

IMAGE 4

ENVIRONMENTS.



Creating the Experience.

The goal of every business: prospects and customers immersed in your brand, connecting, and transacting sales.

You have the dream, maybe a design idea, perhaps even a comp.

How does the dream come to life?

What can immersive, experiential space branding do for you?

Image 4 can help.



Experience. Space.

Since 1987, Image 4 has conceived, created excellent branded sales environments for corporate, institutional, retail, financial and “pop up” markets.

From permanent environments to temporary spaces, our team can enter your process at nearly any point to provide support, expertise and deliverables that simplify the project and maximize your sales outcomes.

Our clients include major retailers and agencies, B-to-B and B-to-C marketers, institutions and non-profits. We all share a common desire: to connect customers with our brand in the physical environment – to help people Experience. Space.



It's about people in space.

Permanent space: for years and decades.

Corporate environments, retail outlets, banks and credit unions, museums and public facilities.

Temporary space: for hours, days or weeks.

Pop-up shop, event, and mobile.

Image 4 helps you connect with your constituents in a space that presents the best of your brand.



Turnkey Programs or Services a la Carte.



- Conceptual Consulting
- Budget Development
- Site Survey and Databasing
- Project Management
- Environmental Design
- Graphic Design
- Lighting Design
- Material Specification
- Traffic Analysis and Design
- On-Site Construction
- Fixture Fabrication
- Graphic Production
- Materials Fulfillment
- Freight Management
- Site Installation
- Site Dismantle
- Warehousing

Great Design compels Great Action.

Experience Design, Environmental Design, Graphic Design, Material Specification, Lighting, and Traffic Design.

We are highly experienced in designing to specific program outcomes.

Image 4's own design and specification staff provide our clients with beautiful and buildable program elements, or we are happy to work with your resources.



Influence, Beautify, Dazzle.

Often the first thing seen and frequently the last item remembered by your client; compelling graphics and perfect installation completes the stage.



- Site Survey
- Permitting
- Project Management
- Materials Specification
- Traditional and Digital

- Graphic Design
- Printing/Programming
- Install/Dismantle
- Sustainable Materials

Craftsmanship Tells All.

Environment Construction, Fixture Fabrication, Graphic Production, and Fulfillment.

By integrating design and fabrication Image 4 streamlines production, manages costs, and assures a “no finger pointing” project plan delivered to your deadline, in North America and Western Europe.



Total Program Support.

Freight Management, Permitting, Site Installation, Site Dismantle, and Warehousing.

Deadlines are deadlines. We live in the world of no excuses. Our logistics staff, project managers and installers are acknowledged as among the best in the business. We work in every state in the Union, so our staff knows how to get your project through the red tape and work effectively with other contractors, local permitting boards, and freight companies.



Commercial/Corporate.

The Corporate Brand Environment connects your staff and visitors to your culture, products and operations. Your space sets the stage for brand interaction and immersion.

- Experience Design
- Environmental Design
- Graphic Design
- AV/technology support
- Materials Specification
- Fabrication
- Graphics/Lighting
- Install/Dismantle



Health Care/Institutional.

Health care demands the richest public connection with the community. Image 4 designs deliver branding, community, connection and more.

- Experience Design
- Environmental Design
- Graphic Design
- AV/Tech support
- Graphics
- Fabrication
- Project Management
- Install/Dismantle



Financial/Insurance.

How people feel in your space is how they live in your brand. Every touchpoint counts whether temporary or permanent.

- Siting/Location
- Site Survey
- Permitting
- Project Management
- Environmental Design
- Materials Specification
- Traffic Analysis
- Graphic Design
- Fabrication
- Printing
- Install/Dismantle
- LEED accredited



Experiential.

Experiential immersion is the most integrated and measurable sales and brand development program:



- Environmental Design
- Transactional Development
- Graphic Design
- AV/SM/PR support
- Fabrication
- Rentals
- Staffing
- Install/Dismantle

Traditional Retail.

Drive sales, deploy rapidly, control costs. Image 4 is expert in design-build, rapid-launch and short-term retail execution.

- Siting/Location
- Site Survey
- Permitting
- Project Management
- Environmental Design
- Materials Specification
- Traffic Analysis
- Graphic Design
- Fabrication
- Printing
- Install/Dismantle
- LEED accredited



Flagship Retail.

Define market position, launch merchandise, co-brand, drive revenue.
Flagship stores put your “stake in the ground” for consumer awareness.

