

# Capabilities Deck



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Julian Lwin

FOUNDER/CEO

Marta Lwin

EXECUTIVE PRODUCER

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# Strategy + Design



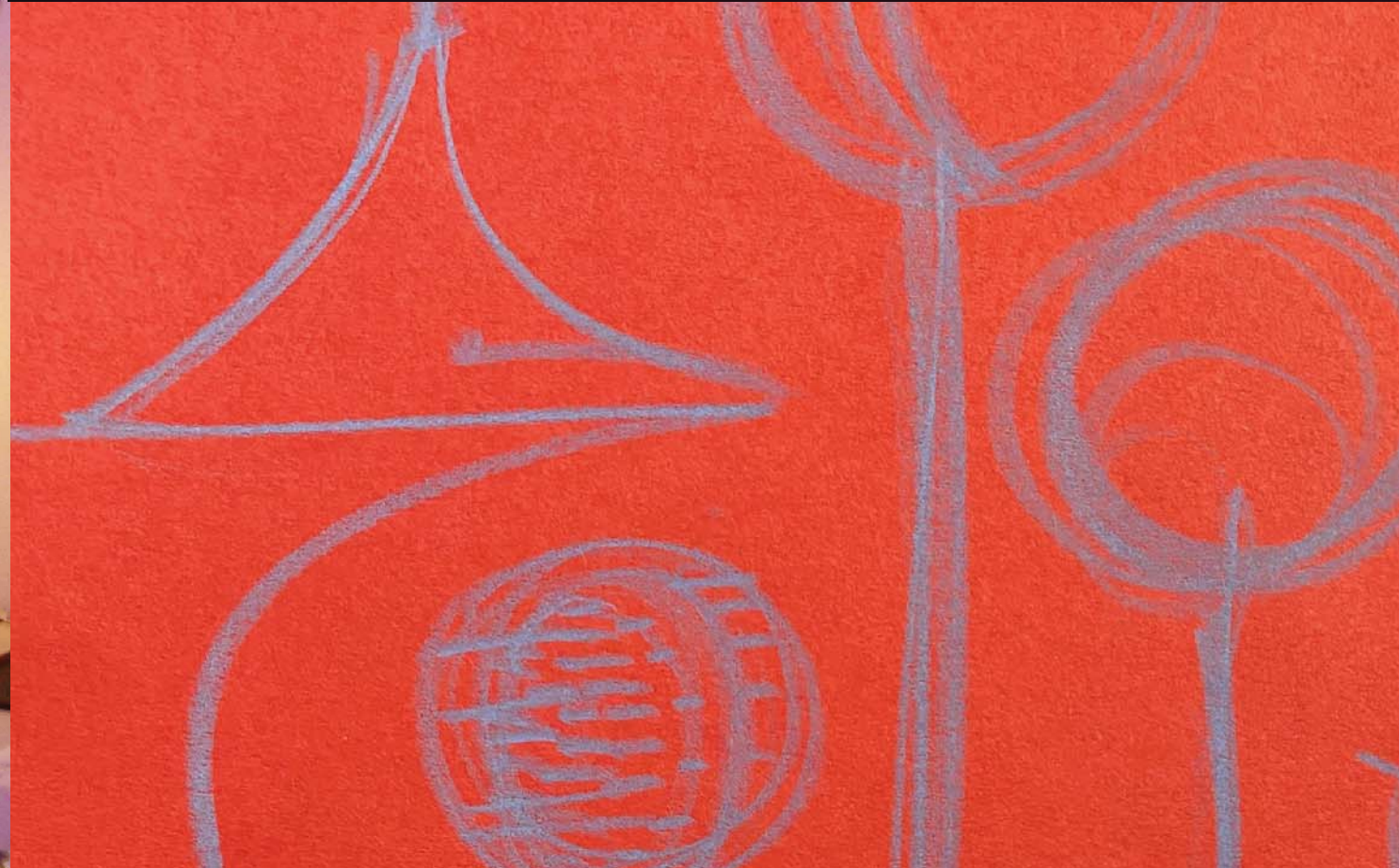
We believe in the power of connection - magic moments for engagement, reflection and action.

Our spaces are fun collaborative events that connect people with places, products and information.

We ❤️ creating collaborative moments that develop relationships + build trust, loyalty and fascination.

# Hello!





Our studio space and some examples of our work in progress from sketches and fabrication to installation.



## Partial Client List

Backroads

Dream Hotel NYC

Electro-Harmonix

Geneva Sound Systems

Herman Miller

Jaguar

Le Méridien

Kenneth Cole

Marc Jacobs

The New Yorker

Opening Ceremony

Piper-Heidsieck

Pulse Contemporary Art Fair

Ralph Lauren

Ramsey Fairs

Ricoh

Starwood

St Regis

WGSN

W Hotels



HermanMiller

M A R C J A C O B S



THE  
NEW YORKER

electro-harmonix



BACKROADS

R A L P H L A U R E N

WGSN



HOTELS  
WORLDWIDE



ST REGIS  
HOTELS & RESORTS

DREAM<sup>®</sup>  
NEW YORK | MEATPACKING DISTRICT



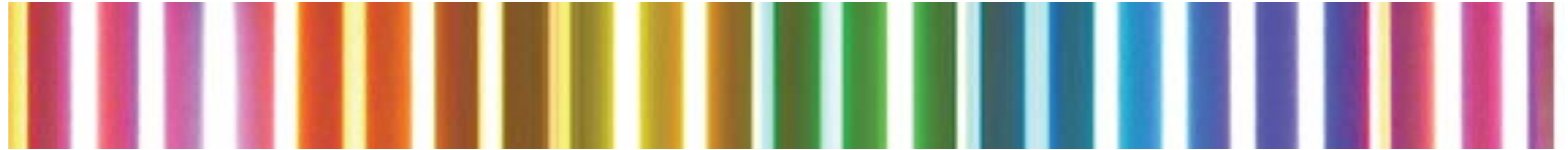
JAGUAR

OPENING  
CEREMONY

Est. 2002







## Awards & Recognition

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Architectural Record  
New York Times  
Financial Times  
Time Out

Cool Hunting  
Treehugger  
Apartment Therapy  
Inhabitat

Wallpaper  
Elle Decor  
MocoLoco  
Portfolyo

Surface  
Frame  
Dwell  
Art In America



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# Well, what do we do?

We design immersive spatial environments from exhibitions, art installations + brand experiences to impact-driven marketing experiences for fashion, hospitality and technology brands with purpose and passion for people + planet.





## Our Services and Capabilities

We focus on strategic design across all brand touchpoints to deliver impactful and holistic business goals across entire brand ecosystems.



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### Strategy

- 2+3D Strategy
- Creative Direction
- Discovery & Research
- Brand Strategy
- Content Strategy
- Experiential Marketing

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### Design

- Environments
- Experiential
- Hospitality
- Metaverse
- Exhibitions
- Wayfinding

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### Installations

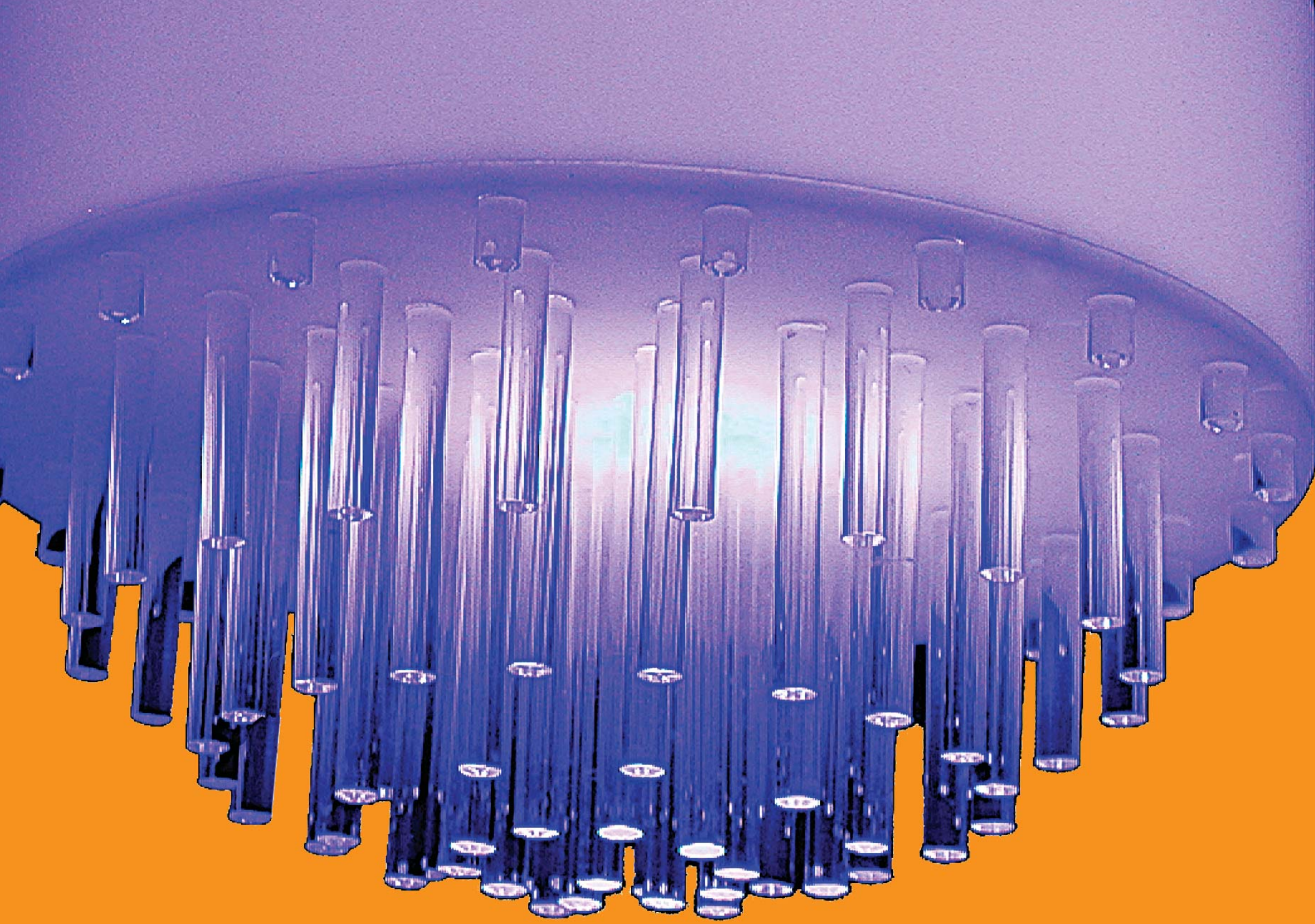
- Planning
- Fabrication
- Space Planning
- Lighting Design
- Art Installations
- Furniture Design

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### Activations

- Brand Experience
- Narrative Journeys
- Sensory Immersion
- Immersive Spatial Media
- Branded Events





The case studies illustrate our process in action. We include the challenges, **solutions** and outcomes.

## Case Studies

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HermanMiller

# Herman Miller

As Contemporary Art @ Art Basel





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## Herman Miller - Art Basel

We helped Herman Miller present their classic Collection at Art Basel. In doing so forever maintaining their status as both timeless classics and functional and enduring contemporary Art.

We designed the Herman Miler Experience including the exhibition + art salon + stage environments for Herman Miller at Art Basel curating pieces from the Magis and Mattiazzi Collections.

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### Services

Interior Design  
Graphic Design  
Creative Direction  
Production Services  
Furniture curation  
Color + Material Specification

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### Impact

increased revenue by 75%  
Increased customer loyalty  
Increased repeat brand awareness  
International Press coverage





## PROJECT OUTLINE

Herman Miller was founded in 1905. Today they are known internationally as a prestigious and **iconic** furniture manufacturer.

To stay current and **contemporary** they approached us to collaborate with them and help **refresh** their product identity by creating an exhibition experience curated from the Herman Miller Collection for Art Basel Miami.

