



Reflecting Purpose and Passion in the Workplace

Association of Equipment Manufacturers



The Association of Equipment Manufacturers is the leading organization in North America providing services for companies that manufacture agriculture and construction equipment.

Bluewater Studio was selected to execute, produce and install Kahler Slater's design of an immersive work environment that reflects the purpose and passion of AEM.

Enhancements to the Milwaukee, WI headquarters include a large crane truss replica in AEM's signature red, several recessed niches to display equipment models, a cafe experience wall, and multiple graphic applications, including themed "Super Graphics" on a pair of two-story curtain walls.

"The end product was superior, transformative and highly reflective of the industry we represent in a unique and impactful way. From design to install, the Bluewater team was creative, meticulous, highly attentive and customer focused."

Judy Gaus
Vice President, HR & Operations
Association of Equipment Manufacturers

DESIGN:
Kahler Slater Environmental Branding



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STUDIO**

ENVIRONMENTS + EXHIBITIONS

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