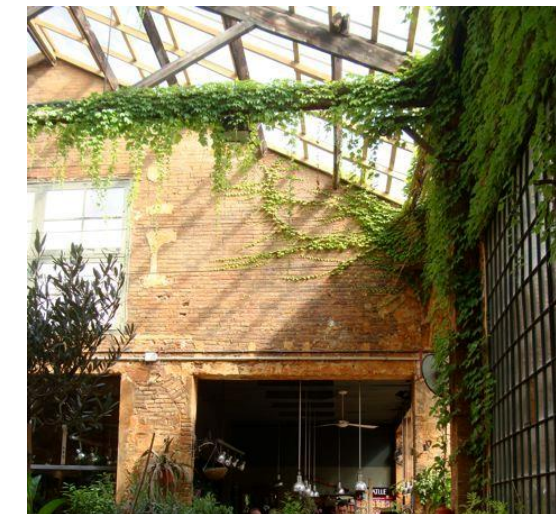


URBAN MEDIA

SHELLEY PAULUS



Employees and clients of Urban Media are transported into a space of creation and collaboration. The clean lines of the industrial feeling office convey a professional tone, but in addition to the structure is growth and creativity expressed through the contrast between linear elements and the organic forms of plants. The space evolves with the company as the sense of growth brought through the introduction of natural elements accompanies the business' expansion into new markets. Transparency and movement within the space create an open atmosphere that fosters communication. Paired with light filtering through the large windows this cultivates a healthy working environment. The statement made by allowing the historical elements to occupy the same space in harmony with the clean modern components is central to the design of Urban Media.



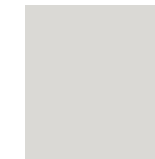
CONTRAST



EVOLVE



INNOVATE



COLLABORATE

Urban Media is a medium-sized multimedia design/advertising company located in Vancouver who is looking to expand into the Calgary market. They are positioned as a brand known for their provocative and professional work that fuses serious commentary on current social issues with merchandising/branding sophistication and humour. Urban Media's clients consist of small to medium firms and businesses as well as individual consumers. The company culture is a creative and informal but professional work environment. Urban Media is a relatively young and growing company. Talent and client retention are greatly influenced by company values and emphasis on customer-oriented business and marketing practices. Company values include a safe workspace and good communication between team members. Urban Media creates superior customer value and delight by exceeding customer needs and expectations.