This is where the fun started - **Ben Watson** (President) and **Richard Elder** (VP) introduced us to the HM materials library. With their enthusiasm and encouragement we were given full creative decision making to create the tone and contemporary color materials palette to highlight the enduring power of classic designs from luminaries such as Charles and Ray **Eames**, Isamu **Noguchi** and George **Nelson**.







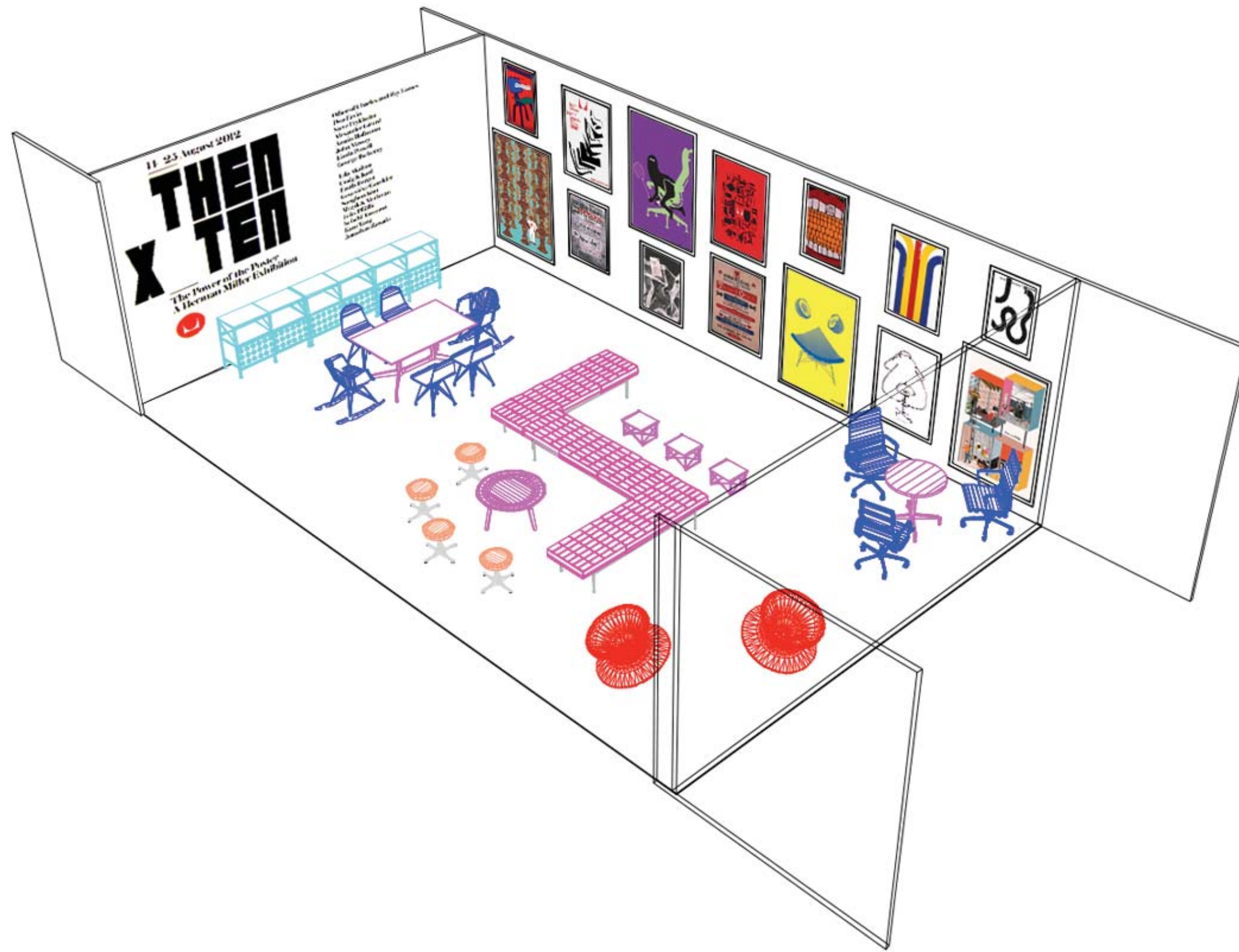
International visitors flock to Art Basel to appreciate great art and design.

We aligned the Herman Miller Collection with contemporary art elevating the furniture and accessories as both **timeless** classics and functional contemporary art.

We displayed the functional and fabulous versatility of the **Herman Miller Collection** when designing Collectors Lounge Experience and Environments.



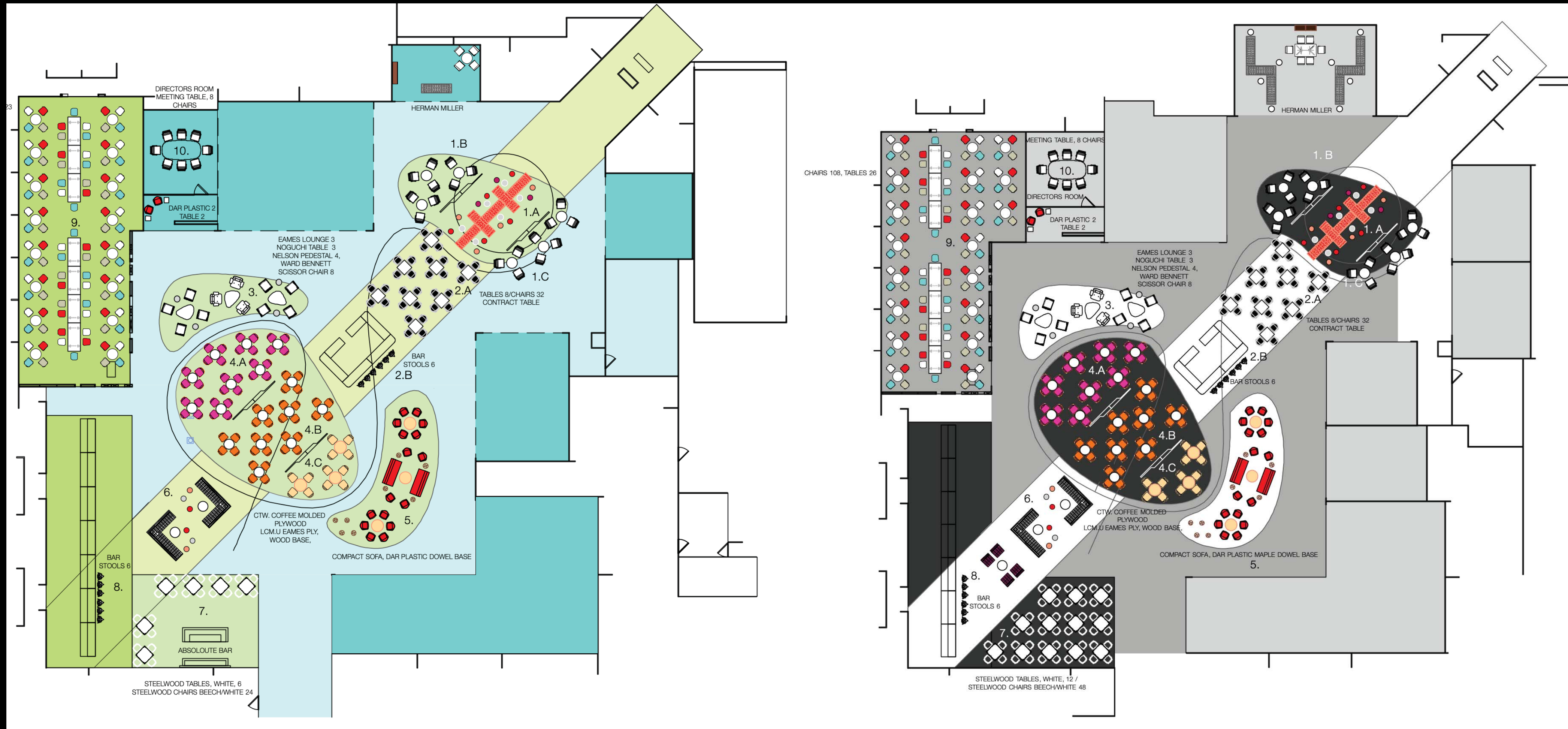




## Poster Gallery + Meeting Room

From the Herman Miller archives we curated a gallery of classic graphic design icons. The meeting room uses design icons sourced from the Classic Collection.





Floor Plans indicating the organic **flow** of furniture **experience** zones





The Collectors Lounge Experience represents an undulating organic flow of movement.

The sinewing opaque curtain design acts as a backdrop reveal for the jewel like furniture celebrating their contemporary colors and material finishes.







The Magis + Mattiazzi + Eames Hospitality Zones were created to show a variety of seating styles - from relaxed to more formal.

The multi-color mix and match hues used for the Eames dining set show a more playful and whimsical approach to dining.





We celebrated the futuristic appeal of the Magis collection making reference to the precision manufacturing process.



The floorpan + layout of the dining areas offer intimate table settings or communal utility style seating arrangements.



# Testimonial



As a professional within the field of environmental and industrial design, Julian conducts himself with calm assurance and an incredible attention to detail that he applies to all areas of the design process. He is a highly competent manager with a direct yet approachable demeanor where he encourages the best from his team members.

Julian displays a valuable insight in to the entire design process from concept development and client interaction to hands-on installation and fabrication expertise.

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Richard Elder

Vice President Global Brand Design

Herman Miller





## Ricoh CEC Visitor Center

We helped Ricoh design a customer experience center to showcase their entire range of software and hardware products. The clients goals were to establish a versatile and strategic visitor experience centered around their branding, 'Imagine. Change.'

We designed a unique visitor center of immersive product displays, meeting rooms, transactional and working production experiences with sustainably custom designed furniture and interior design.

### Services

Interior Design &  
Architecture  
Graphic Design  
Furniture Design  
Logo & ID Systems  
Sound Design

### Impact

Increased revenue by 10000%  
Increased customer loyalty  
Increased repeat purchases by 50%  
90% Customer approval rate  
85% of potential customers schedule a visit





# Impact

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**Increased revenue by 10000%**

