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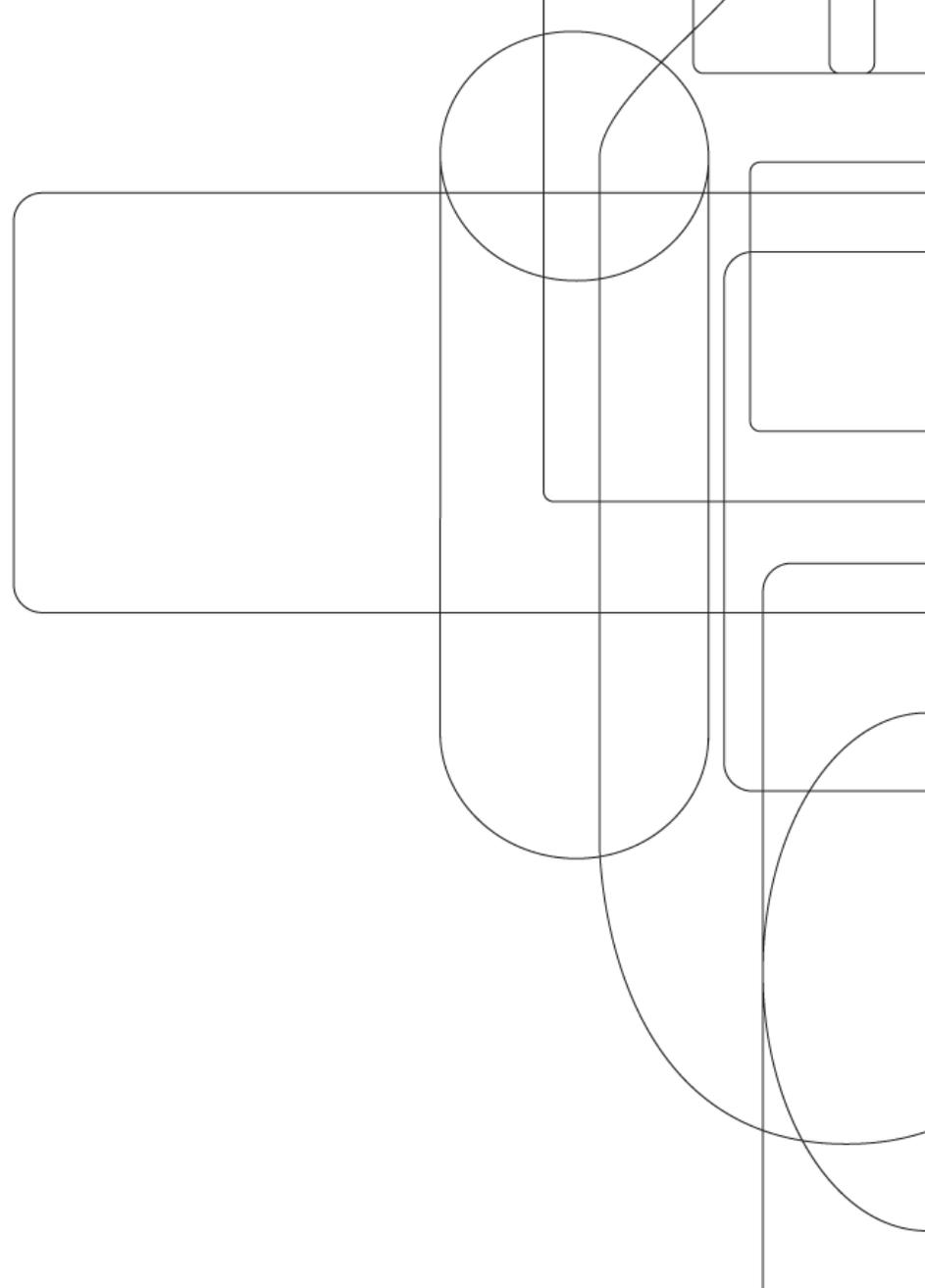


