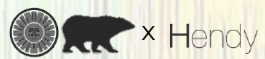


BEHR
PROCESS DESIGN
PRESENTATION AUGUST
14, 2017

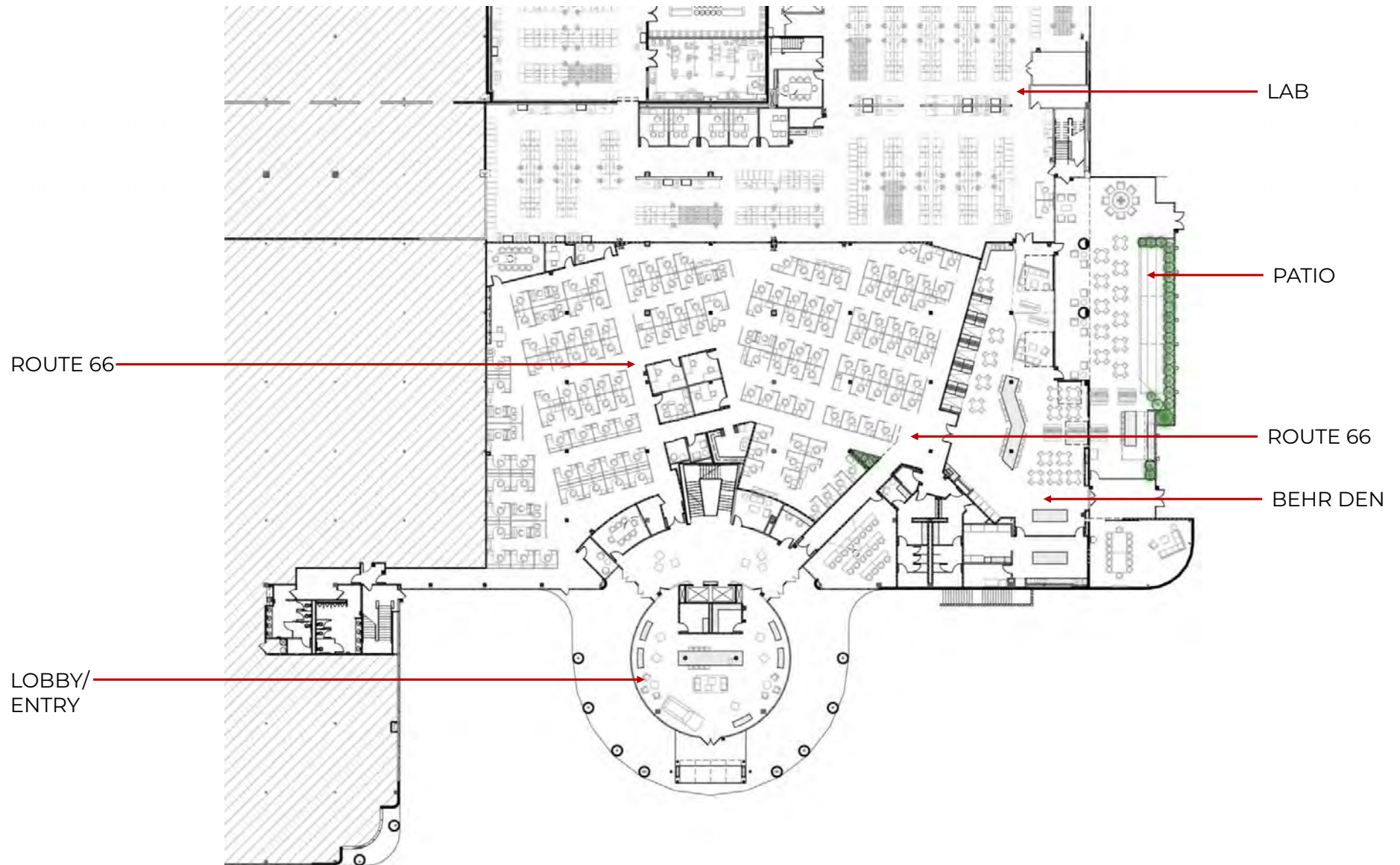


BEHR COUNTRY

BEHR COUNTRY IS THE PLACE WHERE EMPLOYEES AND CLIENTS ARE ENCOURAGED TO COLOR OUTSIDE THE LINES. IT WELCOMES WITH A JOURNEY THROUGH BEHR'S AUTHENTIC HISTORY. THE EXPERIENCE EVOLVES ALONG TWO MAIN PATHS OF TRAVEL; CALIFORNIA'S PACIFIC COAST HIGHWAY AND THE ICONIC ROUTE 66, FOLLOWING KILZ & BEHR'S JOURNEY FROM THEIR ORIGINS THROUGHOUT THE UNITED STATES AND BEYOND. THE SPACES EXPAND INTO ICONIC REST STOPS, EMBODYING THE INNOVATIVE