**Increased customer loyalty**

**Increased repeat purchases by 50%**

**90% Customer approval rate**

**85% of potential customers schedule a visit**

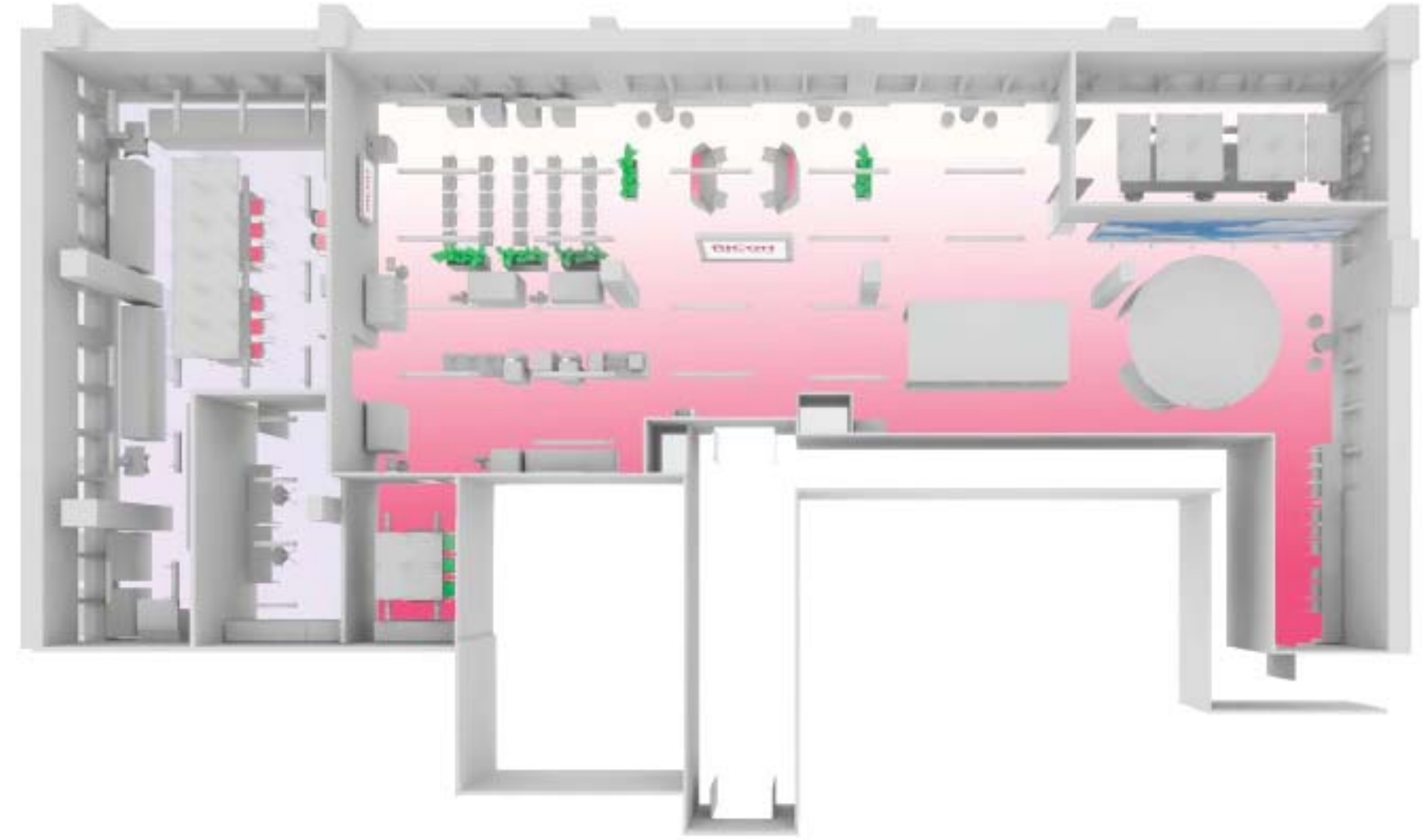
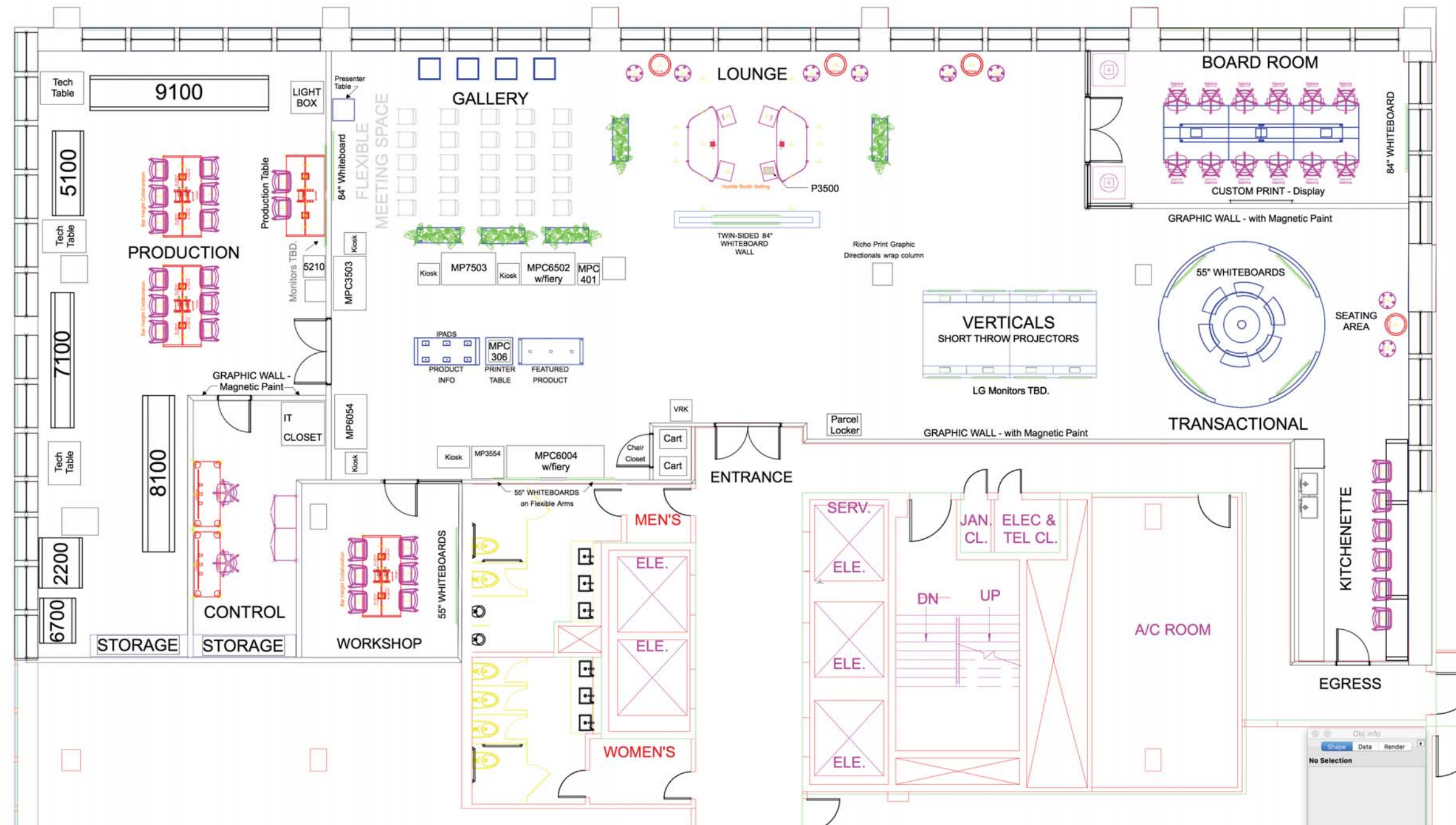




These concept sketches show the development of the award winning customer experience center for Ricoh USA. This project combined all Ricoh's product offerings from software to hardware into a new physical space.

We defined Ricoh's products into categories for Healthcare, Education, Technology and Infrastructure by guiding visitors through an immersive journey show-casing both the digital and physical products.





# Process Notes

Our entire process is based on building relationships. We listen, learn and only then offer constructive solutions to steer important decisions, possibilities and transformations for clients, organizations and brands.





Before - Raw Space



After - Design Installation





The layout for the visitor center defines creative zones for multiple activities from production, meetings and transaction to product information and experience. Ricoh products and technologies are functional and used throughout the space.





The Tunnel immersion is a custom-fabricated multi-media experience.

The structure houses eight Ricoh mini short throw projectors. Ricoh technology seamlessly fuses all 8 projection sources in to one 16ft expanse of simultaneously blended visuals - linked to an embedded parabolic spatial audio system to create an optimal sound immersion.

Motion sensing technology activates both of these elements.





We designed custom furniture to suit the flexible nature of the space including the boardroom table, and meeting spaces with magnetic “swappable” graphics wall.





The Ricoh Customer Experience Center is 7,500 square feet of technology utilizing motion detection software, Watson Artificial Intelligence, holograms, Interactive White Boards, Pentax Cameras, parabolic acoustics, and large scale print technology.

The primary mission of this space is to attract new clients, maintain existing client relationships, develop sales and offer a customer focused, product demonstration space.





The boardroom experience connects to Ricoh's Founding Principles:  
The Spirit of Three Loves  
by Kiyoshi Ichimura, Founder

“Love your neighbor”

“Love your country”

“Love your work”

The table is made from FSC®  
Certified 100% bamboo and the  
ceiling acoustic paneling is made  
from sustainably harvested cork.

The 84” interactive whiteboard is  
suspended on two custom  
engineered compression stands.





The Ricoh CEC is a flexible space promoting Ricoh's products and brand values. The space is versatile and productive. We referenced an art gallery for inspiration where creativity is constantly evolving to engage visitors. The architectural interior space is a canvas for Ricoh's products engaging visitors with immersive content and function.



# Testimonial



What an amazing honor to be a gold winner of the Experience Design & Technology Awards!

Thank you Julian! Your design work gave us the best opportunity to receive this recognition.

Well done!

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Eugene Augustine  
Senior technology manager  
Ricoh





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## W Hotels NYSE

We helped W Hotels create a magical moment at the New York Stock Exchange to celebrate their closing bell ceremony. Their goal was to create a PR worthy art installation that would represent an inclusive global marketing campaign.

We designed an eye catching lighting and graphics art installation as a backdrop for the podium at the NYSE. The design represents an inclusive and an electric brand pulse.

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### Services

Brand Strategy & Design  
Thinking  
Graphic Design  
Global PR Positioning  
Lighting Design  
Art Installation

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### Impact

Increased customer loyalty 90%  
Broadcast by 35 Media Outlets  
Reached 150 Million Viewers  
Launched Global Marketing  
Campaign