# Valspar Concept Final Solution

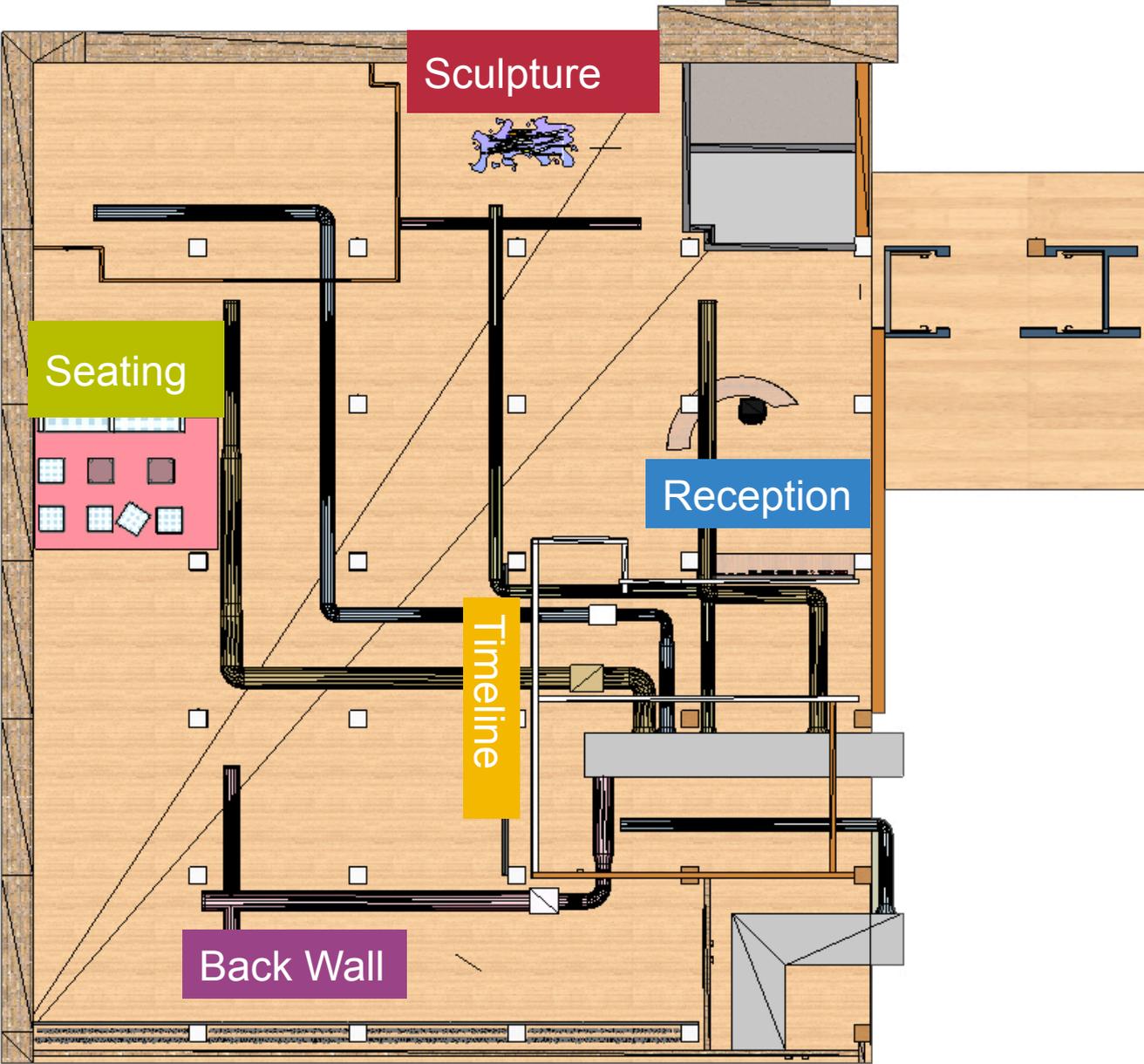
Group: Color 9

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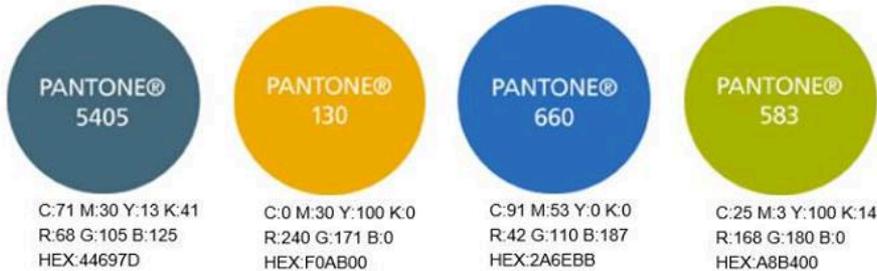