YET GENUINE CULTURE OF KILZ & BEHR'S BRANDS. AREAS PROVIDES ANCTUARY USING NATURAL LIGHT, ORGANIC MATERIALS AND BOLD COLOR PLAY. BEHRCOUNTRY IS STYLISH, PLAYFUL AND EDGY, THE PERFECT FIT FOR CREATIVES AND LEADERS ALIKE.



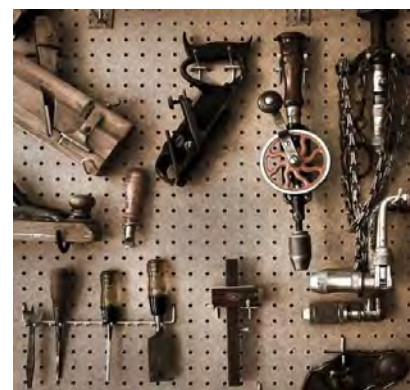
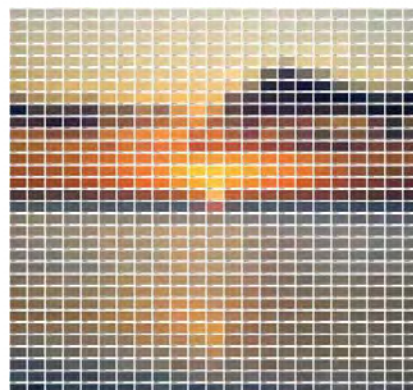
× Hendy



GROUND LEVEL PLAN



custom



unique & modern



authentic



OPEN DISPLAY SHELVING + HOSPITALITY BAR + ARCHITECTURAL ENTRY VINTAGE
WOODY DISPLAY + MUSEUM STYLE PODIUMS + COLORFUL BRANDING



EXTERIOR ENTRY



LOBBY

GET YOUR KICKS
ON ROUTE 66
(ground level)