# Impact

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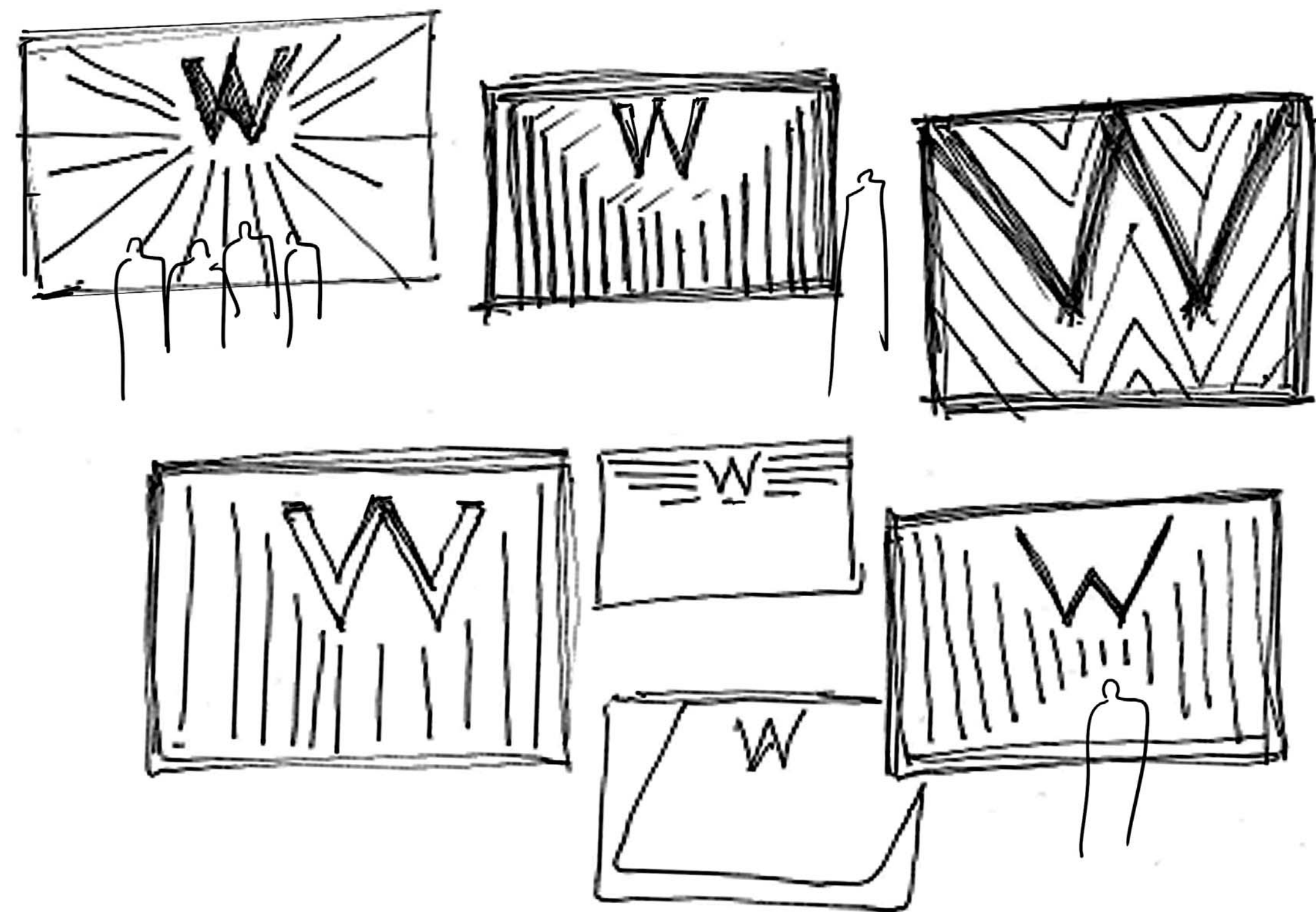
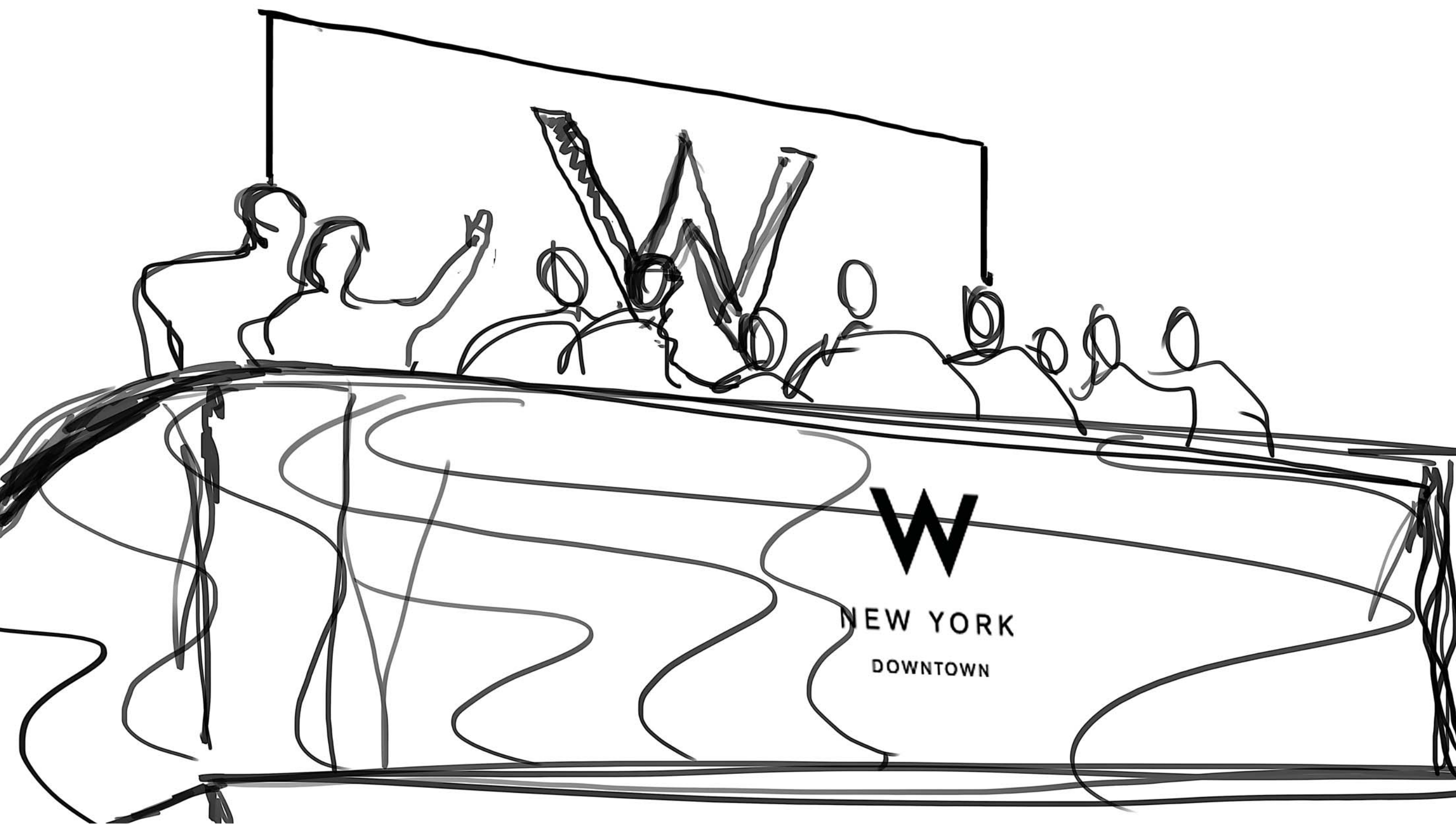
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**Broadcast by 35 Media Outlets**

**Reached 150 Million Viewers**

**Launched Global Marketing Campaign**

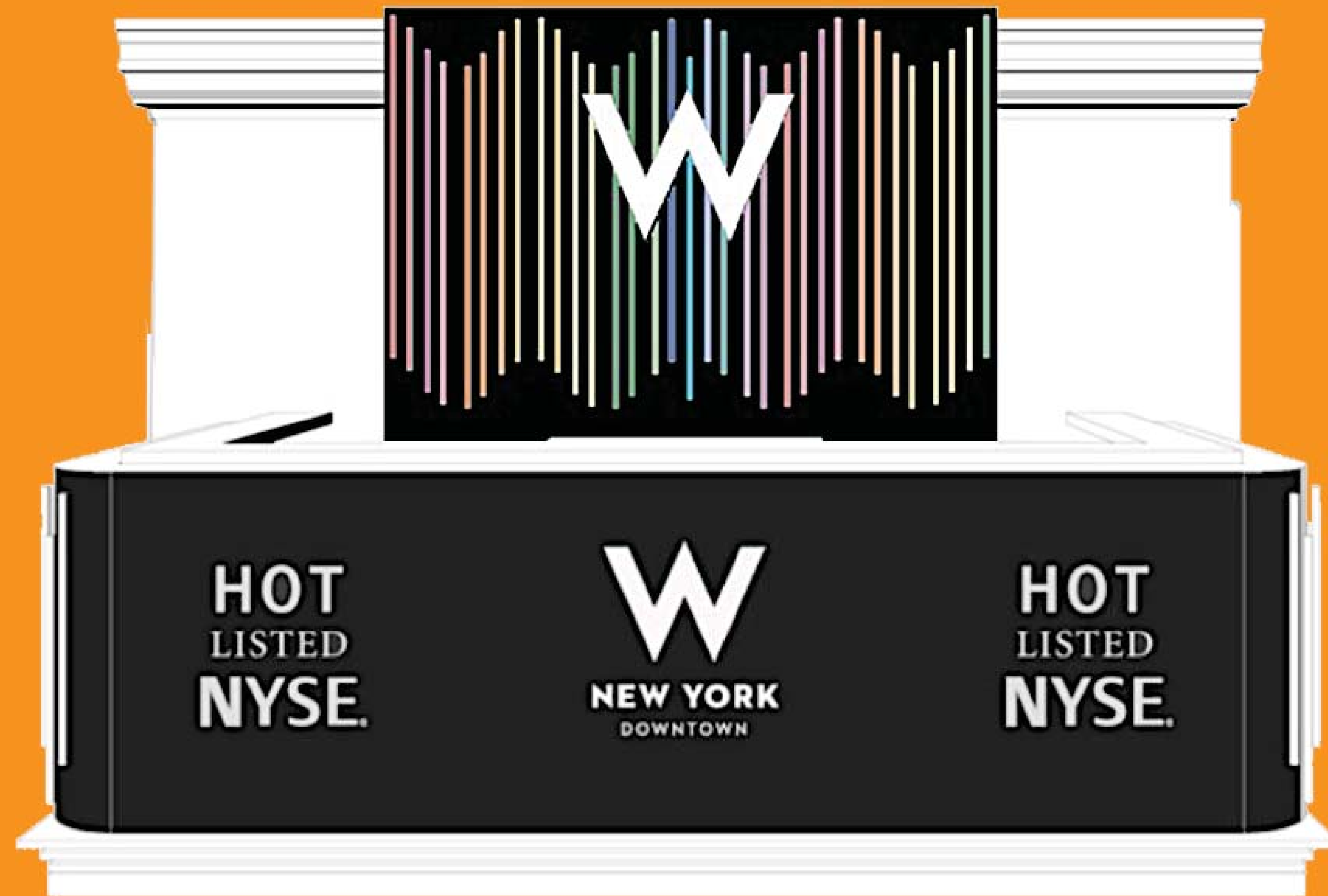




## Process Notes

Sketching ideas is an important part of our creative process to explore different forms and aesthetics until we come up with the perfect solution to develop in to a final design. It can take several rounds of creative strategy and design exploration to get to the ultimate design.





After a final design selection we created 3d visuals and delivered dimensional production drawings to our fabricators and installation team to make this amazing kaleidoscope of illuminated colors become a reality.







Our strategy for the W Hotels was to create an immersive art experience to reflect their brand values of inclusivity, art and impact.

The results were seen globally achieving enormous PR and marketing visibility for the brand.





The W Hotels closing bell installation was seen internationally and broadcast by major news networks to over 150 000 000 viewers.





We created a dynamic and impactful art installation for W Hotels. As a unique art installation it animated color and light as essential rhythms of W Hotels.





Starwood Hotels & Resorts Worldwide  
NYSE Euronext Closing Bell

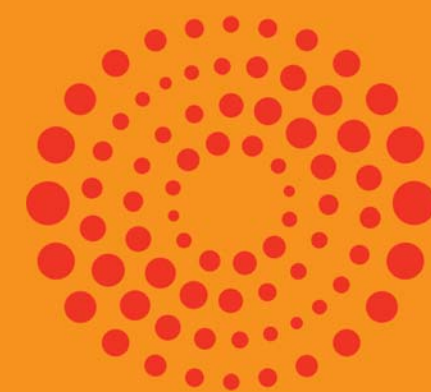


Starwood Hotels & Resorts Worldwide  
NYSE Euronext Closing Bell



Network footage of the installation was broadcast globally by 35 media networks including NYT, Bloomberg, CNN, Reuters & CNBC

Bloomberg



REUTERS





# Testimonial



Julian is a trusted and well regarded designer. His intuitive sense of design and aesthetic problem solving along with his positive demeanor and attention to detail make him a “go to” source to get the job done. His design work for W Hotels and Le Meridien, St Regis has consistently been highly regarded internally and very well received by our clients.

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Jami Kirk

Global Experience Marketing - W Hotels, The Ritz-Carlton, St. Regis Hotels & Resorts, Ritz-Carlton Reserve, Bulgari Hotels & Resorts



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# Pulse Art Fair

We helped Pulse/Volta Art Fair create a transitional space from the West Side Highway in NYC directly in to the heart of the art fair. The client wanted to create an “immersive experience” to create a sensorial experience for guests.

We designed a unique 110’ audio and light experience to welcome guests to the art fair.