# Floor Plan



# Color

## Color Palette



- We have chosen these four colors as our main color scheme
- We will use pops of the other colors as well



# Concept

- Our inspiration came from the idea of a paint splash but we did not want to limit the exhibit to just paint but rather all different kinds of coating
- We have chosen to paint the whole ceiling a dark gray, the columns a slightly lighter gray, and the pipes and duct work the bright Valspar Branding colors
- Repetition is done through the colorful pipelines to create interest to the eye and lead you throughout the room as well as the use of colors we chose
- Variety is shown throughout the different areas using different furniture, structural materials and construction of each area
- The rhythm of the floor plan is created throughout our spaces by using smooth rounded shapes with Valspar's colors to draw the eyes

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Reception Area



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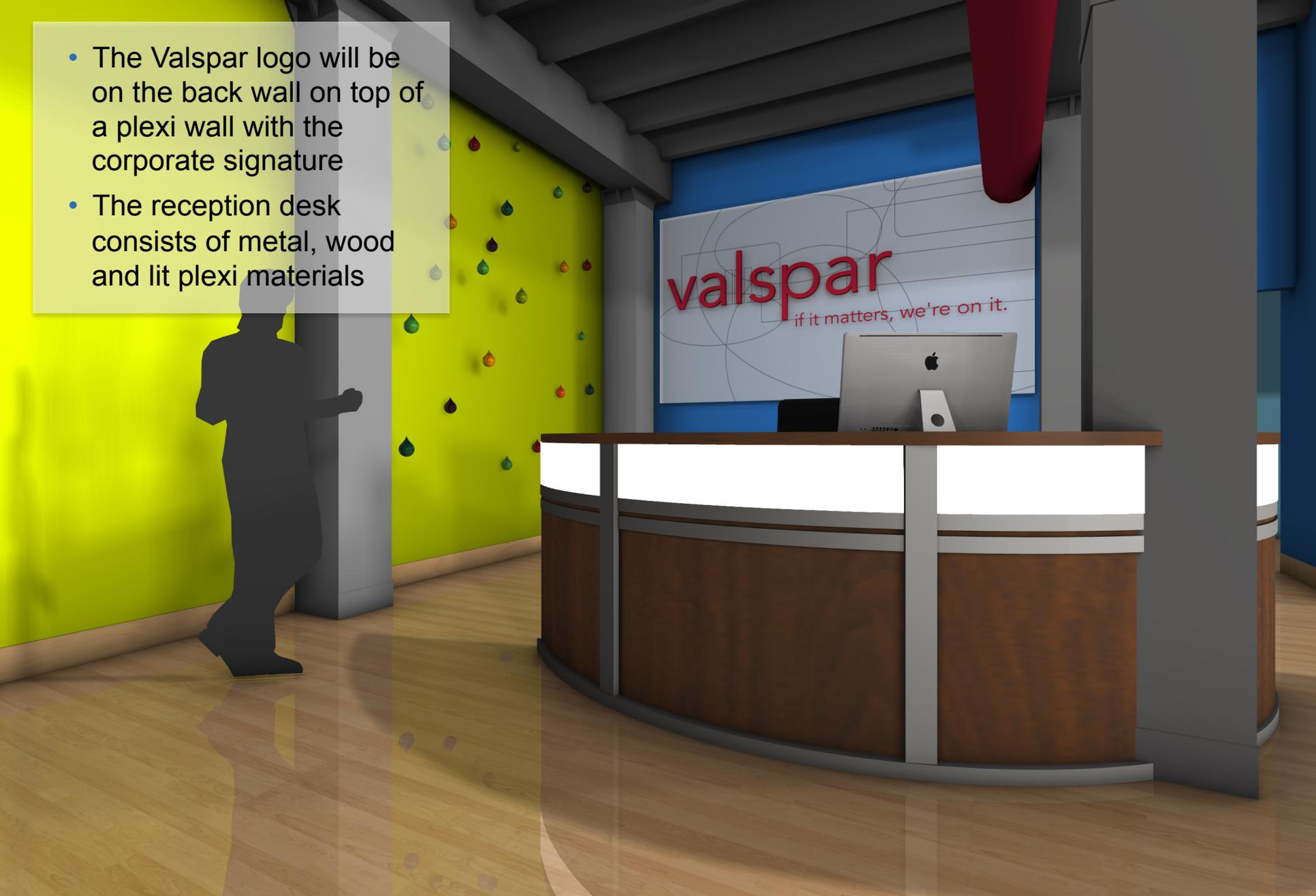
We are one of the largest global coatings manufacturers in the world that provide coatings and coating intermediates. Since 1902, we have been dedicated to providing customers with the latest innovations, the finest quality, and great customer service.

