



One Kendall Square

Alexandria LaunchLabs Cambridge

DESIGN:
Perkins&Will Branded Environments

 **BLUEWATER
STUDIO**
ENVIRONMENTS + EXHIBITIONS

Bluewater Studio collaborated with Perkins&Will Branded Environments and Alexandria Real Estate Equities, Inc. to activate Alexandria LaunchLabs, a premier life science startup ecosystem in Cambridge, MA.

The design blends high-end finishes with complex graphic applications and custom elements engineered and built by Bluewater Studio.

Highlights include original hewn wood columns encased in glass and wrapped with gradient optical clear film, as well as a striking 80-foot-long faceted feature wall with integrated changeable LED lighting, inspired by the flow of Boston's Charles River and bringing a new identity to this historic building.

"Please extend a sincere THANK YOU to everyone on the Bluewater Studio Team for making this project a HUGE success! We know it was not easy and appreciate your tenacity in getting this one wrapped up successfully!"

Associate Principal
Perkins&Will

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