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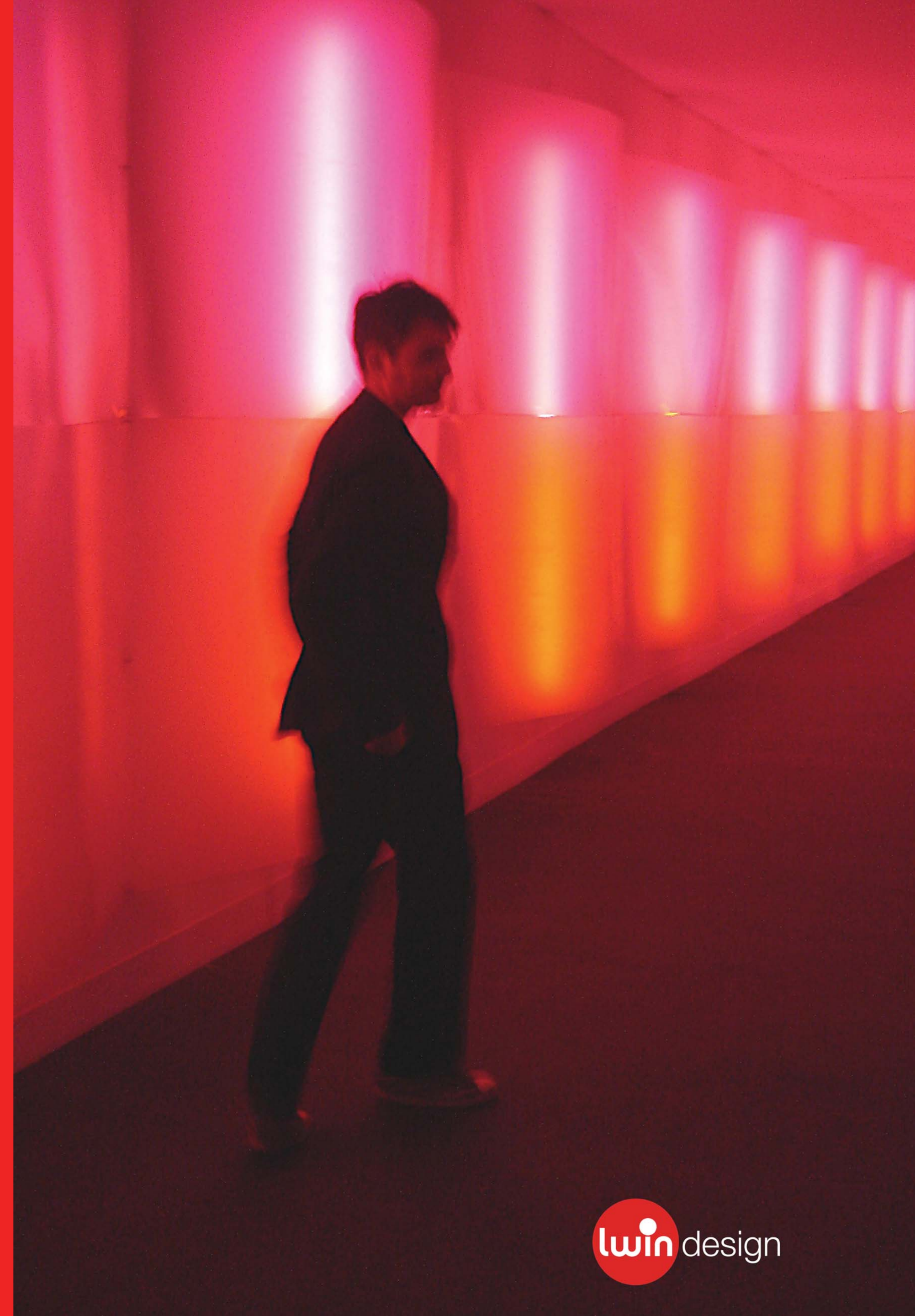
## Services

Interior Design &  
Architecture  
Graphic Design  
Installation Art  
Sound Design

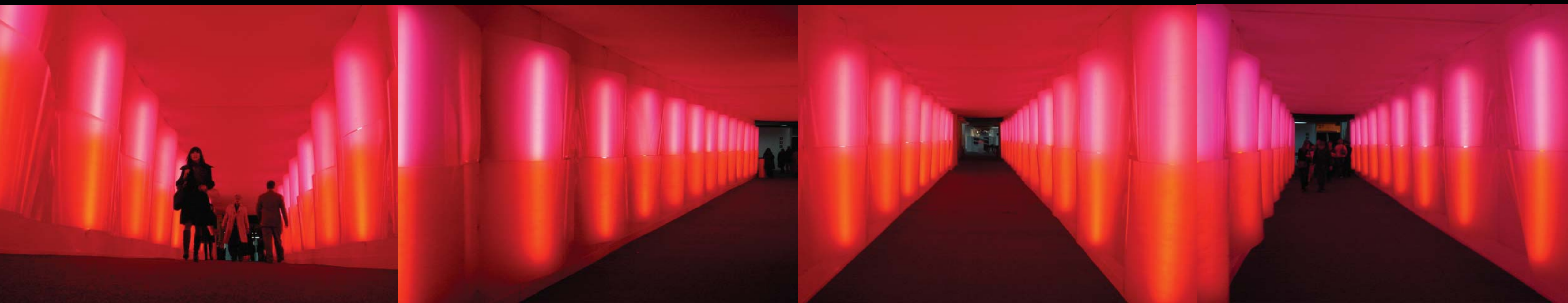
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## Impact

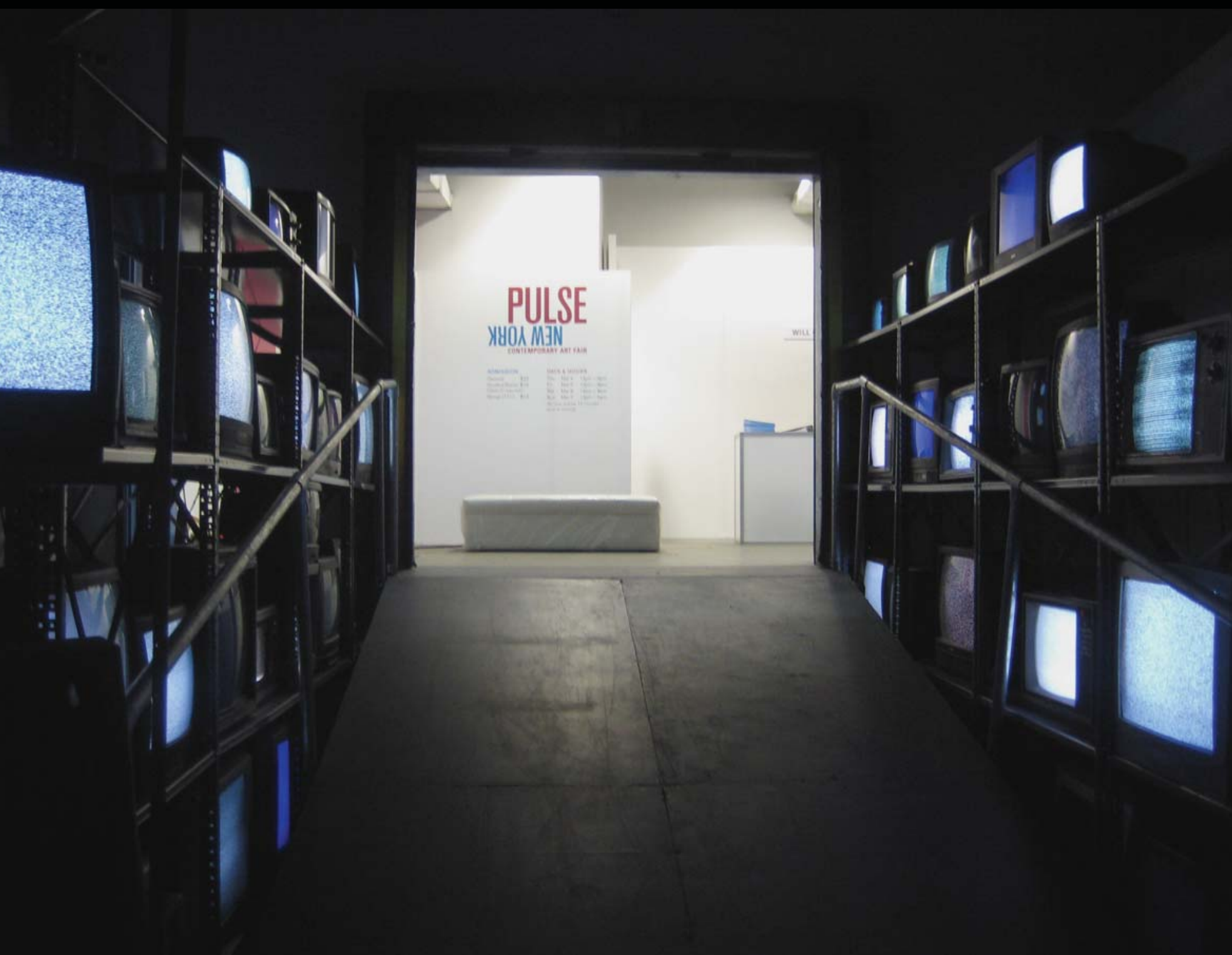
Increased revenue by 700%  
Increased customer loyalty  
95% Customer approval rate  
Press coverage in major art  
journals