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- Coatings for packaging
- Factory applied coatings
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- UV varnishes & water based varnishes
- Primers, coatings, & varnishes for industrial



- The Valspar logo will be on the back wall on top of a plexi wall with the corporate signature
- The reception desk consists of metal, wood and lit plexi materials



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- The reception desk curves into the column to create interest and rhythm, leading the viewers towards the rest of the lobby





- We have also provided extra storage for the receptionist and the guests



We wanted to make the space feel cohesive so we incorporated the glass drops from the back wall to the reception desk

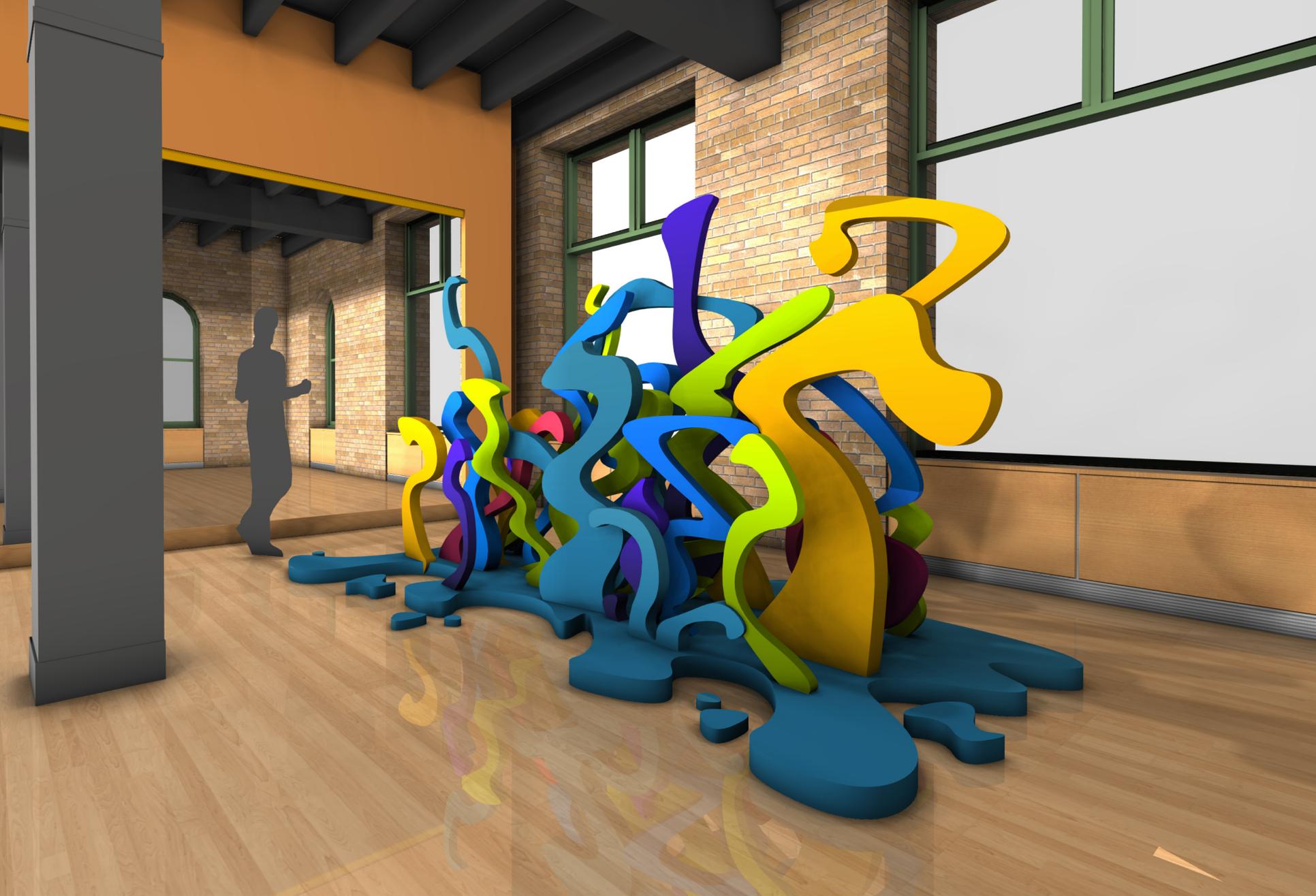
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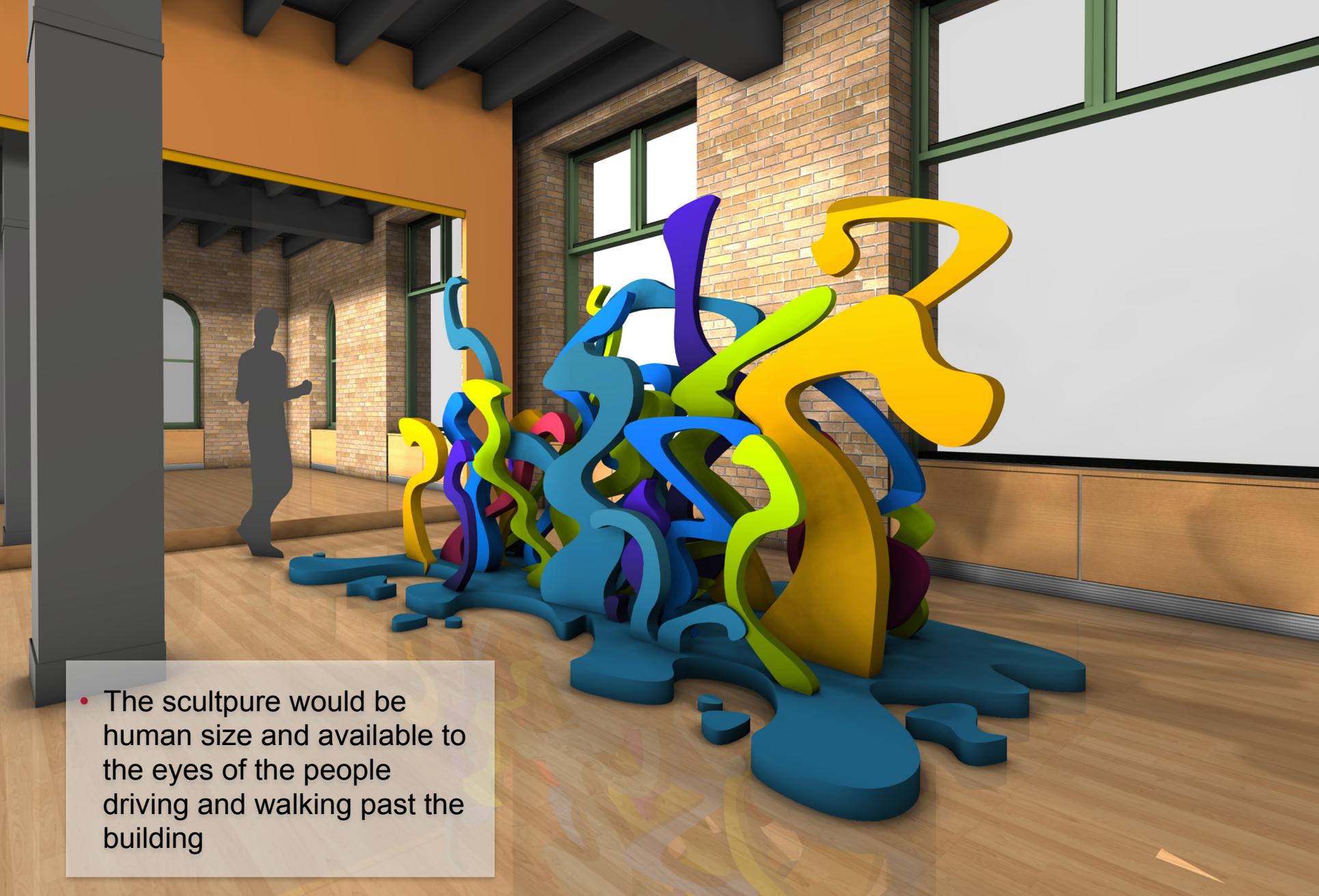
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Sculpture

