



SLAM

Experiential Graphic Design

Integrated with Architecture and Interiors

EXPERIENTIAL GRAPHIC DESIGN



Conceptual mural artwork developed for L'Oréal Research and Innovation Center

Experiential (or environmental) graphic design involves the composition of typography, color, imagery, and technology to create a cohesive and engaging experience within the built environment. These elements are realized as large-scale graphics integrated into architecture and interiors, supporting identity, storytelling, and wayfinding while reinforcing overall design intent.

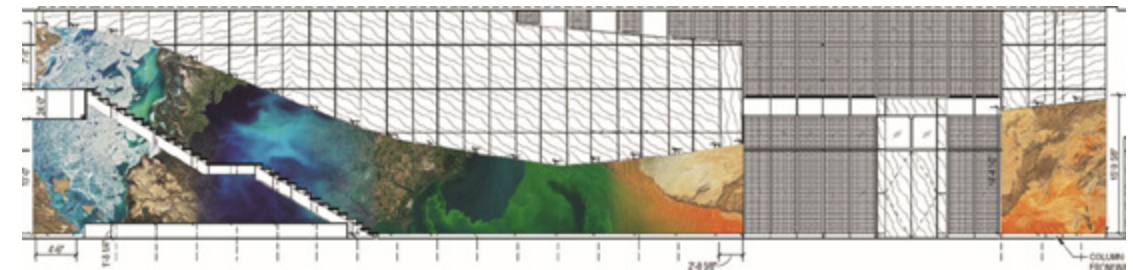
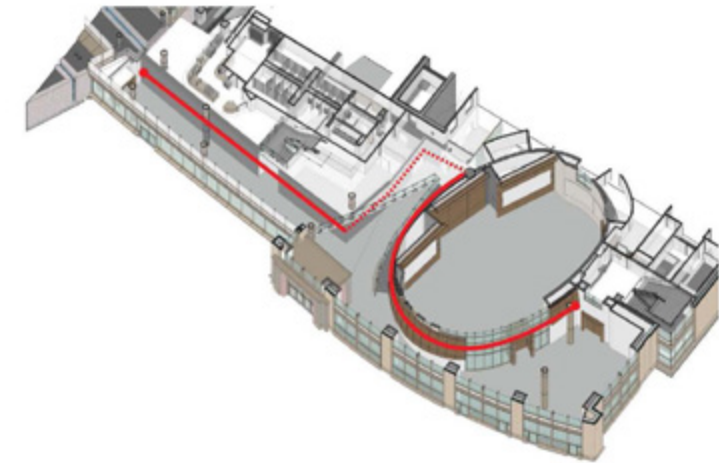
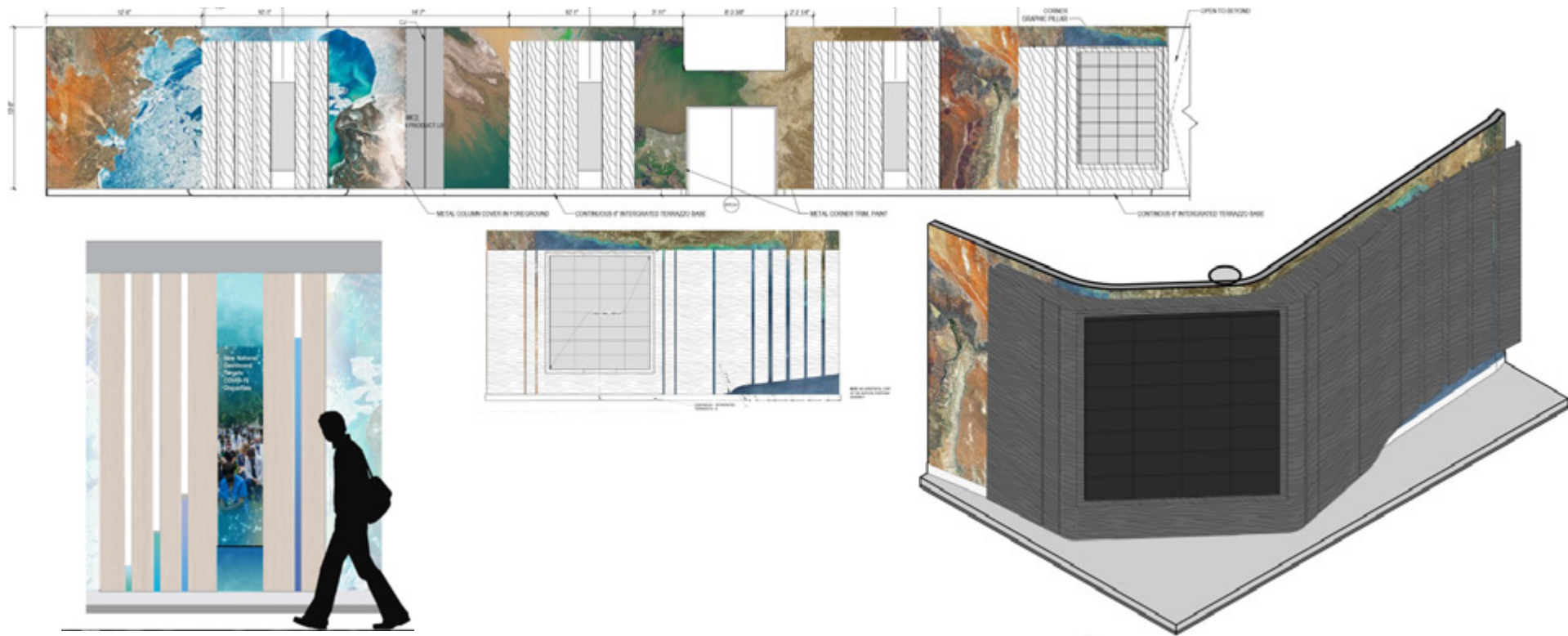
At SLAM, experiential graphics are developed through a collaborative, integrated design process. We begin by working closely with each client to understand their vision, mission, and goals, establishing a shared foundation for the work. Architects, interior designers, and graphic designers then continue that collaboration, developing solutions as a unified team to seamlessly integrate graphics into the overall project design.