- Siting/Location
- Site Survey
- Permitting
- Project Management
- Environmental Design
- Materials Specification
- Traffic Analysis
- Graphic Design
- Fabrication/Printing
- Digital/Social Media
- Install/Dismantle
- LEED accredited



“Pop-up”: Event+Retail

Drive sales, create brand connections, soft-launch or product test. Pop-up shops are accepted retail and event strategy. Image 4 is the recognized expert in short-term retail execution.

- Siting/Location
- Site Survey
- Permitting
- Project Management
- Environmental Design
- Materials Specification
- Traffic Analysis
- Graphic Design
- Fabrication/Printing
- Digital/Social Media
- Install/Dismantle
- LEED accredited



A Quick Look.



Corporate: American Water IPO & Rebrand.

Voorhees, NJ

24,000sf B-to-B branded environment,
300 corporate office locations



A 24-month program executed in one night! Nearly 300 locations rebranded, including corporate headquarters. Graphics, fixtures, lighting, furniture, installation.

Corporate: Bauer Hockey Headquarters.



Bauer Corp. HQ
Greenland, NH

100,000sf B-to-B
environmental design
and branding in both
public and private
spaces.
Design, fixtures,
graphics, installation.



Corporate: Viega N.A. H.Q. and Museum.

Nashua, NH

38,000sf B-to-B branded environment,
corporate museum and training center



Starting with a beautiful LEED-rated building, Image 4 designed and executed an interior and exterior signage package, training center and history center.

Corporate: Acme Packet Corp. Environment.

Burlington, MA

20,000sf B-to-B branded environment, and meeting center



Managing to support a LEED-rated building, Image 4 designed, specified, fabricated and executed an interior sound control, brand and décor program.

Corporate: Lindt Chocolate Headquarters.

Stratham, NH

80,000sf B-to-B branded environment



Fabricating to support a LEED-rated building, Image 4 designed and executed an interior sound control, brand and décor program. With Stibler.

Corporate: Ferrotec Corp. Environment.

Bedford, NH

10,000sf B-to-B branded environment, wayfinding and decor



Image 4 designed and executed a corporate visual identity program for the Boston headquarters of this high-tech manufacturer. Materials specification, fixture design and fabrication, graphic production, installation, lighting design, experience design.

Food Service: Stonyfield Organics Café.

Verizon Wireless Arena
Boston North Station
TD Bank Garden



A great brand that stands for great nutrition. Image 4 refreshed two worn out in-line and kiosk locations to deliver service efficiency and brand recognition.

Food Service: J.Beaner's Café Franchise.

Greater Boston Area
Prototype for Franchise Roll-out



Materials specification, fixture fabrication, environmental graphics, merchandising and wayfinding for this modern bistro-café scheme.

Food Service: Pizza Fusion Franchise.

United States
26-store Franchise Roll-out



LEED consulting, materials specification, interior design, fixtures, fabrication, graphics and wayfinding for this sustainable organic pizza brand.

Institution: The Rocks Estate.

Bethlehem, NH
The Glessner Sugar House Museum



A tasty project allowed us to turn an old backwoods maple sugar shack and pig pen into an educational Museum regarding all things Maple Syrup.

Institution: Claremont Economic Dev. Ctr.

Claremont, NH
24,000sf B-to-B branded environment

This tightly-integrated program launched a year-long business development blitz by the City.

Intending to re-package itself as a healthy, life-style oriented community friendly to business, Claremont contracted Image 4 for consulting, design and execution of this anchor building, as well as street programs.



Institution: Manchester Chamber of Commerce.

Manchester, NH
8,000sf B-to-B branded environment



Specification, design of office décor and branding program, production and installation for our local Chamber of Commerce.



Healthcare: Exeter Hospital Brand Program

Exeter, NH
60,000sf healthcare environment



Fixture design, exquisite historical display and multi-media educational installation.



Healthcare: Portsmouth Hospital Common Area

Portsmouth, NH
30,000sf healthcare environment



LEED consulting, Museum-grade gallery and brand display in the common areas, graphics, custom fixtures and murals.

Banking: Fulton Bank

Virginia, Ohio, Pennsylvania
multiple brand environments, merchandising, fixtures



Multiple murals, brand graphics, dimensionals, wayfinding, fixtures and installation. For New Ground.

Banking: Hanscom FCU

Massachusetts
multiple brand environments, merchandising, fixtures

Graphic design,
fixture design,
murals, brand
graphics,
dimensional
logos and 3M
glass graphics,
wayfinding,
fixture
fabrication and
installation.
For New Ground.



