



LEARNING BY DESIGN

The Comfort Solutions Center

ENGAGEMENT, EDUCATION AND EXCITEMENT

New space can offer the best of all worlds. It's a fresh canvas to design around. It offers wide open spaces on which to build and create. The challenge becomes a bit more daunting when faced with a multitude of products, makes, and models that span across a family of brands. How do you showcase each one, giving it its proper due? With this broad range of products and solutions from the Daikin, Goodman, and Amana brands, their new product showroom meets the varied needs of thousands of client visitors – in this case, HVAC dealers who would be traveling to this Houston-based product lab and showroom annually for training, education and to learn more. While function mattered, this entirely new space needed to be visually appealing, strategic in layout and design and, most important, go with the flow.

IN THE COMFORT SOLUTION CENTER, DETAILS REIGN SUPREME.

Deliberate and intentional design and fabrication follow methodical discovery, with every angle carefully considered and each product featured in its rightful place. The smartly-planned design includes product-specific vignettes that sharply focus on ensuring that clients gain an immediate understanding of the innovative and energy intelligent solutions, in the right context. The residential product sits in a home-like setting, including a window with a view. The commercial products are in a decidedly more industrial backdrop. Technologies must be integrated; details must stay true to the brand throughout the CSC. 2020 Exhibits used materials as their not so secret weapon, employing it strategically on the canvas of fresh walls, faux exterior windows, ceilings and on each product display. The materials and lighting strategies carry throughout the 3,000 square foot environment and space.

The Comfort Solution Center's communication and messaging subtly yet with strength tells not only the brand and product stories but deliberately and strategically showcases each product line with precise messaging and wayfinding. Bold graphics provide structure and direction, while achieving an important objective: Instructing, informing and engaging the intended audience.



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INCREASING ENGAGEMENT

Visually captivating and visually appealing, touch-screen monitors feature product-specific content to improve engagement and understanding.



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SHARPENING FOCUS

Strategically position branding, products and messaging in such a way to highlight the innovation and energy intelligent technology found across the many brands.

ENGAGING TARGET AUDIENCES

Visually and visibly showcasing each product line in such a way to spark engagement and educate an audience of any size – from one single person visiting for a one-on-one demonstration, to small and large group tours and walk-throughs.



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LET THERE BE LIGHT

Attention is guided to specific products and product lines through strategic lighting across the CSC.



The Comfort Solution Center is both inspiring and functional, which is not always an easy mix. What was once consider a traditional, static learning environment is now a visitor-focused experience with a more welcoming, open and interactive feel. HVAC dealers can now get up close and personal with these product lines, along with a host of other high-efficiency indoor comfort products in an engaging, meaningful way.

The CSC is a clear reflection of the company's innovation and energy intelligent technology that has supported its growth to become the world's largest manufacturer of HVAC systems and refrigerants. More than any other product showroom out there, the CSC delivers.