. Rowe Price

Convvene has created inspiring meeting, event, and work spaces in the DC Metro area. Several of our clients have utilized these spaces for networking events, seminars, and conferences. One of our more recent projects was for Red Hat's DevNation

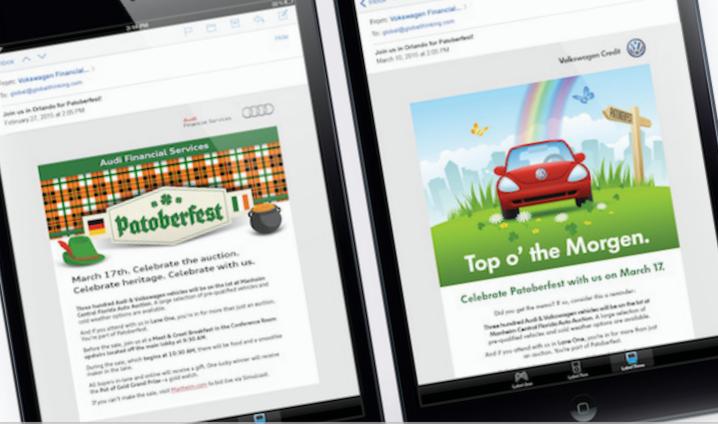
Federal, a three-day immersive experience to bring the latest developer and technology innovations to the public sector. We helped to make the space theirs with cohesive event branding throughout.



DevNation Federal for Red Hat

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Volkswagen Credit

Volkswagen Credit, Inc. and Audi Financial Services asked us to entice car dealers to two related events—their auction pre-party and auction lane—at a major annual meeting in Orlando. We asked an obvious question: what's the date? Their response: March 17. Our creative team imagined how Germans would

throw a St. Patrick's Day celebration. We anointed it Patoberfest. We created a tartan by combining the vertical Irish flag and the horizontal German flag. The tartan was used for table tents that held our event-specific drink menu, placemats with an event-centric quiz, napkins, buttons, matchbooks, and coasters.



DC United

We had the privilege of working with D.C. United to print sponsor signage and banners for their inaugural D.C. United Foundation Golf Classic. The D.C. United Foundation provides local youth with the tools to

succeed on and off the field, while leveling the playing field through the power of sport. Hats off to the teams, players, and sponsors that put together a great event for a great cause!



George Washington Textile Museum

The George Washington University Museum and The Textile Museum tapped us to work on two exhibitions featuring the collections of Lloyd Cotsen. **Delight in Discovery: The Global Collections of Lloyd Cotsen** and **Five Ways of Looking** were extraordinary

gifts to the University from Cotsen's estate. The collections featured thousands of textile fragments, garments and other artworks from Indigenous cultures. We created the artifact signage and vinyl graphics throughout the exhibition space.

Custom Wallpaper





Jane Goodall Institute

It's not every day you get to turn plastic bottles into a forest! When the Jane Goodall Institute relocated their offices to Washington, DC, we helped them showcase the animals and habitats they work

hard to protect. To live up to JGI's environmental mission, we used a material made of post-consumer recycled single-use water bottles.



More Vang

That's right—we're not only the company, we're also a client. Our offices down in our Experiential Graphics building desperately needed a refresh. We created a functional showroom of sorts to view samples,

explore materials, and gather inspiration, and we wanted the space to reinforce our own brand. We used custom wallpaper with dimensional pop-off elements, as well as window graphics.



DC United / Fox Sports

Annual suite ownership at D.C. United's Audi Field comes with the ability to brand the suite. We worked D.C. United to customize this suite for Fox Sports. We added a full wallscape, featuring

a collage of players and their logo, as well as a cutout dimensional logo on the wall near the refreshments.



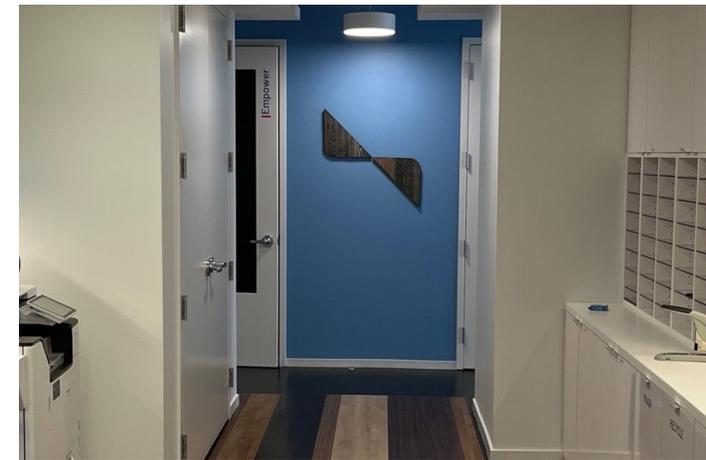
Island Fin Poke Company

Island Fin Poke Company serves up Hawaiian style poke bowls, and they wanted their Falls Church restaurant to convey that laid back, beachy vibe. We worked with architectural designer CANVAS to

create a cohesive, “doodle-esque” wallscape design. The graphic went over multiple surfaces, including walls and doors, so it was critical that we aligned the graphic perfectly for a seamless look.