The scope can range from specific moments within a space to comprehensive graphic systems that extend across multiple environments. Regardless of scale, the intent is to create meaningful connections between people and place, using visual storytelling to support how environments are understood, navigated, and experienced.

HIGHER EDUCATION
ENVIRONMENTS

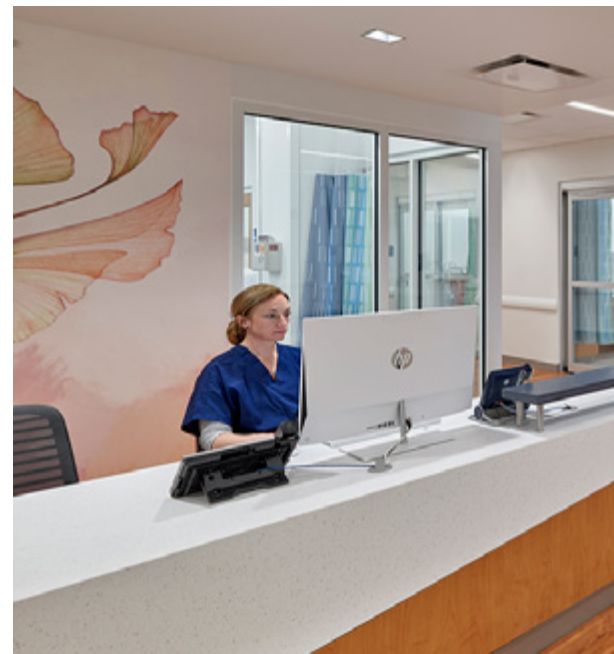
EMORY UNIVERSITY, ROLLINS SCHOOL OF PUBLIC HEALTH

A large-scale graphic installation uses global satellite imagery to activate a major circulation corridor and express the program's global reach, with a regular architectural rhythm organizing the sequence and an integrated digital component developed by a specialty consultant adding a dynamic layer.



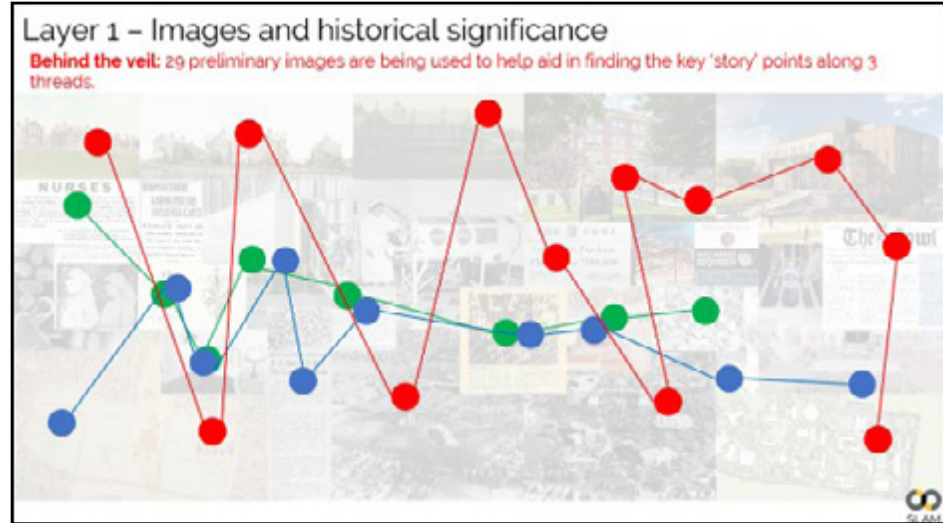
IONA UNIVERSITY, KELLY CENTER FOR HEALTH SCIENCES

A cohesive graphic system draws on Iona University's campus beloved ginkgo tree and nature-based themes, connecting spaces throughout the building while expressing ideas of wellness, longevity, and care.



PROVIDENCE COLLEGE, SCHOOL OF NURSING AND HEALTH SCIENCES

A large-scale mural organizes historical content into a clear visual composition, connecting the history of the site with the broader narrative of healthcare.



DREXEL UNIVERSITY, SCHOOL OF MEDICINE

A series of custom graphics spans multiple floors, organizing themes related to place, people, and academic focus, including a feature installation drawing from archival content to highlight the contributions of women and other underrepresented groups at Drexel's predecessor institutions.

SECOND FLOOR - 3 Themes illustrate the medical school's historical significance and its medical pioneers. Imagery was acquired from Drexel Med Archives/Drexel Legacy Center.

