



Honoring Research

Van Andel Institute

CONCEPT DESIGN:
Kahler Slater Environmental Branding

DETAIL DESIGN:
Bluewater Studio



**BLUEWATER
STUDIO**

ENVIRONMENTS + EXHIBITIONS

This leading research institute, home to 400 scientists, educators, and support staff in pursuit of breakthrough disease treatment strategies selected our team to honor and build awareness in three distinct areas: Donors, Planned Giving and Employee Impact.

With Concept Development by Kahler Slater and Detail & Technical Design, Project Management, Fabrication, and Installation by Bluewater Studio, these handcrafted elements include approximately 950 custom-shaped blocks wrapped in different patterns of wood grain, powder-coated and brushed aluminum finishes, printed graphics, and updateable media content.

Employee impact recognition includes a 55" non-touch monitor with a network-accessible content management framework that simplifies content changes and additions.

Bluewater Studio is honored to be involved in executing another purposeful and meaningful experience!

"It is super fun to finally see them all installed – they look so cohesive and compliment each other really nicely. Thank you!!!!"

Chief Philanthropy Officer
Van Andel Institute

www.bluewater.studio