

Case Study: Sunshine Prosthetics and Orthotics Corporate Interior Design and Build



"ExhibitCraft knew just what I needed in my new office space. I was excited to find out about their custom interior work at a recent trade show I attended at their headquarters. My Exhibit Consultant gave me excellent customer service and walked me through the process every step of the way. People give me high compliments on how professional and inspirational the space is. I highly recommend ExhibitCraft." Brooke Artesi, Owner and Certified Orthotist and Prosthetist, Sunshine Prosthetics and Orthotics.

Client: Sunshine Prosthetics and Orthotics specializes in creating custom prosthetic and orthotics devices for physically challenged adults and children, using the latest in technology.

Design Challenge:

Timing is everything. Brooke was visiting ExhibitCraft to meet a friend and attend our promotional products tradeshow. After viewing ExhibitCraft's brochure on branded corporate spaces, she knew this was a look she wanted when her new office would open in six months! She wanted to create a well-designed sports training and therapy office with a professional look. The office should also provide a sense of inspiration for clients.

Design Solution:

During the initial design stages for Sunshine Prosthetics and Orthotics' new office, we met with Brooke on numerous occasions, always a delight to share her infectious enthusiasm on her new venture. The meeting sessions involved discussions on office flow, her business plan and new logo design. We visited Brooke at her soon to be office space many times, discussing designs, color, room layouts, paints, flooring, etc. Our solutions gave her larger-than-life inspirational images of athletic prosthetic users as a focal point. We did this with custom wall paper, floor to ceiling, on a full wall in the lobby and each of her patient rooms. Each room (including the lobby) showed strong branding with the use of her logo colors on the floors and walls. The reception area shows the corporate logo in a three-dimension form, visually promoting her brand. This three dimensional design element gives a unique architectural element to the space. We also created a 5' custom design element, which wraps the reception counter wall, part of the Sunshine logo. We successfully reinforced her brand presence in the lobby and all patient rooms, and the larger than life images on the wall capture everyone's attention and will serve as a constant source of inspiration for patients for years to come.