



AMD Puts Utility Innovations On Display

Explaining the value of strategic partnerships isn't always easy. So AMD designed an informative exhibit educating stakeholders and partner groups about the extraordinary innovations created through the collaborative efforts of Itron and Xcel Energy.

Headquartered in Minneapolis, Xcel Energy is one of the country's largest utility companies. Itron worked closely with them to develop the idea for the Utility Innovations display, which showcases Xcel Energy's industry-leading services and the opportunities created through strategic partnerships.

"We were involved with this project because during the last four years Anderson Mraz Design has been the primary brand consultant to Itron," said CK Anderson, Principal and Creative Director at AMD. "We know Itron's products, and have the experience coordinating projects with their marketing department to be able to pull this off on such a tight timeline."

The compressed timeframe contributed to the display's design challenges. AMD quickly pulled together a proven team of vendors and began exploring space-planning requirements, exhibit configurations, and the story's content. Since the display would be shown in more than one location, it needed to be modular and re-configurable. The AMD team collaborated with Xcel Energy's Corporate Art Director Peter Schick.

"The prospect of working with AMD was at first a bit daunting," said Schick, "given the complexity of the project, not to mention the 1,100 miles between us. In short, the level of professionalism and expertise by everyone at AMD provided us with the confidence and ability that produced a remarkable visual experience – far more than just a modular display."

AMD also coordinated the fabrication of the display design, including all of the large format graphics and panels. "Quality control was a critical issue," said Shirlee Bonifield, Senior Designer at AMD. "Producing something as quickly as this needed to be done, keeping it brand compliant, securing approvals from two companies, and managing vendors – including one in Germany – was a major undertaking."

"They loved it," continued Bonifield. "We couldn't keep them out of the room during the initial installation. Everyone involved with the process was very impressed."

Founded in 1988, AMD is a full-service, multi-disciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit www.am-design.com.



