

The mission of U.S. Environmental Protection Agency is to protect human health and the environment.

The Challenge

Multi Media Marketing Associates, Inc. was selected by the U.S. Environmental Protection Agency (EPA), Region 2 to design mountable environmental graphics for their new office space in Guaynabo, Puerto Rico. The graphics, featured on eight (8) walls throughout the office, would introduce the public to the EPA's responsibilities throughout the Caribbean Environmental Protection Division, as well as showcase the sustainable aspects of the space and help encourage green building practices.

Photo Top: One of eight (8) murals designed for the EPA's Puerto Rico Office.



Photo Above: Split view of EPA's floor plan, before and after, in which we developed a 3D layout of the office space for Mural 1.

Work

Multi Media collaborated with EPA team members to finalize the content to be communicated. To develop the creative direction of the environmental graphics, our creative team then began conceptual research and layout which resulted in us proposing to design the artwork for the eight (8) walls into twenty-eight (28), 6'2" x 4', graphic panels that could be easily removed. We selected a bold color palette and modern aesthetic for the eight "murals" that enhanced the interior décor of the new "green" space.

As tasked, Multi Media delivered the initial conceptual design for all twenty-eight graphic panels within 28-days and continued to make a series of revisions until receiving

final approval. To create the final designs, our creative team developed custom icons, illustrations, and a stunning color-coded 3D floor plan of the new office space.

We chose to print the graphics on Bioboard, a 100% recyclable printing substrate, to adhere to the requirements of being environmentally friendly to the maximum extent possible. The graphics were packaged, crated, and shipped directly to the EPA office in Guaynabo. Our staff was onsite in Puerto Rico to receive the crate on the anticipated date of delivery and was able to complete installation by close of business that day. Aluminum standoffs were used to mount the graphic panels.

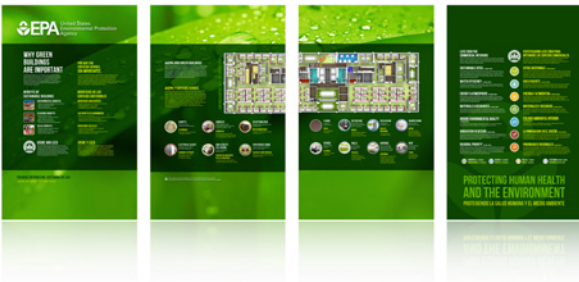
The Results

The murals truly complement the aesthetic of the new space, in addition to communicating important information about the ways in which the EPA enrich the Caribbean.

Photos: (top to bottom)
 Photos of the EPA's Office in Puerto Rico.
 Graphics of all eight murals created.



Mural 1



Mural 5



Mural 2



Mural 6



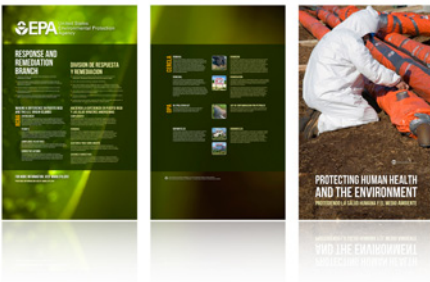
Mural 3



Mural 7



Mural 4



Mural 8