Women in Medicine

Diversity, Equity and Inclusion

Education, Research and Service



FIRST FLOOR - Imagery representative of the city of Reading, PA

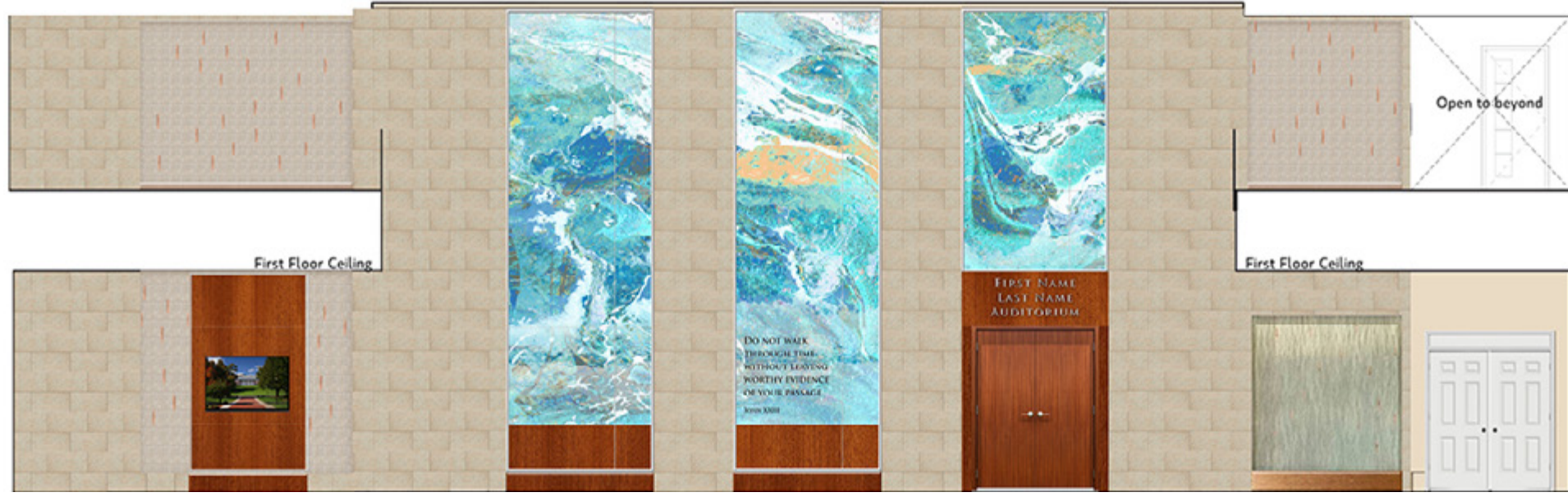


THIRD FLOOR - Imagery representative of Drexel University and their affiliates, Tower Health



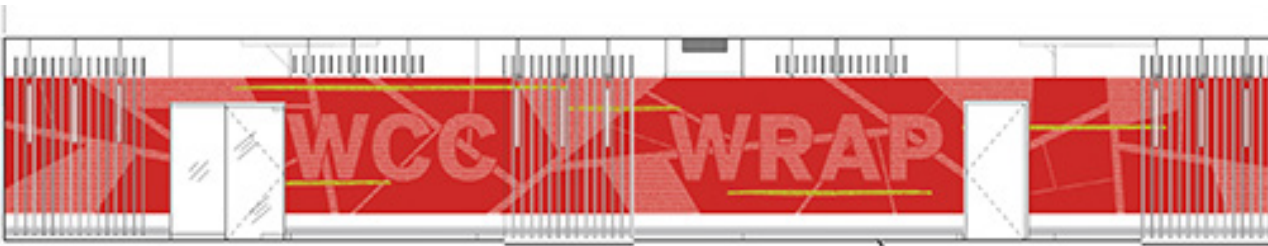
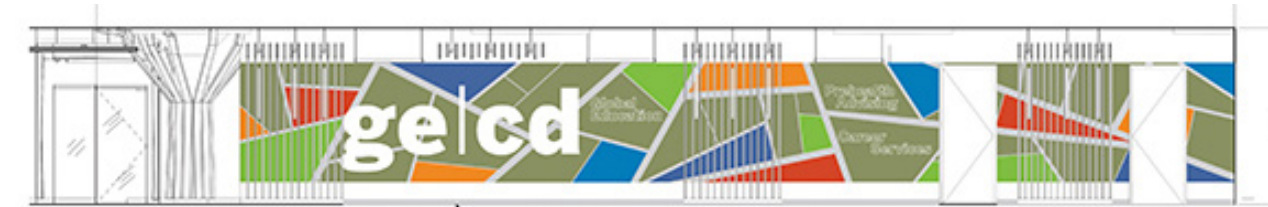
STONEHILL COLLEGE, ACADEMIC AND WELCOME CENTER

A two-story custom glass triptych is integrated into the welcome center, creating a prominent visual element that establishes identity and enhances the sense of arrival.



MASSACHUSETTS INSTITUTE OF TECHNOLOGY

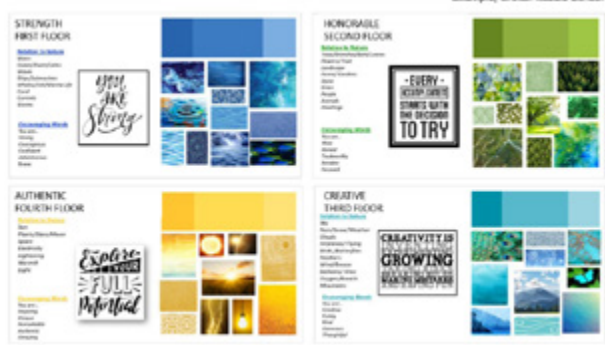
Graphics support multiple departments within a shared environment, allowing each group to express its identity within a cohesive framework while contributing to a unified spatial experience.



K-12 EDUCATION
ENVIRONMENTS

GROTON MIDDLE SCHOOL

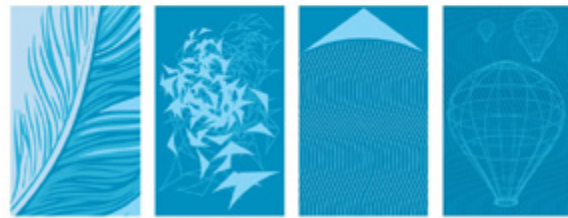
A series of floor-based themes uses color and environmental imagery to establish identity and support wayfinding across grade levels.



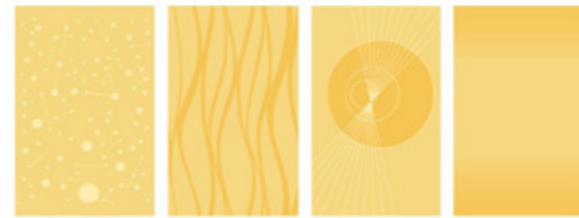
1ST FLOOR GRAPHICS (Sea inspired)



2nd FLOOR GRAPHICS (land inspired)



3rd FLOOR GRAPHICS (sky inspired)



4th FLOOR GRAPHICS (sun inspired)



