

# Taking Environments to New Levels



## Celebrating Innovation with a New Corporate Headquarters & Showroom

When WEIR Oil & Gas kicked off their extensive capacity expansion with the construction of a new North American headquarters facility for business manufacturing and services in Fort Worth, Texas, they approached 2020 Exhibits to design and deliver a powerful first impression.

At the onset WEIR laid out a series of goals. Officially christened the WEIR Oil & Gas Headquarters and New Product showroom, this experience had to be nimble enough to evolve with the brand as their products, needs and objectives changed and grew. From the moment visitors stepped inside, WEIR's brand culture of innovation, education and greater collaboration needed to take center stage. Offering interactive and engaging ways for people to learn more about WEIR's innovation in technology and global capabilities, the environment should showcase WEIR's proud and extensive history, giving it the full weight and measure it so rightly deserved.

With building construction already under way, 2020 Exhibits moved fast to complete a critical analysis of the space, first determining where there was flexibility versus more solid, unyielding elements. Doing so allowed for the design team to manage the flow within the space and address challenges such as permanent walls and columns in the middle of the space. Driven by a central focus and mission, the design showcases WEIR's award-winning, forward-thinking innovation while honoring and respecting its past, with a clear eye to the future. In addition to reflecting WEIR commitment to innovation and operational excellence, the new environment speaks to three key audiences: corporate guests, employees and potential recruits.





As a cornerstone for the facility, this new corporate entrance has no obstructions and is visible from all sides, including the atrium above. When first entering, the environment it serves as an impactful moment of introduction, engaging the senses as visitors are immersed in the brand culture and story. Capitalizing upon the building's dynamic structure, 2020 Exhibits framed the environment, leading visitors with a curved stairway and custom, patterned flooring. Sophisticated enough to reflect WEIR's advanced technologies, individual product kiosks are user-friendly, featuring dynamic, integrated product information which can be updated at a moment's notice. Neutral wood-grain finishes lighten the space and balance the high-tech feel of the individual kiosks. Serving as an anchor and the perfect conversation starter, the history wall walks visitors through the environment and the WEIR story.

WEIR Oil & Gas Headquarters and New Product showroom is instrumental in reinforcing the strength of the WEIR brand – past, present and future. With hundreds of visitors since the ribbon cutting, the reaction has been overwhelmingly positive from employees, corporate guests, recruits and senior level executives.

### 2020 EXHIBITS

Headquartered in Houston, TX, with offices in Chicago, Cincinnati, Cleveland, Las Vegas Salt Lake City and Toledo, 2020 Exhibits provides total trade show and event management, including the design, fabrication and installation of trade show exhibits for clients locally, nationally and internationally. With a laser-sharp focus on the delivery of dynamic interactive experiences to build brand engagement, 2020 Exhibits proven expertise in the integration of custom rental exhibits and multi-screen, A/V rich environments helps global brands drive results. Since 1987, the company's award-winning team has worked collaboratively with clients to

provide optimum exposure and offers the total event package of services and support including interactive technologies; corporate events; conference exhibits; event management; audio visual and digital multimedia; in-house production and printing; experiential marketing; event furnishings; graphic and creative design; brand marketing communications; turnkey show logistics; turnkey show management along with warehousing and storage.