Banking: GFA Credit Union

Massachusetts, New Hampshire
multiple brand environments, merchandising, fixtures



Graphic and environmental design, murals, brand graphics, merchandising, wayfinding, fixture fabrication and installation. For NES.

Banking: Dexter Credit Union

Massachusetts, Rhode Island
multiple brand environments, merchandising, fixtures



Environmental design, materials specification, graphic design, multiple murals, brand graphics, wayfinding, fixtures and installation. For NES.

Kiosk Retail: Lids Super Bowl XLVI Airports

6,400sf In-Airport retail branded environment greeting NFL fans in Indianapolis. The project featured traffic design, floor and pole graphics for branding and wayfinding, merchandising signage and NFL branding, and security management and installation.



Kiosk Retail: Lids Super Bowl XLVI Airports



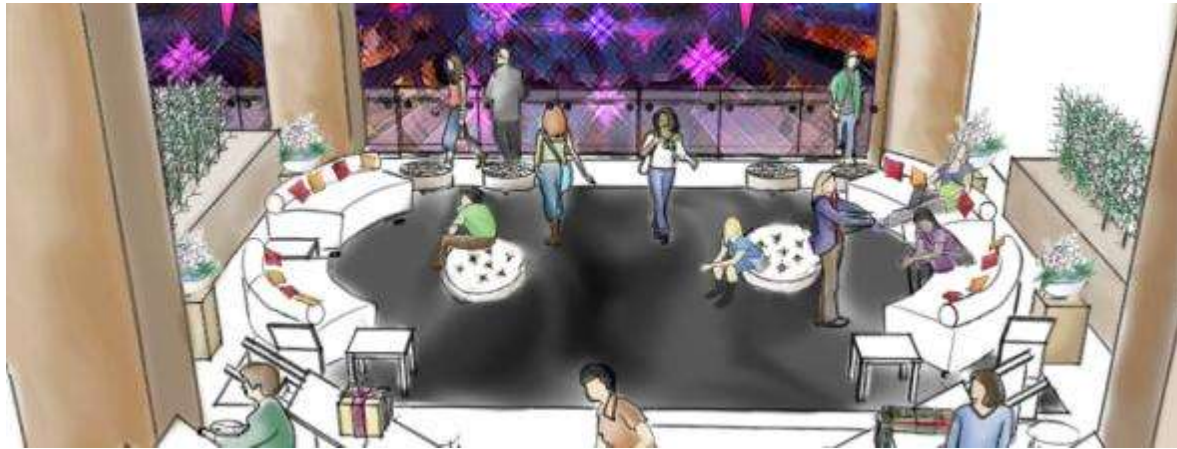
600sf In-Airport kiosk

Highly branded retail sales kiosks in two concourse areas in Indianapolis airport.

Image 4's team designed and fabricated the modular kiosk, designed and produced the graphic treatment, and managed the NFL brand interface.

Our teams installed and de-installed the program, managed security and permitting.

Store-in-Store: Mastercard Brand Lounge



1200sf brand lounge

Brand-immersive lounge where holiday shoppers receive complementary gift wrapping.

The short-term program ran through the year-end holidays.



Image 4's team conceived the "lounge" style environment, designed and fabricated complex counter workstations, designed and printed the graphics. Our teams then installed and de-installed the program.

Flagship: Burton Corporate Retail Shop.

Burlington, VT and Rodeo Drive Flagship stores featuring large-scale murals, wayfinding and merchandising, surface graphics and installations.



Flagship: Lamb & Flag Retail Shop.

Three West Coast Prototype stores featuring complex custom fixturing, cabinetry, furnishings, décor, graphics and signage. For Menemsha.



Retail: Big Dogs Retail Shop.

Rapid-deployment launch of multiple in-line stores featuring surveys and site prep, custom fixtures, graphics and on-site installation.



Retail: Essensuals London.

Interior design, materials specification, fixture and graphic fabrication, site project management for this UK-based hair care brand's U.S. roll-out.



Pop-up: Lids Super Bowl XLVI Pop-up Shop.

26,000sf immersive retail environment programmed for 9 days in Indianapolis. The space enjoyed 50,000 visitors and 28,000 transactions. <https://www.youtube.com/watch?v=XC2ua3bXIss>



Pop-up: Fit for You™ NFL Retail Shop.