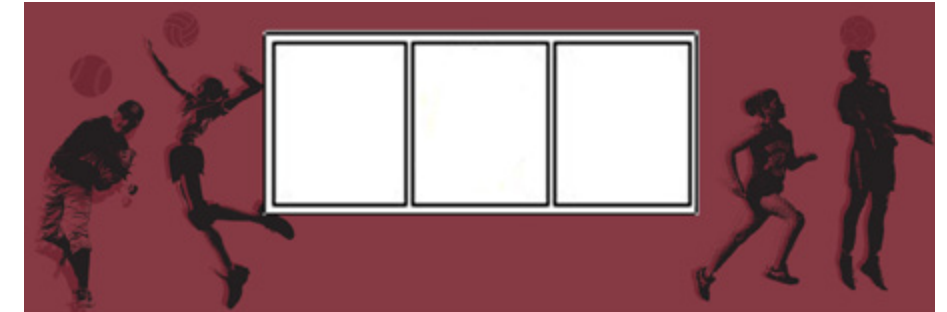
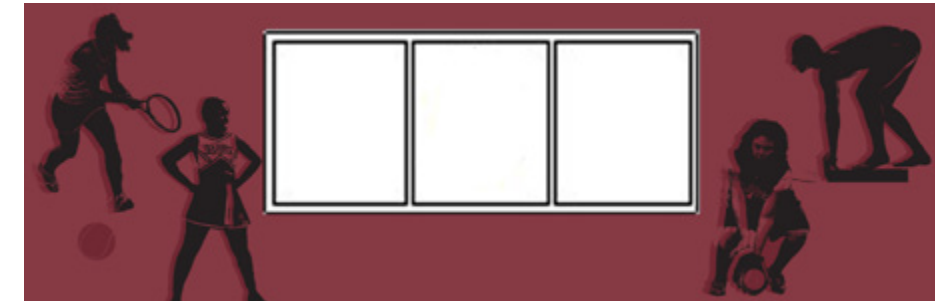
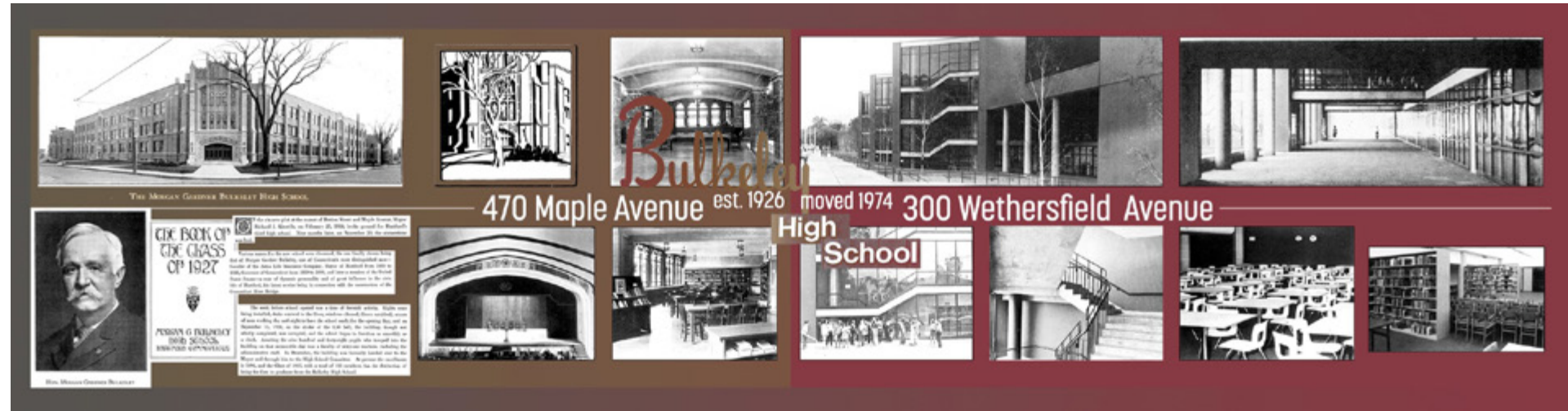
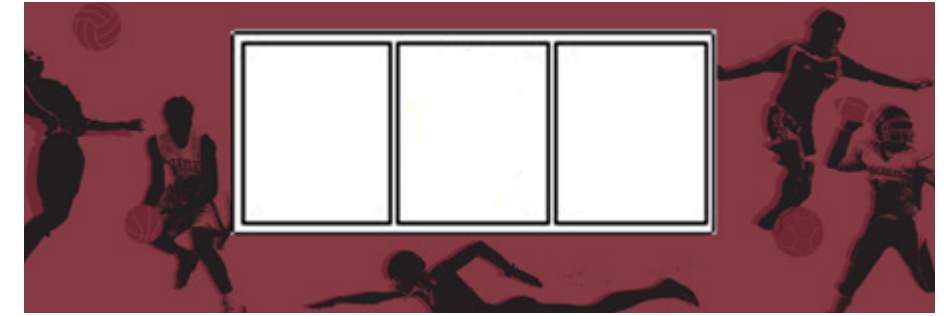
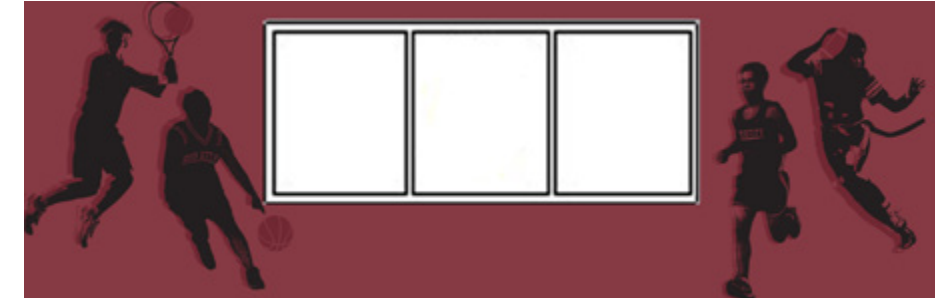
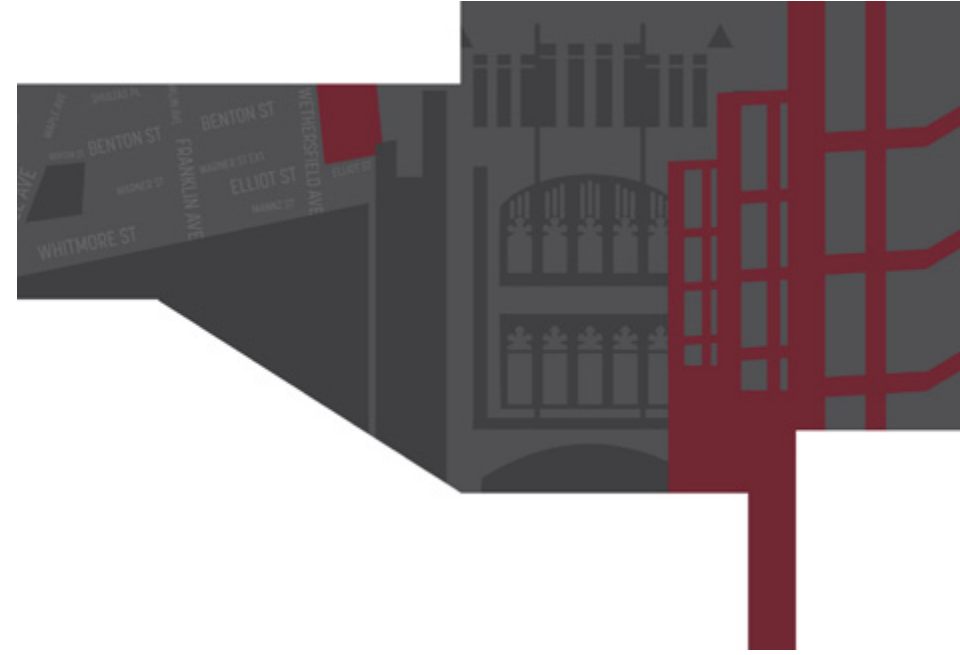
HENRY J. WINTERS ELEMENTARY SCHOOL