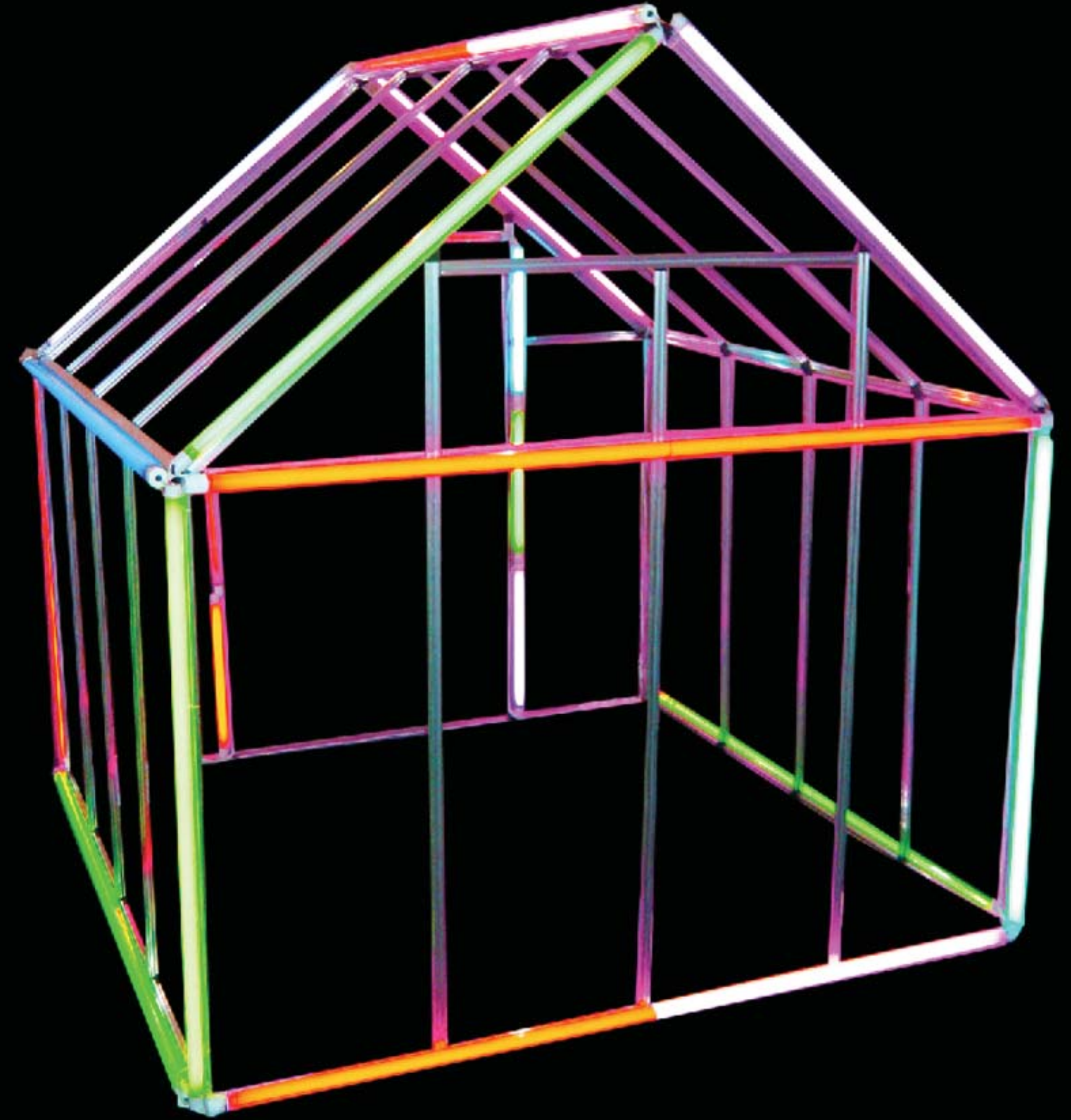
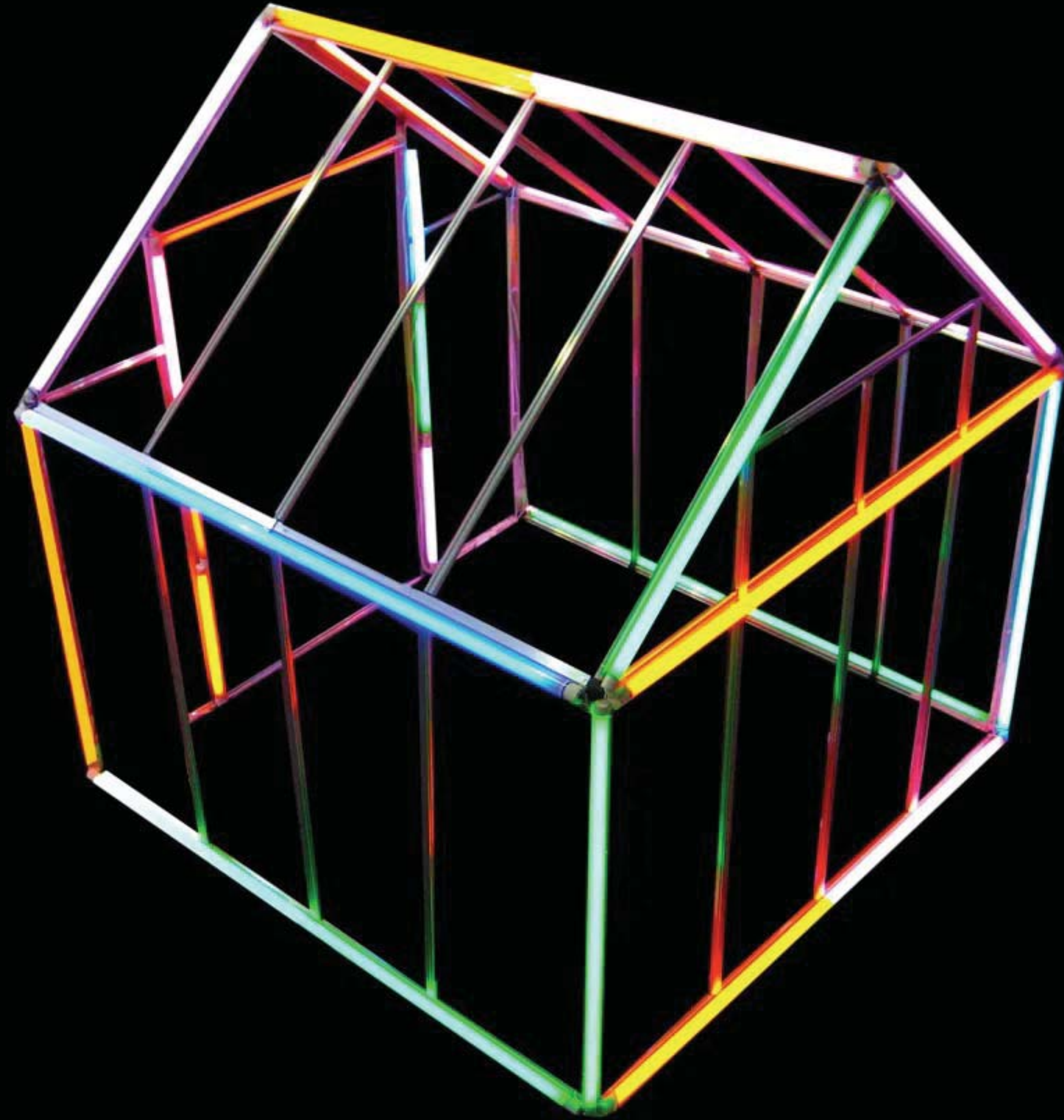






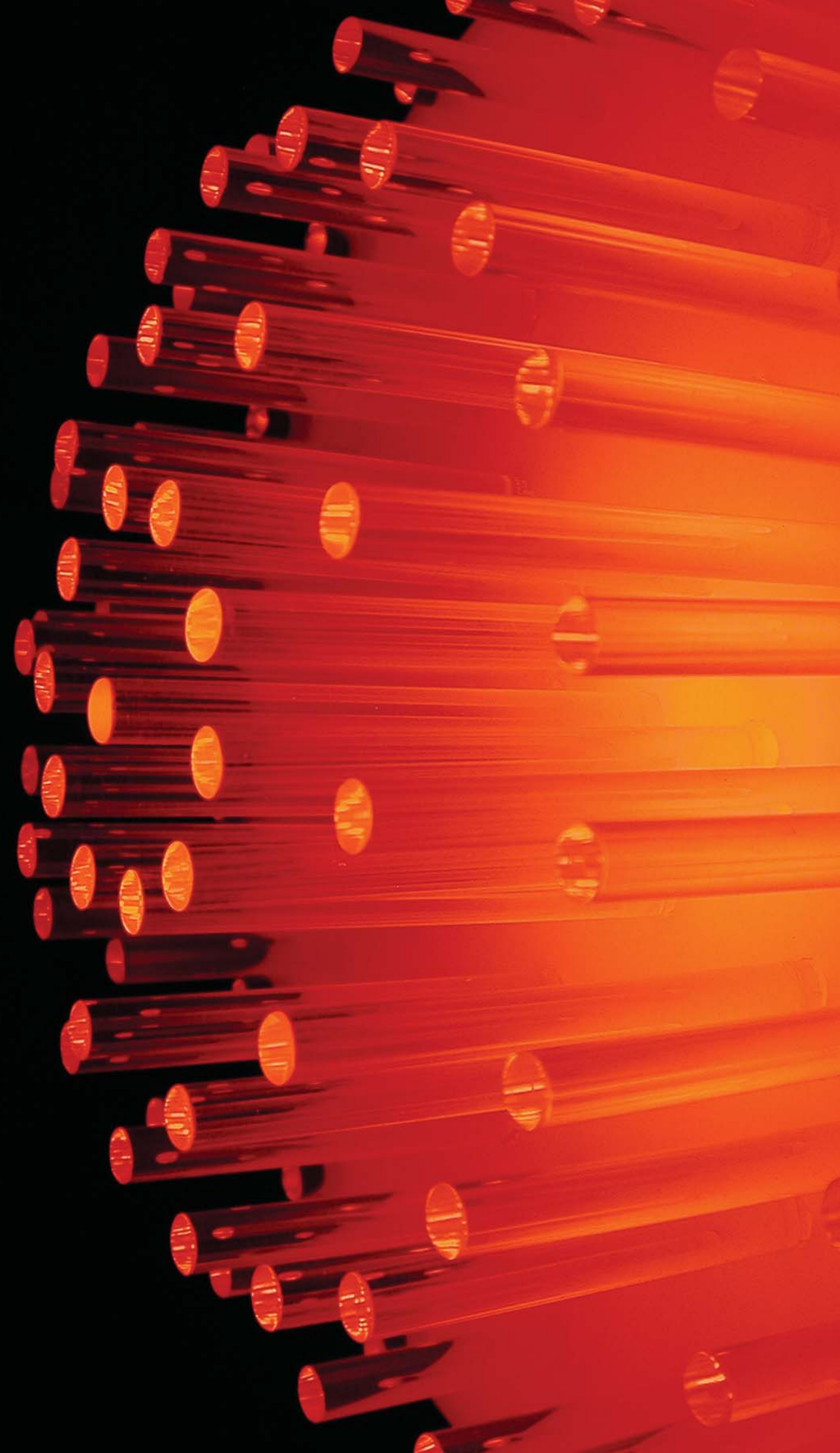




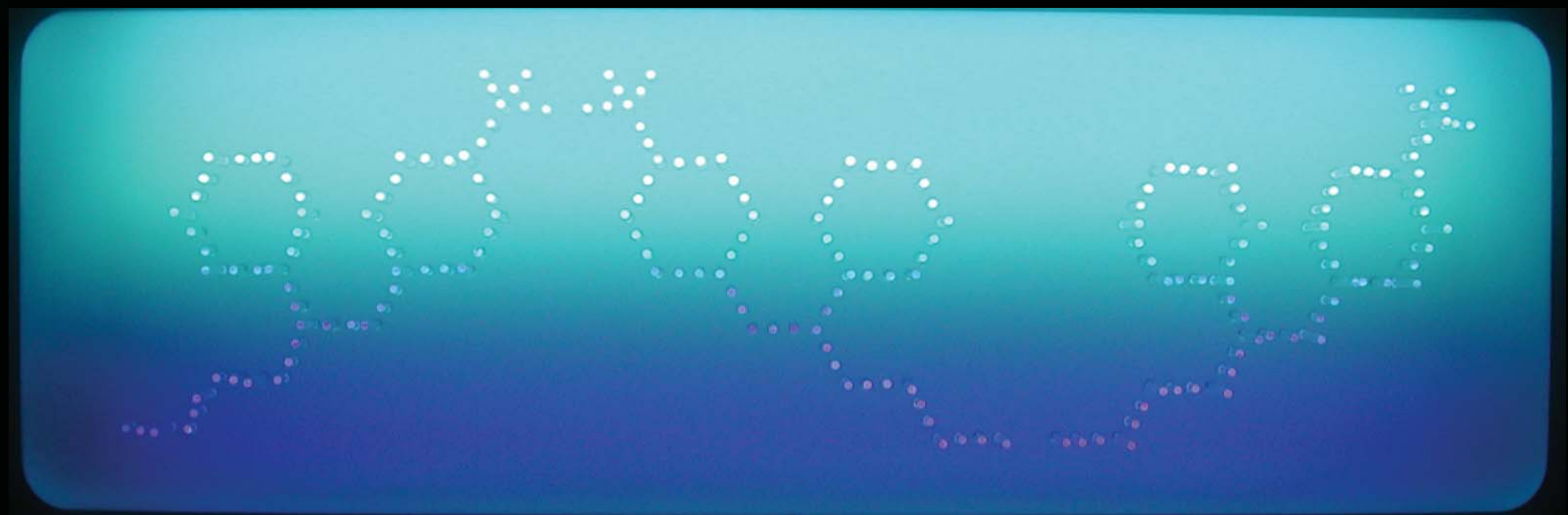
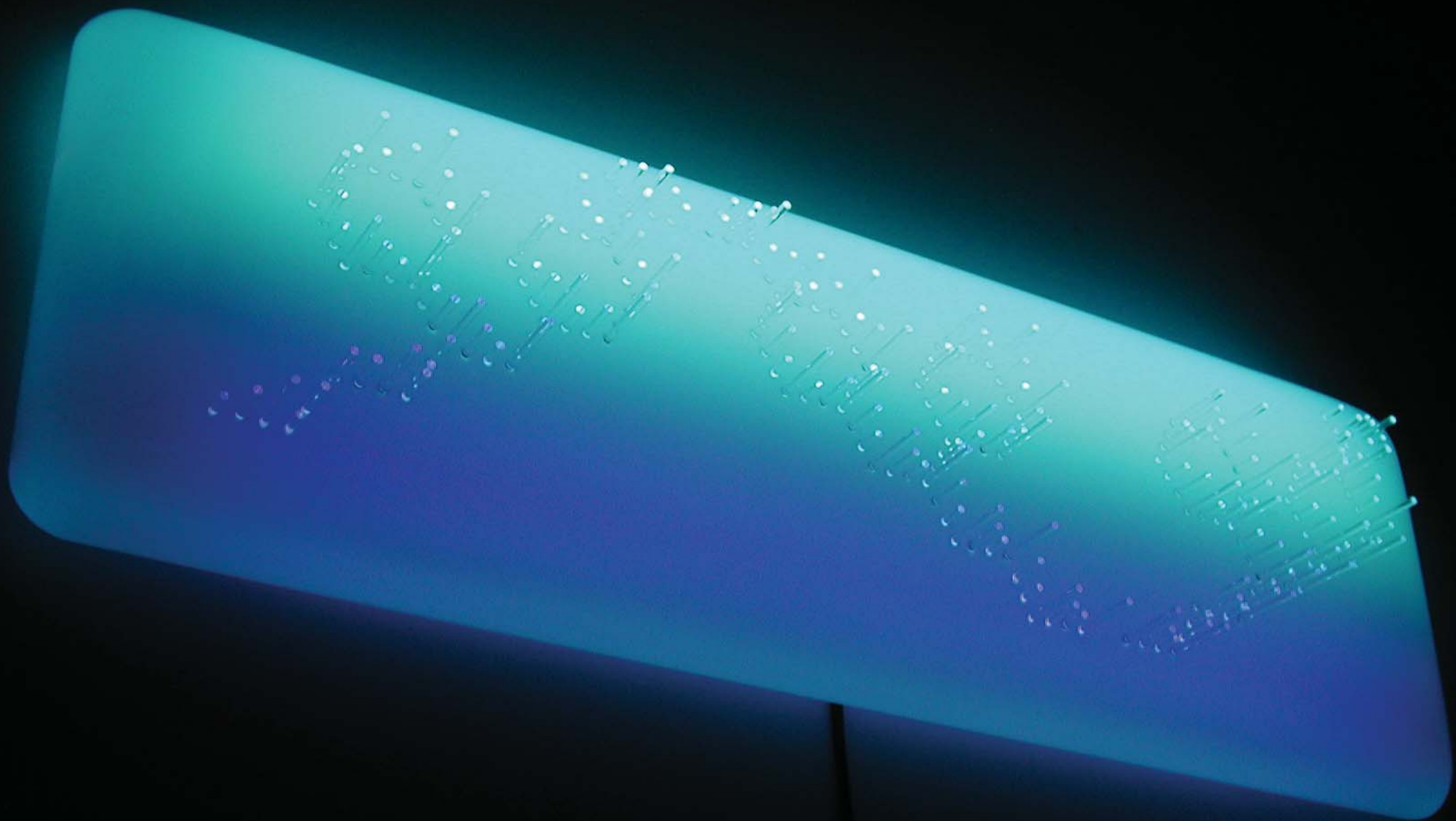