Scalable immersive retail environment programmed for 12 cities for the 2012/13 NFL season. The space enjoyed tremendous success. <https://www.youtube.com/watch?v=htX2CXb3EGw>

Using the ReForm modular walling system, Image 4 designed this scalable, modular retail footprint. The Fit for You program is an extremely complex, multi-brand program encompassing the requirements of NFL and the affiliated brands including Nike, EA Sports, and numerous local, boutique product partners.

Concept-to-delivery: 6 weeks.



Pop-up: Zumba Fitness Instructor Conference.

Multiple 30,000sf Transactional programs in North America



Image 4's program management and modular retail approach reduced time and expenses 55%, and increased transactional flow 200%.

Pop-up: Lindt US-Open Retail Store.



20' x 20' Brand Education
and Retail Store



Lindt's brand positioning requires a high-end, boutique environment. Image 4 developed a modular hard-wall store with A/V, HVAC and brand graphics. With emg3.

Pop-up: NFL Experience™ Super Bowl Shop.

Immersive retail environment with large technology application and social media program integration for Super Bowl XLVII in New Orleans. Proposed, partially built.

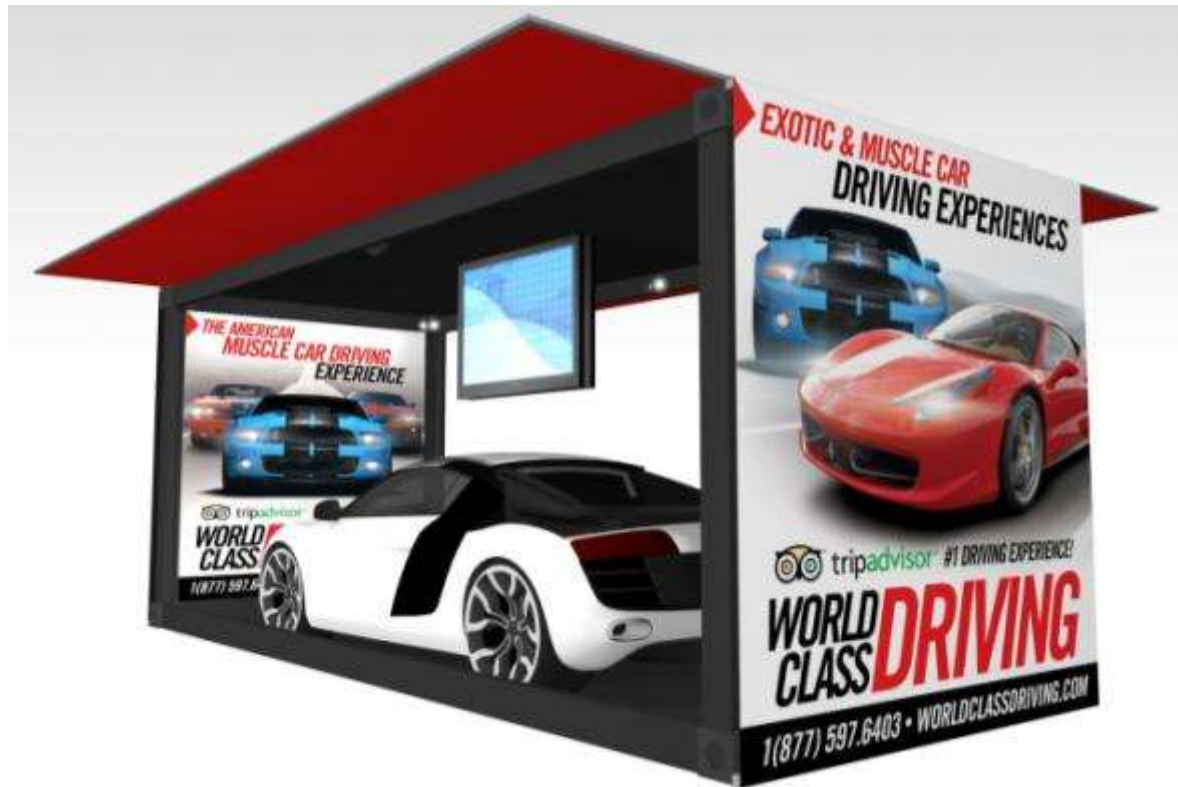
Another complex multi-brand program encompassing the requirements of NFL, and affiliated brands including Nike, EA Sports, Brand47.



Temporary: WCD Container

Transactional retail environment with SQUARE technology application, video and social media program integration for Las Vegas Strip location.

This multi-purpose project acts as an advertising location, a transactional sales location, and is in place until the permanent building is completed.



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EVENT DESIGN
AWARDS

Winner, 2012 Best Popup Program