Environmental graphics use color, pattern, and thematic imagery to support STEAM learning and create a clear identity throughout the school.



BULKELEY HIGH SCHOOL

Graphics draw on school archives, mapping, and branding elements to create moments that connect students to the school's history and identity.



GREENWICH CENTRAL MIDDLE SCHOOL

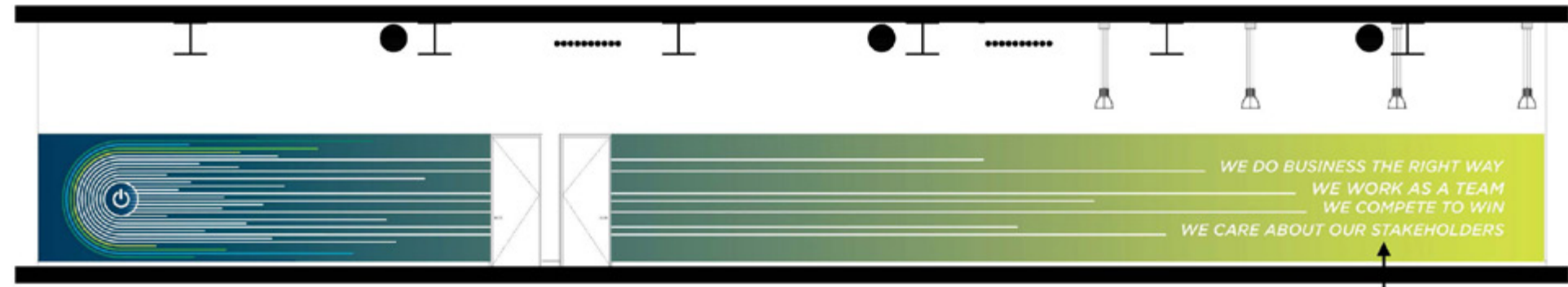
Simple geometric graphics are applied across key corridors to create a refined visual language that balances a more mature aesthetic with themes of nature, including sky, water, trees, and plant life.



CORPORATE
ENVIRONMENTS

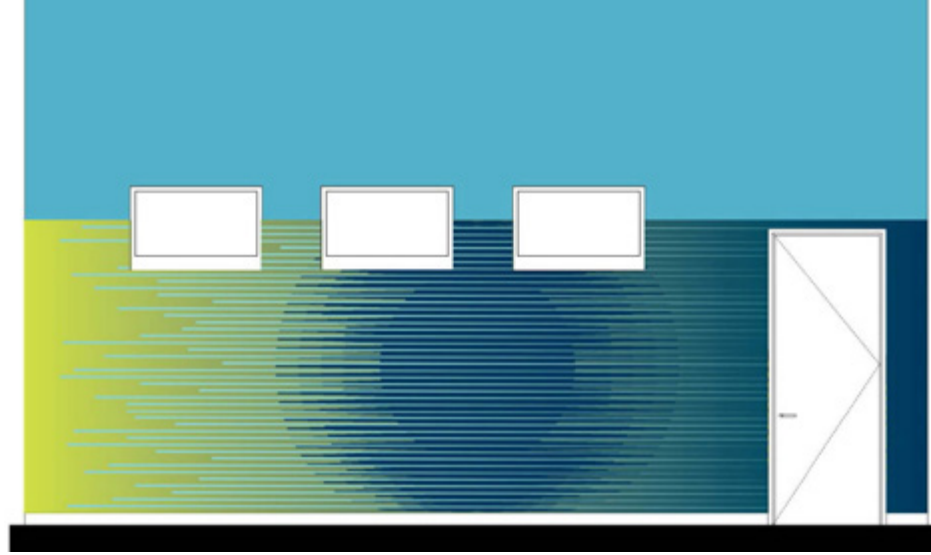
VISTRA ENERGY

Large-scale graphic installations integrate language from Vistra's mission and DEI commitments, making values of diversity and equity visible, while "we"-based statements reinforce collaboration and a shared workplace culture.



VISTRA ENERGY

A movement-based graphic concept is applied across the workplace, using layered composition and visual rhythm to express energy, progression, and connection throughout the environment.