Office Branding





Forum One

When Forum One, a digital agency for mission-driven organizations, moved their office into a plain, run-of-the-mill space in Crystal City, they knew they wanted to inject some of their brand personality into the office. We installed experiential graphics

throughout the space—from the front lobby “pop-off” logo, to custom wallpapered phone booths, to dusted vinyl for the conference room—to help them create a cohesive, on-brand design.



Minkoff Development

As part of Minkoff Development's renovation of the Avion Business Park in Chantilly, they looked to their location for inspiration. With both Dulles International Airport and the Steven F. Udvar-Hazy Air and Space Museum only a few miles away, we leaned into the aviation theme for this building's

new micro-market and conference center. The space featured photos of different planes along the walls, all treated with a blue color overlay for a cohesive feel, along with a design reminiscent of flight patterns and movement for the doors and walls.



VHC Health

When Virginia Hospital Center rebranded in the spring of 2022 as VHC Health, our team was there to help bring the new vision to life. We branded the main hospital with column wraps, banners, and

signage, inside and out. Then we set out to expand the new brand to VHC Health’s over 20 locations throughout Northern Virginia.





George Mason University

To celebrate their 50th anniversary, George Mason University's Fenwick Library wanted to make a statement. Unfortunately, space was at a premium. Using the stairs as an art space allowed for an

overall larger graphic with minimal space since we didn't need a large expanse of wall. The project was such a success that we added graphics to 50 more stairs on their Arlington Campus.

Outdoor Signage





550 Morse

550 Morse offers unique luxury apartments right in the heart of Union Market in Washington, DC. As leasing and buildouts continued on the retail level, LCOR wanted to use the area to promote the

building and their pre-leasing offers. These large vinyl graphics wrapped the corner of the building and spanned almost two city blocks.



Boston Properties

Boston Properties took over management of Reston Town Center, an open-air outdoor venue featuring more than 50 retailers, 35 restaurants, and 2,000 residences, in 2015. The company's first

order of business was to refresh the RTC brand. We helped them install new street banners and parking garage graphics to carry the new look and feel throughout the community.



SUFFOLK Construction

When SUFFOLK Construction started work on Somerville High School in Somerville, Massachusetts, they knew the project would span multiple school years and be disruptive to the students and community. So instead of wrapping the construction fence with the usual company logos, they worked with the school's art department to use student artwork to decorate the fencing. It was a welcome shout out

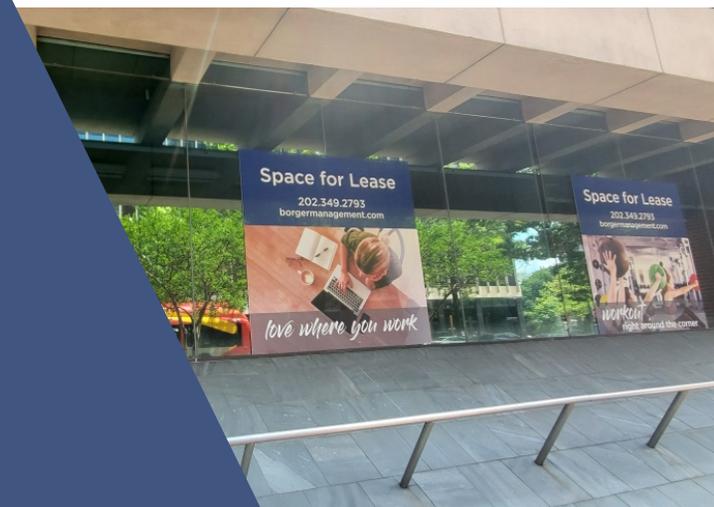
to the students and an assurance to the community that good things were happening beyond the fence. It would have been easy—and expected—to use fence wrap to advertise their brand. Instead, they chose to use the fence to describe why the construction was worth the noise, dust and inconvenience. The long-term value isn't the construction at all; it's the work being done by the students inside.



Avison Young

For this project, instead of drilling the leasing banners directly into the building, we attached the banners to bars that mounted off the building. This gave the banners a polished, finished look. We also

used perforated banner material to allow wind to go through the banner without causing any damage, which helps the longevity of the banner in outdoor conditions.



Window Graphics



Bandit Taco

When Bandit Taco decided to expand their operations outside of Washington, DC and open a taqueria in Leesburg, VA, they need to get the word out. We created and installed bright, eye catching

“coming soon” window graphics to get locals excited for their authentic street tacos. It paid off. Business is booming, and their tacos are getting rave reviews.



Get Air

The best way to ensure a successful opening of a new retail space is to build buzz well in advance. One of the easiest ways to do that is by using eye catching graphics that let people know what's coming. When Get Air wanted to get the word out that they would soon be opening a trampoline

park in Alexandria, we leveraged their branding with large, brightly colored window graphics across their entire storefront. It didn't take long until the entire neighborhood was jumping up and down with excitement.



VHC Health

When Virginia Hospital Center rebranded to VHC Health, they wanted to carry their new brand through to their Physicians Group. We installed large-scale window graphics at their Immediate Care practice in National Landing. VHC Health wanted to ensure

substantial light would still permeate through the graphics to brighten the lobby and patient rooms. We suggested they use a perforated vinyl, and installed a sample to verify the material would work for the space.



Borger Management

Borger Management was leasing prime retail and office space at 21 Dupont Circle and wanted graphics to highlight the neighborhood's attractions and amenities. Since the street-level

retail space is available for lease (and therefore, tours), we used perforated window vinyl to allow natural light to fill the space.



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FOR MORE INFO...

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