



### Spokane Construction Company's Multigenerational History on Display

With more than 60 years in business, three generations of Boutens at the helm, and at least one current client dating back to the company's beginnings, Bouten Construction knew they had a story to tell. So they asked Anderson Mraz Design to create an interpretive exhibit for the company's corporate headquarters.

The major challenge, according to AMD founding principal John Mraz, was the relative lack of available space to stage an exhibit. "Their corporate office is a labyrinth of narrow hallways," he said, "which meant the solution needed to be fairly flat and devoid of three-dimensional objects."

The exhibit also had to immediately communicate that Bouten is a construction company – a company that built, rather than designed, the buildings portrayed. "Often beautiful photography of the finished project focuses on just that: the finished product," added Mraz. "That's Bouten's ultimate goal, but what they do best is working on multiple layers beneath that finished surface."

A modular hanging system of raw, unfinished rebar was developed for four reasons: it's readily available, easily fabricated, instantly reads "construction," and minimally invades the precious hallway circulation space. All graphic panels utilize a clip system that hangs on the horizontal rebar frame members – a manageable option for updating exhibit project content.

"Quite frankly," said Bill Bouten, president of Bouten Construction, "the finished product far exceeds our initial expectations. Our story was written in a way that I never thought was possible – I even learned things about my Grandfather that I didn't know myself."

Bouten continued, "AMD played a key role in helping us honor our company history while recognizing the incredible people who are carrying on the tradition of excellence that I believe makes this place special. And we consider AMD a part of that same history."

Formed in 1988, AMD is a communications design group operating in local, regional, and national markets. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design across a diverse and wide-ranging client base. For more information, visit [www.am-design.com](http://www.am-design.com).



