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Grant Design Collaborative's Exhibit  
for Muzak Featured in New Publication

8.20.08  
press release

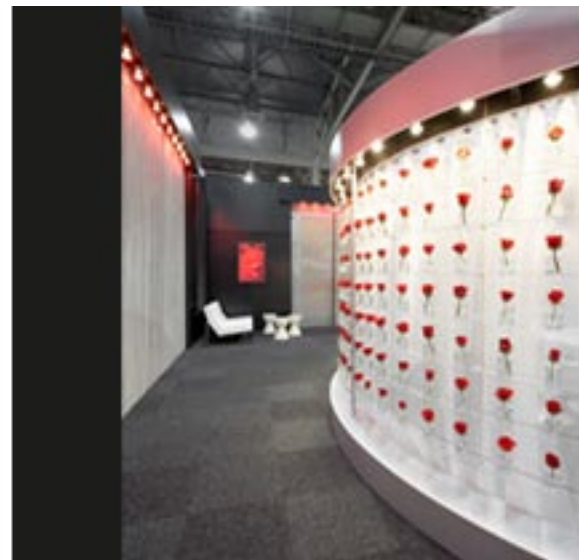
### For Immediate Release



Grant Design Collaborative has been featured in Links International Publishing Group's new book, *New Trade Show Design*. The title showcases the best in recent trade show and exhibit design. The Barcelona-based publisher is known for its informative tomes on space design, architecture, furniture and graphic design. The new publication focuses primarily on European design, spotlighting only a handful of North American projects. The book features Grant Design Collaborative's 2005 GlobalShop exhibit for Muzak.

Designed for the world's largest annual retail trade show, the intriguing exhibit conveyed Muzak's ability to accurately portray brand through audio architecture. A sleek exterior of rich, espresso-stained veneer enticed visitors through metal bead curtains into an interior that enveloped them in a sensorial experience of sight, sound and scent. Each day of the event was marked by a change in music punctuated by a different visual styling cue displayed repetitively across the space – the hip lounge flavor of a martini glass, old-fashioned rock and roll with a billiards eight ball and the romance of a red rose. Grant's exhibit design garnered the coveted Best in Show award.

Grant's 2005 exhibit design marked the firm's first collaboration with Muzak. Grant also designed the company's experience for GlobalShop 2008 in Chicago, which was selected as "Best in Show Pavilion" by DDI publications and "Outstanding Booth Design" by VSMD magazine. "We find ourselves in great company in *New Trade Show Design* and are excited to see this unique project recognized on an international level," says Grant Design Collaborative President and Creative Director, Bill Grant.



**About Grant Design Collaborative**

Grant Design Collaborative designs business experiences from product to market. Founded in 1996 by president and creative director Bill Grant, the firm generates impactful and enduring results through an integrated design approach to product, research, strategy, naming, identity, collateral, advertising, publicity, interiors, interactive, video and distribution.

Its diverse team transforms the business landscape for clients, creating opportunities to redefine product categories and invent entirely new ones. A single source for designing business experiences from product to market, Grant has partnered with clients ranging from enterprising upstarts to established Fortune 500 companies. These include Adobe Systems, Aquafil USA, Blackberry Farm, Blue Ridge Commercial Carpet, F&D Advisors, Geiger International, Georgia Pacific, Herman Miller, International Paper, Jaipur Rugs, Muzak, Set Wallcovering Systems, Steelcase and Walden.

For more information on Grant Design Collaborative, please visit: [www.grantcollaborative.com](http://www.grantcollaborative.com)

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