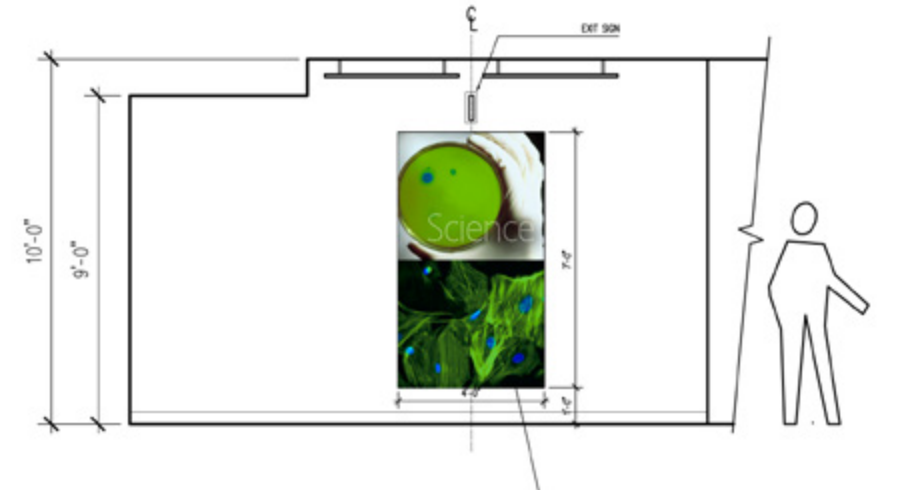
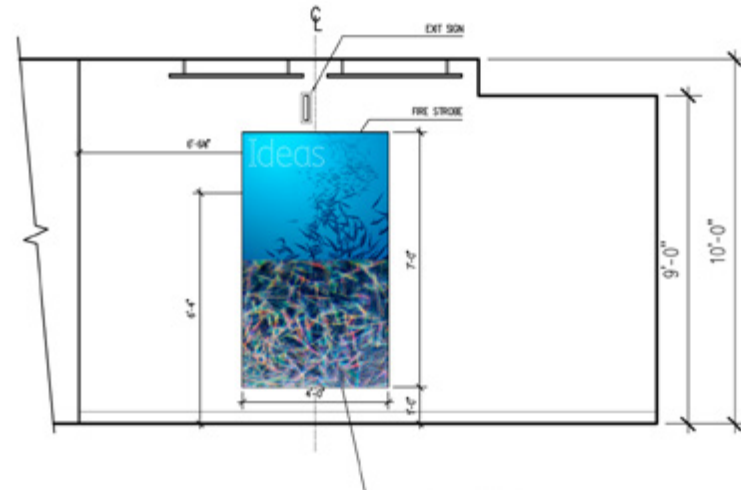
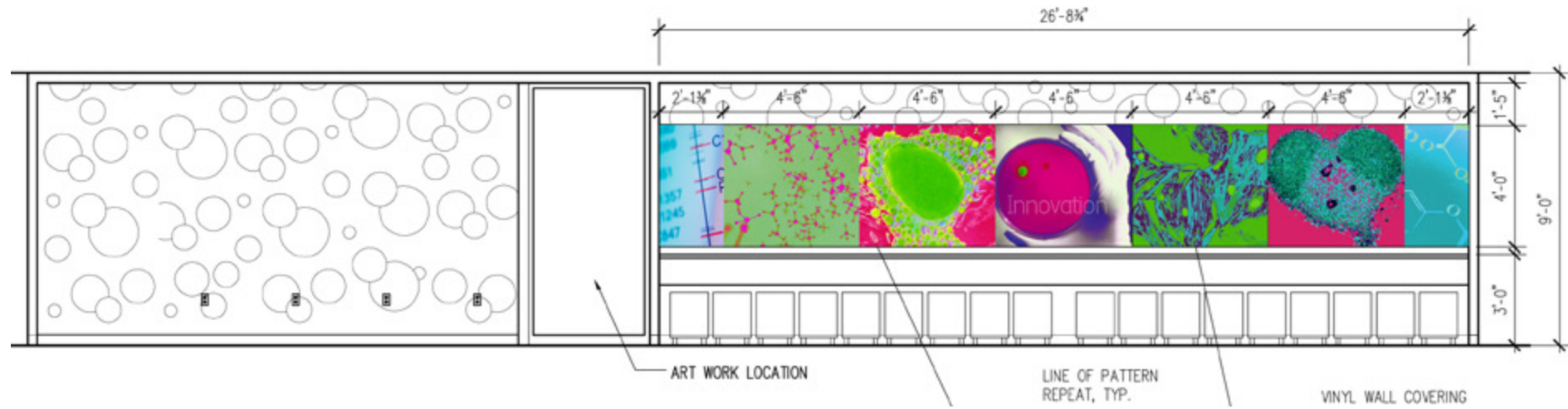
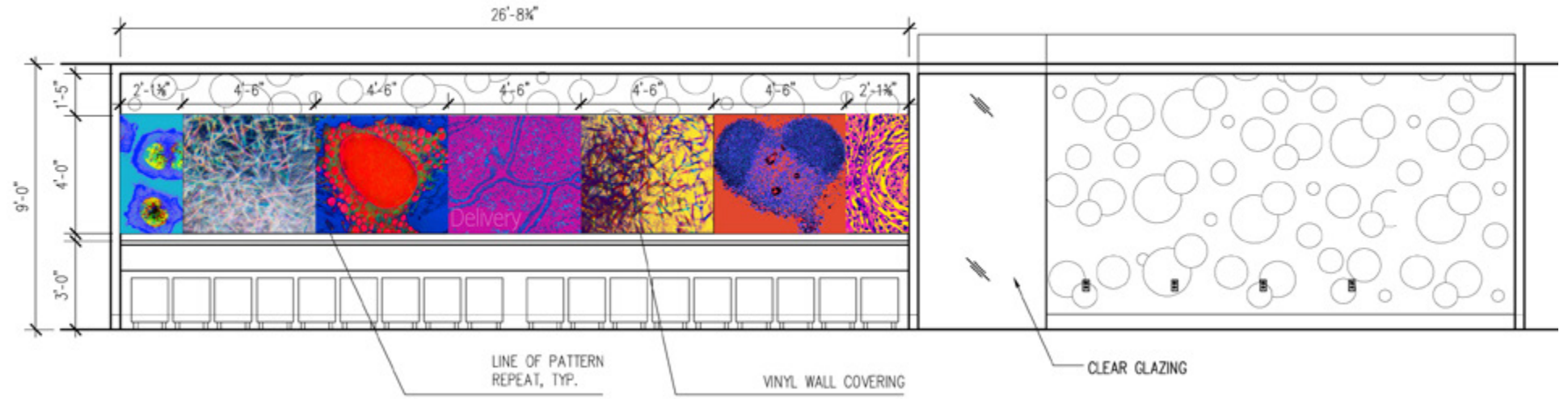
SLAM

Environmental graphics developed as part of the office renovation include applied wall coverings, large-scale super graphics, and a central installation, translating the SLAM brand into a cohesive spatial experience. Deconstructed elements of the logo form abstract graphics in focus rooms, while the lobby installation uses circular forms that increase in scale, density, and intensity to express multidisciplinary collaboration.