# Furniture + Lighting

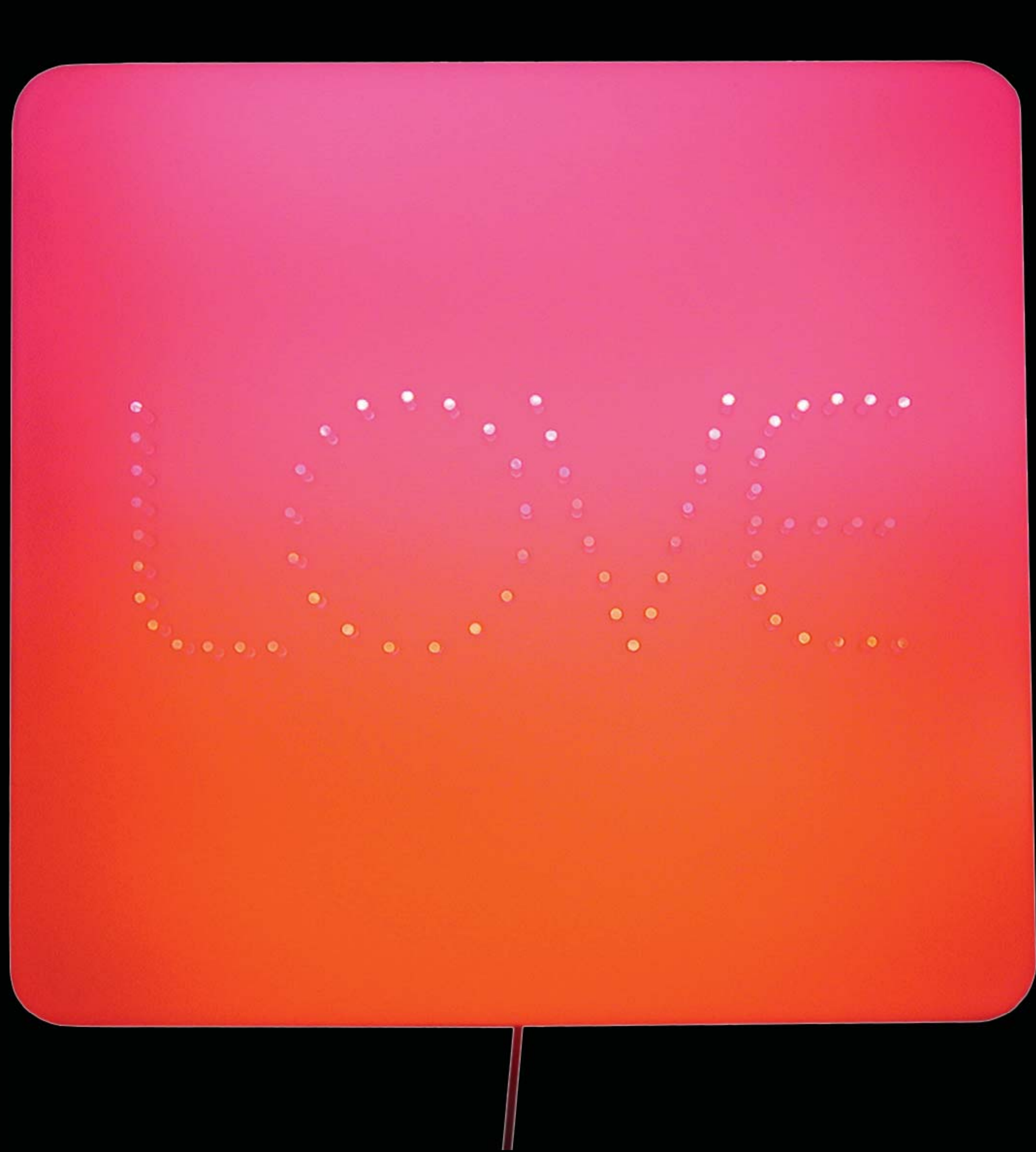






Prozac





Love



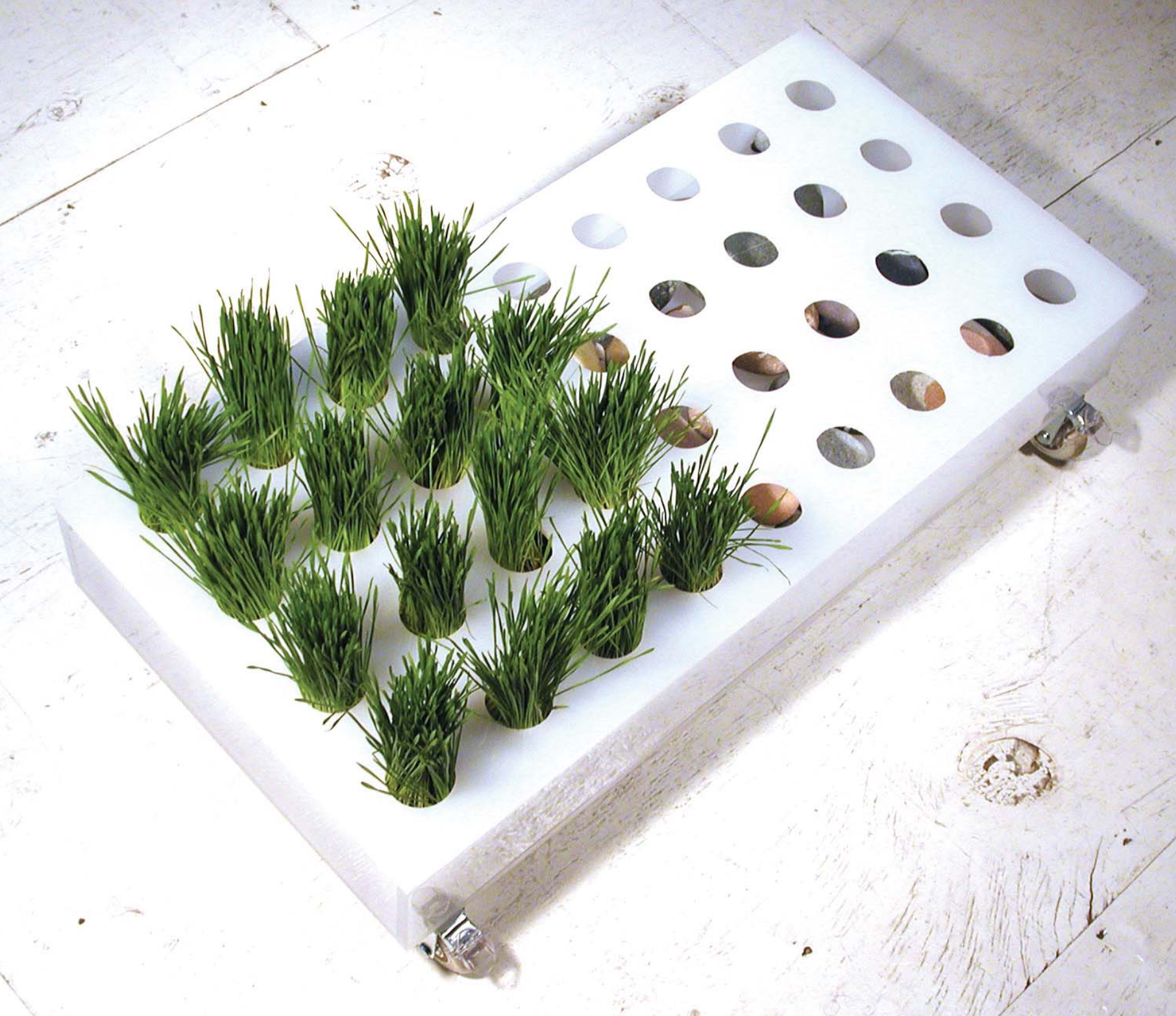




Bio Bench

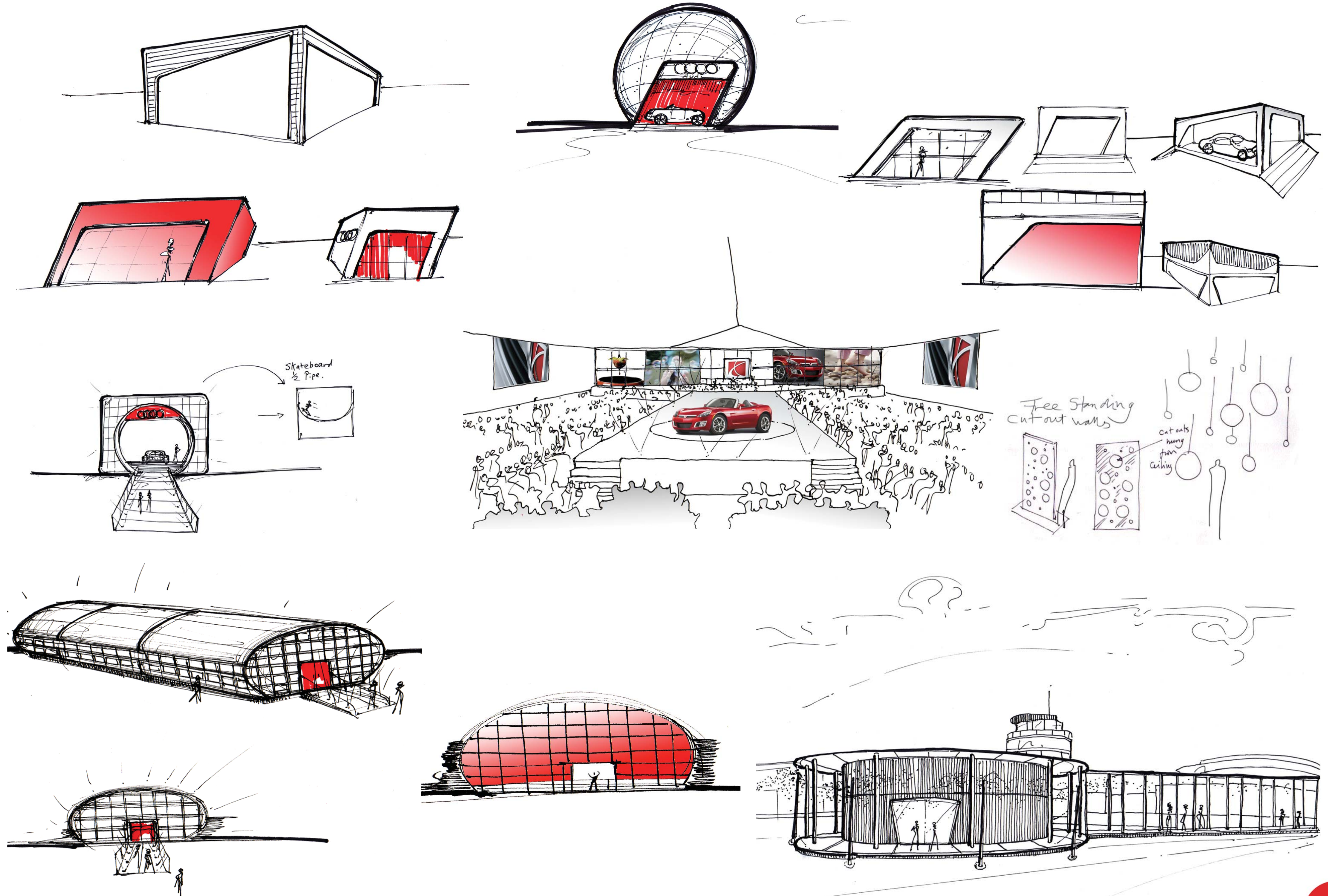






Galapagos Coffee Table

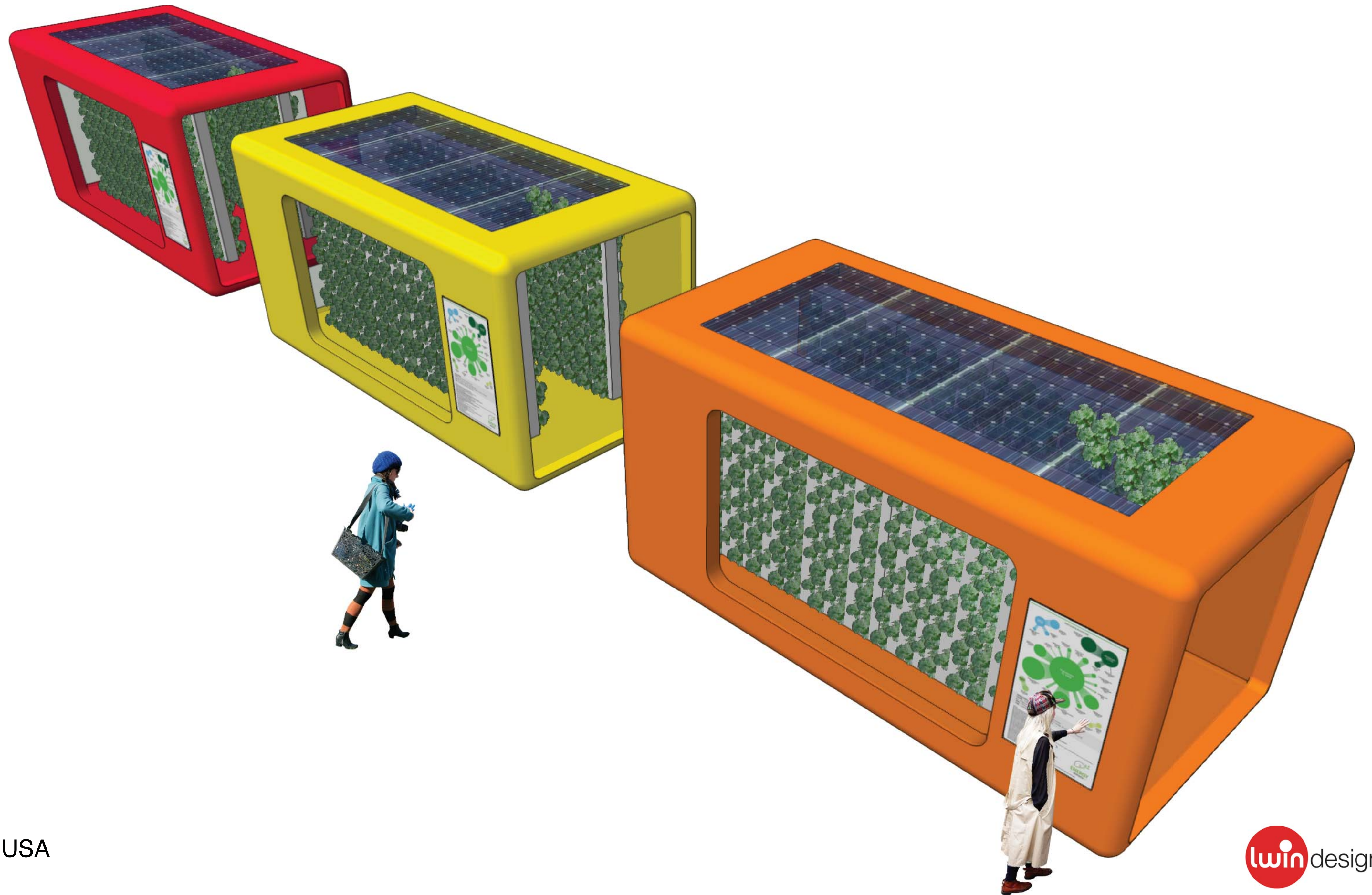












Street Farms USA



## Team

### Julian Lwin

CEO/Design Director

Julian Lwin is a British born award winning designer and founder of Lwindesign.

He received his BA in Industrial design from UAL, Central St Martins College of Art & Design UK.

His body of work explores relationships between the material and the immaterial qualities of lighting, product and furniture design. Inspired by the complexity of the natural world and advances in science and technology, his work is driven to connect on an emotional level with the user. His work in interactive environments explores ecology and environmentalism as an emotional catalyst where color fused with memory and tactile materials create experiences that touch on this central theme.

In 2002 he created Lwindesign Studio in NYC. Environmental design projects followed for W-Hotels, Herman Miller, Marc Jacobs, Jaguar & Pulse Contemporary Art Fair, amongst others.



## Team



# Marta Lwin

Creative Director

