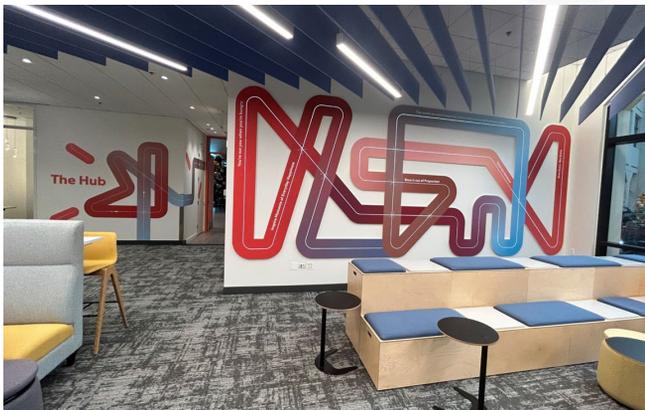




Innovation For Nearly 100 Years

Mars Global Innovation Center



DESIGN:
Gensler

Mars has made Chicago home to innovation for nearly 100 years, producing some of the world's most beloved and iconic snacks and treats. Bluewater Studio was selected to work with Mars and the Gensler brand design team to produce and install a robust branding package addressing all three floors of the Mars Global Innovation Center located on Goose Island in Chicago.

Under a very challenging schedule, Bluewater Studio worked with the Gensler and Mars teams - helping to expedite the completion of this project across a nine-month time frame - completing the project in multiple phases as the design work progressed and was approved.

Bluewater Studio's work included early planning and consulting, site dimensions, sampling and prototyping, project management, construction drawings, graphic and installation matrices, production, and installation. Additionally, Bluewater Studio provided onsite supervision, coordination and management of the union installation labor.



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