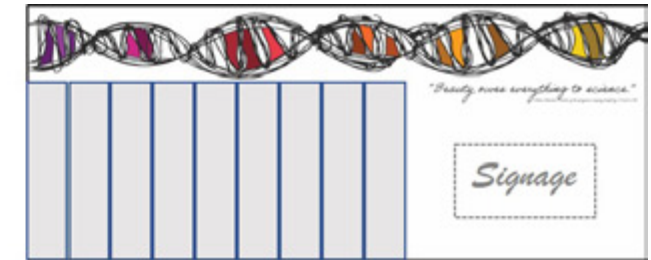
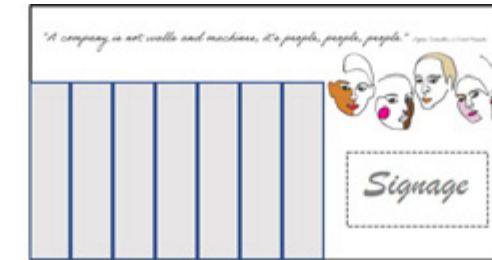
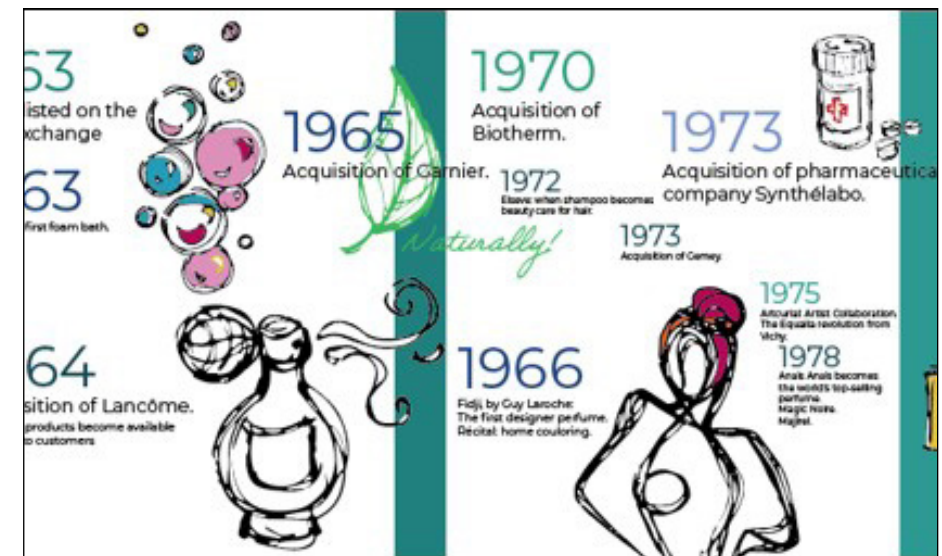
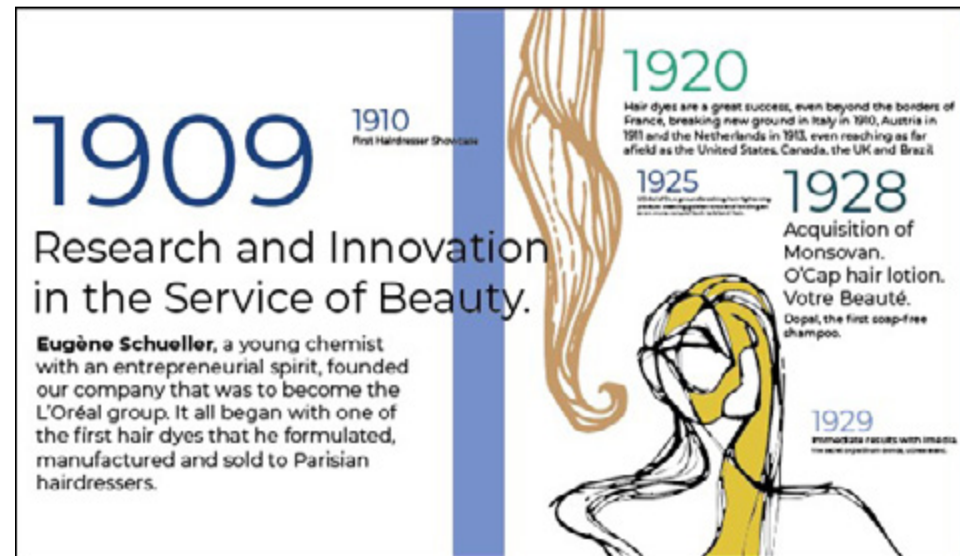
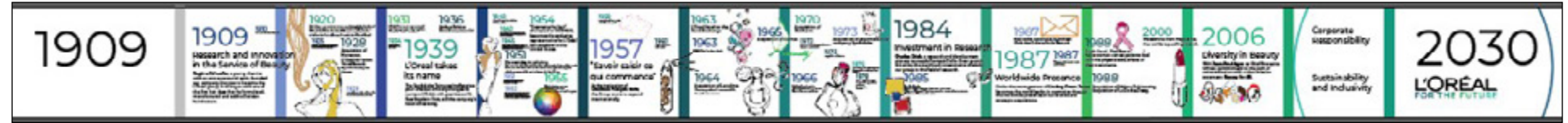
PFIZER, INC.