Marta Lwin is an Artist, Interactive Designer, and Urban Sustainability Innovator. She has pioneered interactive design both on-line and in physical environments, creating innovative emotive new media experiences. Awarded a Turbulence Art Commission, she has exhibited widely in the US and Europe, including at Chelsea Museum, Eyebeam Art and Technology Center, and Newcastle Science Museum. Her work has appeared in the international media including Engadget, Core77, Treehugger, Cool Hunting, MocoLoco, WorldChanging, Rhizome, and We Make Money Not Art. Her clients include Kenneth Cole, Ralph Lauren, and Morgan Stanley, Greenpeace, and UNEP. Lwin holds a Masters degree from the Interactive Telecommunications Program, NYU.



# Our Partners

We partner with a network of other specialists to collaborate on projects together, Below are some of our partners.



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## Hilt Projects

SAM MURRAY, DIRECTOR

HiLT projects Inc. is a boutique fabrication studio in Brooklyn producing dynamic and refined visual work for experiential marketing campaigns, retail environments, fine artists, cultural institutions, and events.



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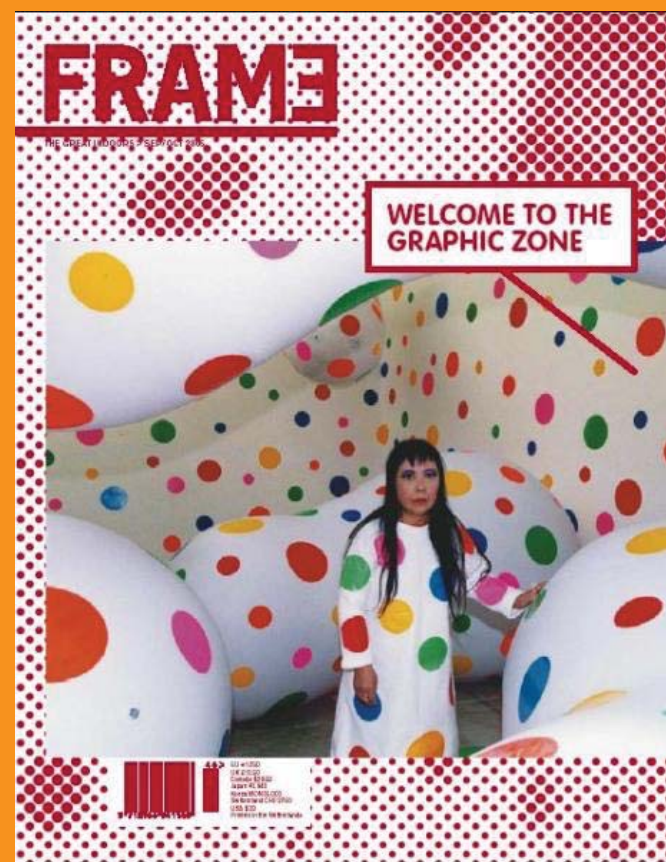
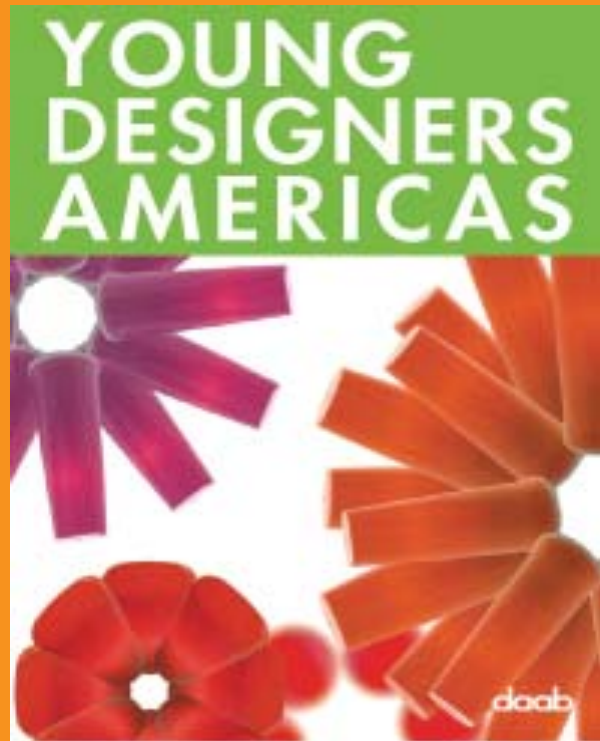
## House of Minerva

EMMA CHOE, SOCIAL MEDIA DIRECTOR

Social Media Marketing Agency focused on brand building and expansion of artist's voices,



# Press





CREATE THE FUTURE WITH US:

EMAIL:

[info@lwindesign.com](mailto:info@lwindesign.com)

Let's talk...

CALL:

646.250.8070

SEE OUR WORK HERE:

[www.lwindesign.com](http://www.lwindesign.com)

