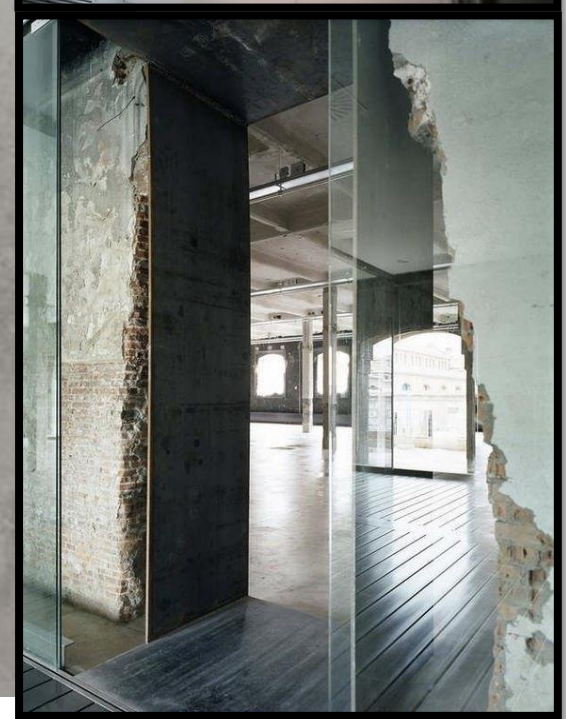




A form of visual communication, and in most cases illegal, graffiti is a display involving unauthorized branding intended for public observance, in a public space. Though the term often carries a negative connotation credited to street gangs and convicts, graffiti can oppositely be understood as an expressive art form. Still, those closed off to the movement have little understanding of street art and its advantages to both city centers and economies. They see vandalised bus stops and tagged alleyways, rather than political statements and individual expression, both of which contribute to a sense of community. Multiplied Media is a Vancouver based multi-media design and advertising company specializing in visual communication, who believe and encourage all types of artistic expression. Their brand targets those looking for honest and provocative insights, presented in a professional and polished manor. They aim to fuse deliberate commentary on current events and social issues with brand sophistication and humour. The company carries a strong online presence, savvy both in social media and social networking. As the company expands into the mainland and away from the west coast, they aspire to create a space free of artistic restraint, where clients and employees sense value and belonging.

Located within the trendy and cultured area of Calgary's Beltline district, the Pilkington Paint and Glass Warehouse was chosen as the backdrop for Multiplied Media's dynamic satellite office. The building provides a raw, industrial backdrop to the company's vibrant and modern image, and will merge both in the new design. Inhabiting the fourth floor of the historic warehouse, the new office will feature open, collaborative spaces, and innovative, sustainable design. Clients will step into an engaging reception, bordered with warm light and thought provoking art. Warm neutral tones and materials will be challenged throughout, using bold impression pieces, such as murals, graffiti, and pop art. Local artists and groups will be commissioned and work closely with Multiplied Media to create one of a kind pieces exclusive to their brand. The contrast created will ensure the art pieces are highlighted, and create topic and conversation amongst visitors and employees. Contrast will also appear through the use of old and new, using vintage pieces to compliment the building, and modern pieces to compliment the art. Though open in nature, work 'pods' forming pentagons will be semi-enclosed for those looking for silent productivity away from commotion. Sharp diagonal lines will be emphasized to establish separation among social and work spaces, as well as create visual interest. Inspired by the warehouse's original use involving glass, glazing will play a large role when pertaining to partitions, keeping the office airy and bright. Windows will be utilized where possible for natural light, with warm lamps filling in the gaps. Track lighting will be utilized to ensure art is presented accordingly, and strong feature chandeliers will glow over conference tables. Technology is crucial to Multiplied Media's success and productivity, therefore the office will incorporate current technology trends and advances.

Whether you can appreciate all forms of art or not, Multiplied Media intends to create an office space where no individual feels artistically restrained. Graffiti and pieces alike will work together against the bones of this heritage building to ensure employees and clients feel stimulated and creatively free.



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