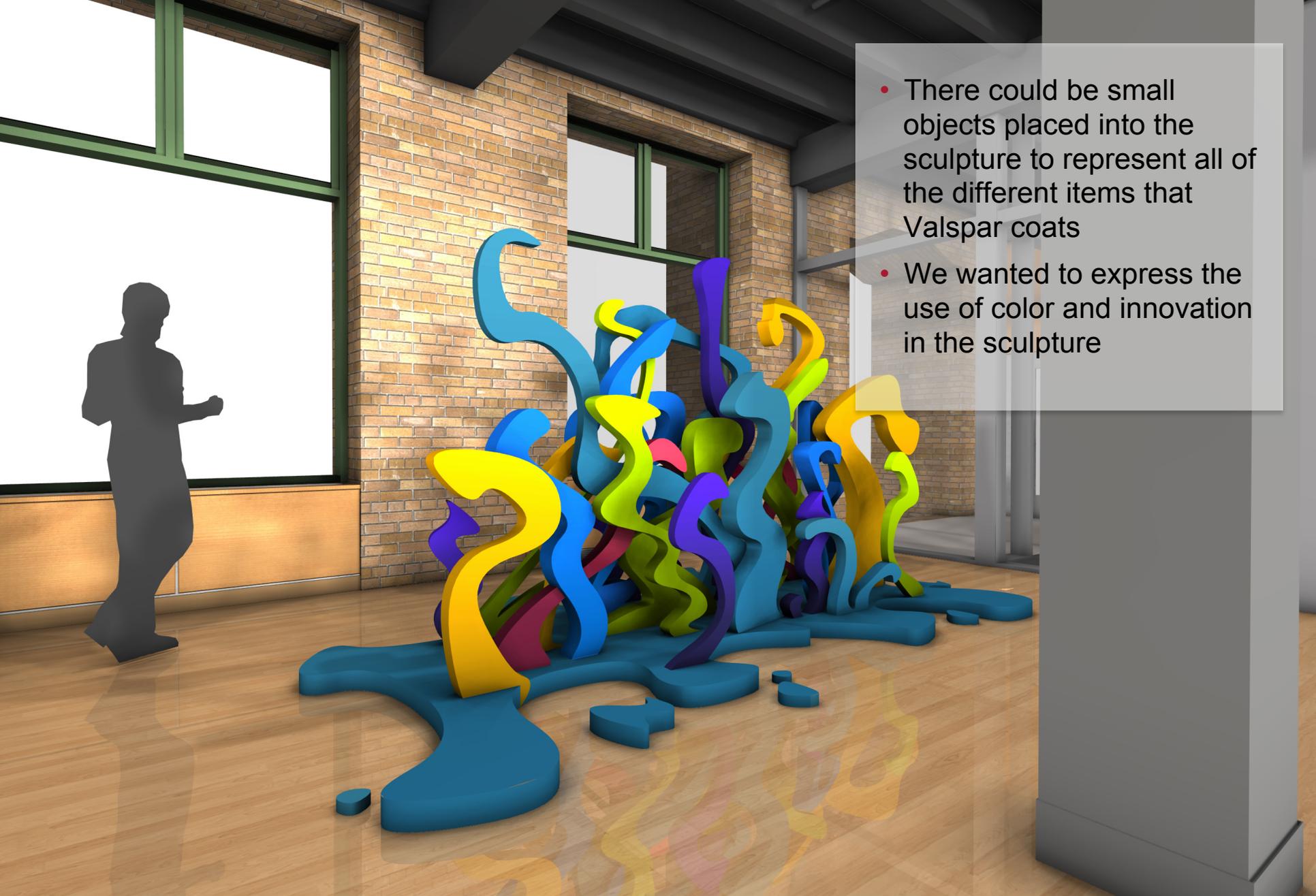






- The sculpture would be human size and available to the eyes of the people driving and walking past the building





- There could be small objects placed into the sculpture to represent all of the different items that Valspar coats
- We wanted to express the use of color and innovation in the sculpture

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Seating







- Again, we wanted to incorporate the coating droplets



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- Combined with the sun, the coating droplets would create a dramatic color effect on the ground throughout the space