Graphics build on established brand elements and microscopic imagery generated by scientists within the facility, supporting a cohesive workplace environment while fostering a sense of ownership and connection to the work.



L'OREAL, RESEARCH AND INNOVATION CENTER

Custom artwork for various areas of the new facility, reflecting their established brand and forward-thinking aspirations.



HEALTHCARE
ENVIRONMENTS

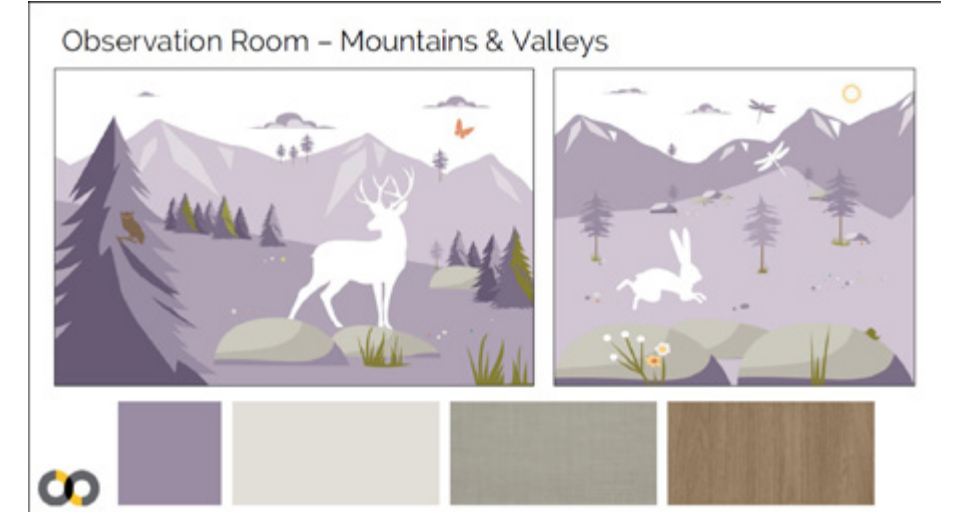
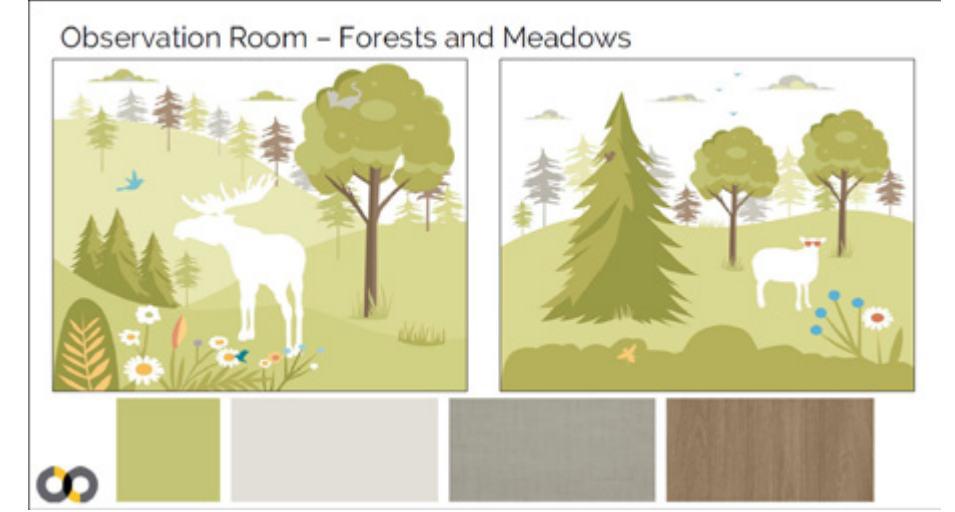
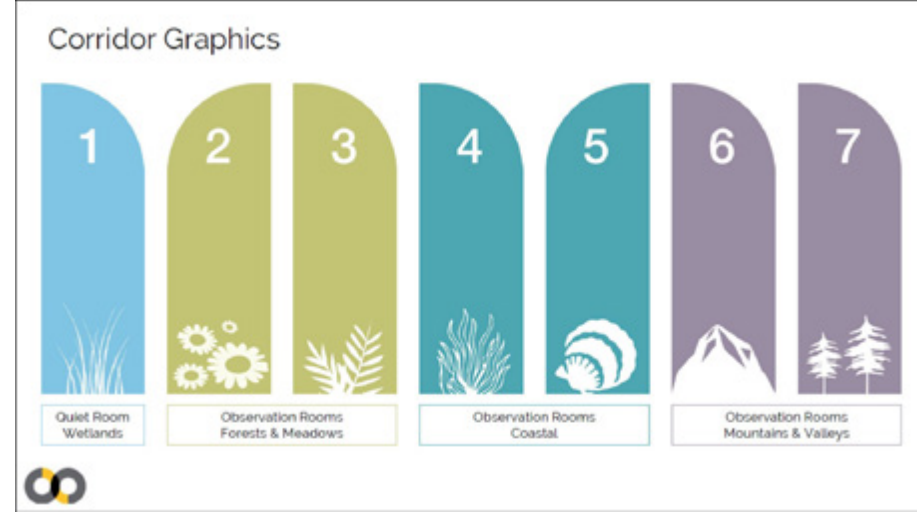
DANBURY HOSPITAL

Environmental graphics, custom artwork, and donor recognition elements are integrated throughout the facility to support wayfinding and create a cohesive, patient-centered environment.



STAMFORD HOSPITAL, PEDIATRIC BEHAVIORAL CRISIS UNIT

Nature-based graphics define distinct zones within the unit, supporting wayfinding while contributing to a calm and supportive environment for pediatric patients.



GRIFFIN HOSPITAL

Environmental graphics contribute to a calm and welcoming ambulatory care environment, using nature-based imagery to support patient comfort and overall experience.



UMASS MEMORIAL MEDICAL CENTER, NASHOBA

A nature-based graphic film is applied to large areas of glazing to reduce glare and light transmission while introducing a layered visual element within the space.





 SLAM

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