

Fact Sheet

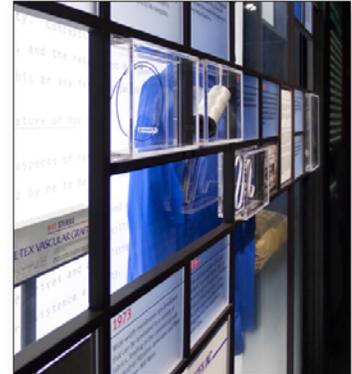
STUDIO PAIK

Studio Paik unlocks the power of spatial experiences to tell compelling stories and foster meaningful connections.

From strategic and conceptual road mapping to implementation, our services are focused on a single outcome: meaningful physical experiences that inform, inspire, and lead to lasting relationships.

Our process is based on an iterative design process that begins with an in depth understanding of client goals. It is also a highly collaborative process; entailing a journey of discovery, ideation, experimentation, and ultimately implementation.

With an emphasis on a holistic approach, we work in all media and all aspects of environmental communication.



Expertise

Communication strategies for the built environment

Utilizing a combination of physical spatial cues, environmental graphics, motion graphics, and interactive digital installations; we develop content engagement strategies and information architecture specific to architectural experiences. A narrative experience will often consist of a series of smaller cumulative experiences, all of which are considered relative to space, movement, and time.

Physical and digital experience integration

We create physical worlds that are empowered by digital experiences. Seamlessly integrated digital interventions represent opportunities for focused content delivery as well as ambient motion graphics resulting in rich, layered, and nuanced experiences. Grounded in a firm understanding of ergonomics and information design, we offer visual design and interface development for integrated physical and digital interactive displays.

Interior design

Our process is based upon a phenomenological approach to architecture. In short, it is a human centered design approach which places emphasis on the psychological and emotional impact of physical experience. As a result, we place paramount importance on how your visitor feels throughout the engagement. Our goal is to make your visitors feel good, sparking positive associations and memories. With a strong foundation in space planning, we help our clients create spaces that are not only highly functional but also provide opportunities for enriching social, physical, and emotional engagements.

Environmental graphic design

From branding and identity, to signage and wayfinding, including ADA compliance; we employ a wide range of graphic elements to create identifiable, experience-rich, and easily navigable places.

Services

- Innovation Centers
- Branded Environments
- Exhibitions
- Retail
- Showrooms
- Tradeshows
- Furniture & Fixtures
- Signage & Wayfinding

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