- The couch's are approximately 11 feet wide to fill the gap between the columns



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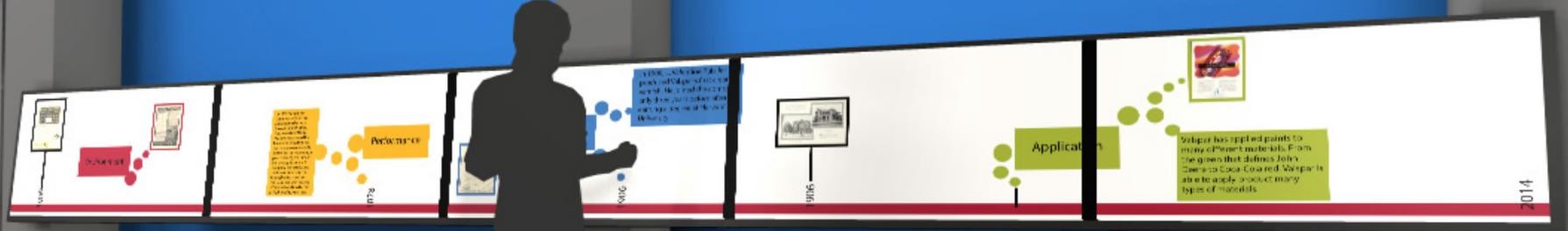
- We wanted the couches to be comfortable and inviting

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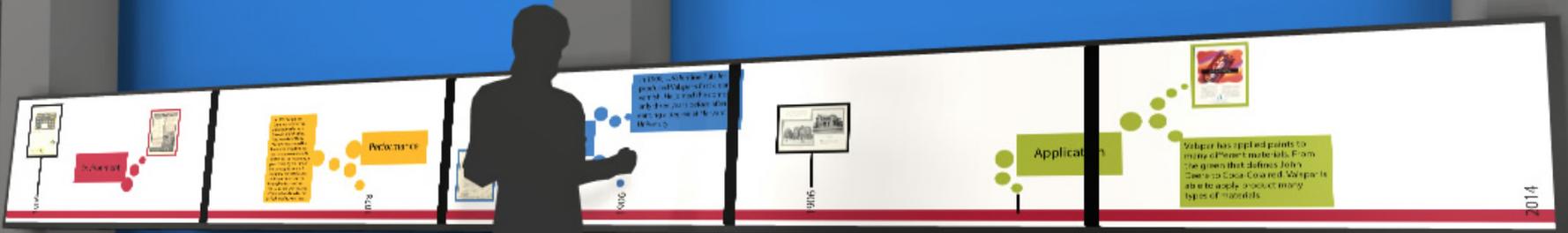


Information Wall





- Ceiling will be dark gray and the pipelines will have different colors that represent Valspar's colors



nance



## Appearance

1906

In 1906, L. Valentine Pulsifer produced Valspar's first clear varnish. He joined the company only three years before after earning a degree at Harvard University.

nance



## Appearance

1906

In 1906, L. Valentine Pulsifer produced Valspar's first clear varnish. He joined the company only three years before after earning a degree at Harvard University.

- Touch screen for interactivity with innovation pillars of information about Valspar's history

