



Photography: Peter McCullough



# Reflecting Purpose and Passion in the Workplace

## Association of Equipment Manufacturers

DESIGN:  
Kahler Slater Environmental Branding

 **BLUEWATER  
STUDIO**  
ENVIRONMENTS + EXHIBITIONS

Bluewater Studio was selected to execute, produce and install Kahler Slater's vision for an immersive work environment that reflects the purpose and passion of AEM. The result is a space that communicates the organization's identity in a bold and memorable way.

At their Milwaukee, WI headquarters, this new design highlight's AEM's legacy and impact. A large crane section in AEM's signature red becomes a design focal point, while recessed niches throughout the space showcase equipment models from various AEM companies.

Detailed graphic applications help further enrich the environment. Most notably, large-scale "Super Graphics" extend across a pair of two-story curtain walls, featuring to-scale silhouettes of heavy machinery. Together, these elements contribute to a workplace that reflects AEM's mission and inspires pride among employees.

***"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

[www.bluewater.studio](http://www.bluewater.studio)