



**Energy Solutions Are Focus of New Installation at Avista**

On the fifth floor of its corporate headquarters in Spokane, Avista Corp. recently converted an interior wall into a display that highlights their commitment to smart energy solutions.

Designed and installed by AMD, it's an outgrowth of recent efforts toward building a library of customer-based lifestyle photography – in conjunction with Spokane's J. Craig Sweat Photography. The display accentuates Avista's focus on building and maintaining a full spectrum of energy resources while delivering a reliable and cost-effective product to its customers.

"It really draws attention to Avista's core competencies," said AMD principal and creative director CK Anderson. "The photography shows real people in recognizable locations throughout their service territory; it's authentic and genuine, just like Avista."

The location was chosen in part to enable viewing by employees, shareholders, and visitors. The 28' w x 10' h wall, part of a corridor that includes the main elevators, shows Avista facility and employee photos in black and white; residential and commercial customers are represented in color.

"Avista had the perfect space to support this story," added Anderson. "With changes to the wall color and lighting, this installation brightens up the hallway and acts as a gentle reminder to both employees and visitors that Avista's mission benefits all the communities it serves."

2008 marks AMD's twentieth year operating as a communications design group 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 the new [www.am-design.com](http://www.am-design.com).