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Back Wall



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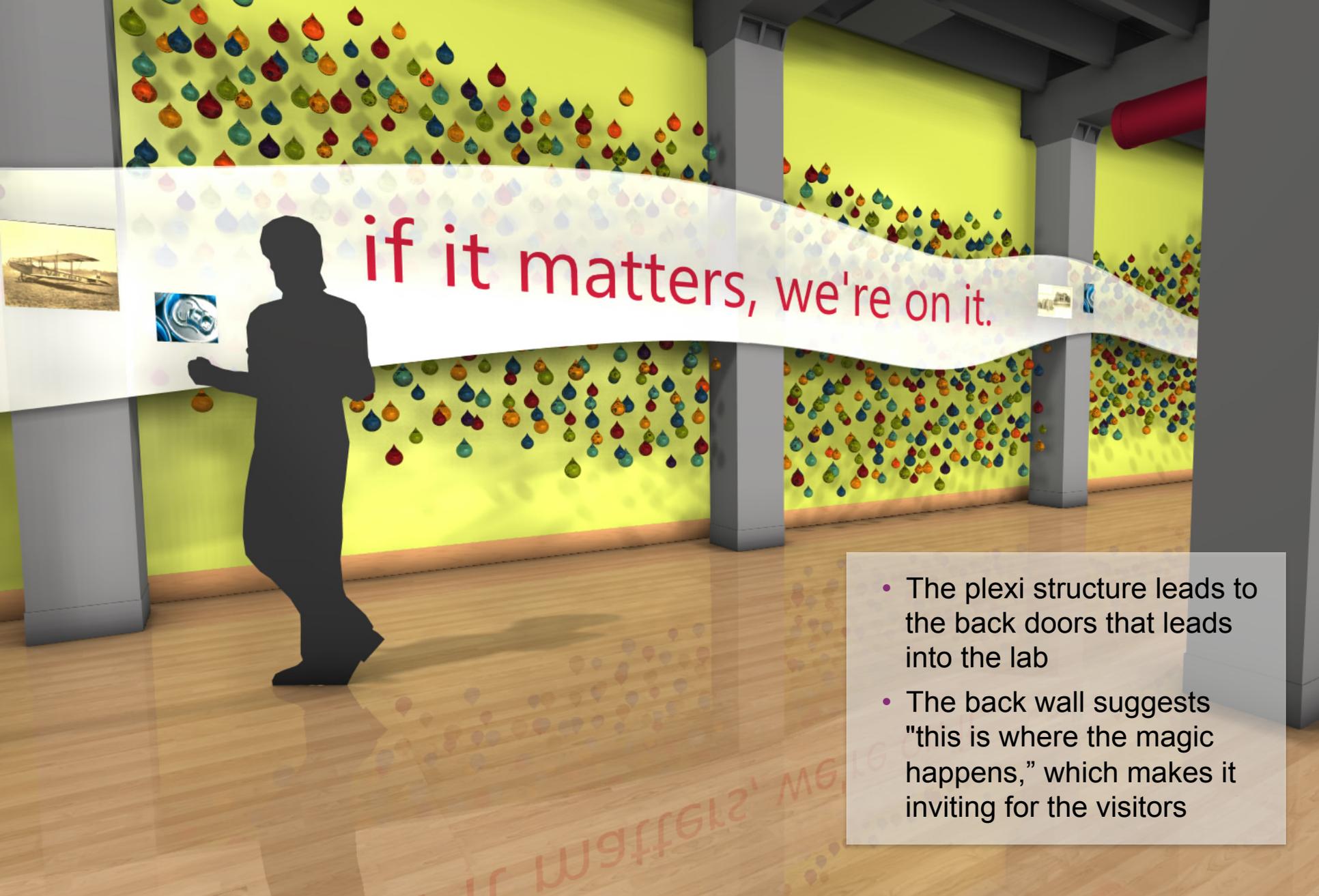


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- The plexi swoop is dynamic and exciting, representing the creativity and innovation of Valspar's R&D solutions
- The tagline is used along the back wall with a plexi material and is attached to the pillars of the wall



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- The plexi structure leads to the back doors that leads into the lab
- The back wall suggests "this is where the magic happens," which makes it inviting for the visitors

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# Thank you!

Group: Color 9

# Write Up

## Valspar Guest Experience

When a person is to walk into the Valspar lobby, we want them to feel comfortable, involved and important. We believe that each aspect in the lobby will contribute to these feelings and make the guest want to come back.

Walking through the doors, the guest will immediately be welcomed by the receptionist. The reception desk will be welcoming and a place where the guest is able to check in and begin the journey around the space. By this point, the guest should feel excited and curious about what is going on in the space.

One of the first things the guest will see is the sculpture. This sculpture is a creative interpretation of the possibilities with coatings. There are so many different angles to the sculpture that the guest will want to look at it and discover all of the different aspects to the organic shape.

The seating area will be passed by next. This is a space that's purpose is to be comfortable and welcoming. The cool blue invites the guest in while the red carpet is there to accentuate the rest of the lobby. The couches will be a relaxing place to settle in and have a cup of coffee.

To the left of the seating area, the guest will find the Valspar Journey Timeline. This will be an interactive experience that could keep the guest entertained for days. This timeline is a digital touchscreen that has Valspar's 200 years divided by their important four pillars (Appearance, Application, Performance and Environment). As the guest touches a pillar, they can drag it to the right to get pop-ups of different important dates, which made Valspar become the company that they are today.

The sculptural back wall is the grand finale in the lobby space. This wall has the tagline of the company, "if it matters, we're on it." The glass coating droplets in the background will guide the guest's eye from right to left and left to right. This sculptural back wall is a great way to show the guest all of the possibilities with Valspar.

Overall, we want the guest to be encouraged to want to work with Valspar. We want the guest to feel comfortable, involved and important as they walk through the space. This space is made to feel welcoming to explore any part of the lobby as the guest pleases.