x Hendy



colorful



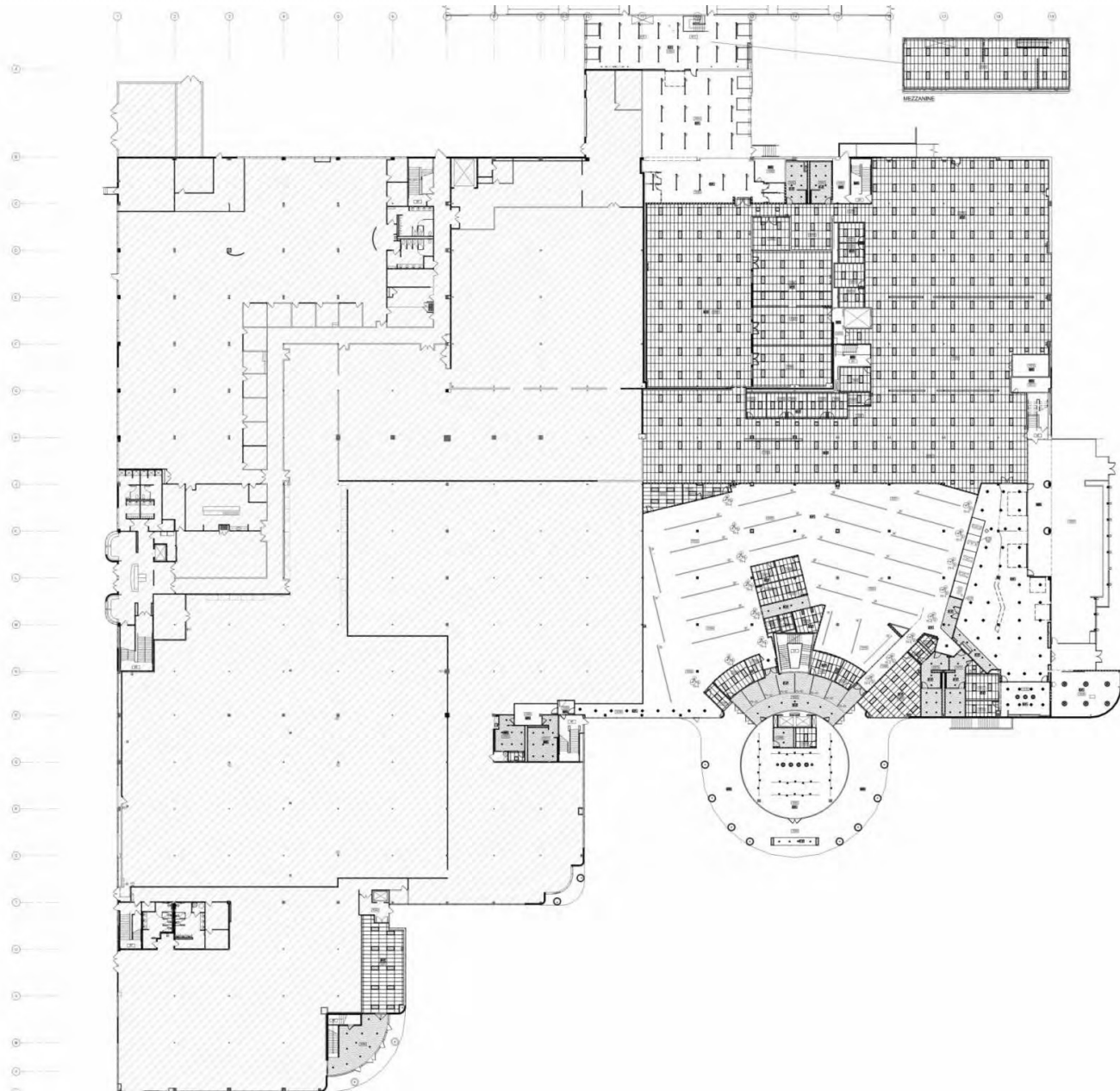
collabo rative



playfu l



DEFINED, ICONIC PATH OF TRAVEL + CENTRALLY LOCATED PRIVATE OFFICES + OPEN WORKSTATIONS
PLAYFUL PATTERNS AND TEXTURES + SATURATED AND ORGANIC COLORS + MEMORABLE



2'X4' FIXTURES THROUGHOUT

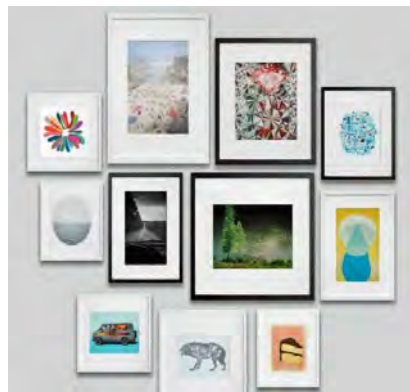


LINEAR DOWNLIGHT FIXTURES THROUGHOUT



TRACK LIGHTING IN LOBBY

GROUND LEVEL REFLECTED CEILING PLAN



FOSTERS INTERACTION AND COLLABORATION + MIX OF SEMI PRIVATE & SHARED SPACE MODERN DINER LODGE
WITH A BOLD TWIST + BREAK SPACE TURNED VACATION + EMBRACING NATURE





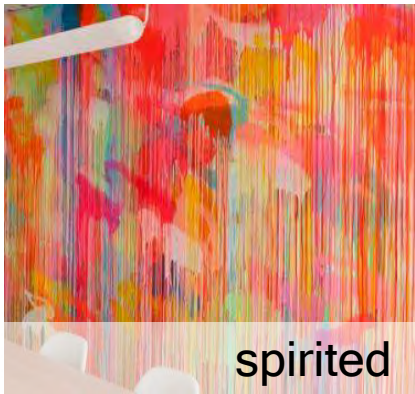
BEHR DEN



THE LAB



dependable



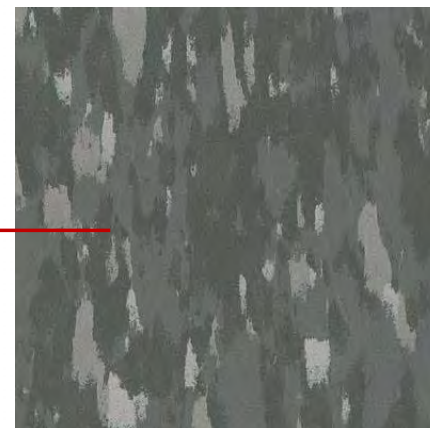
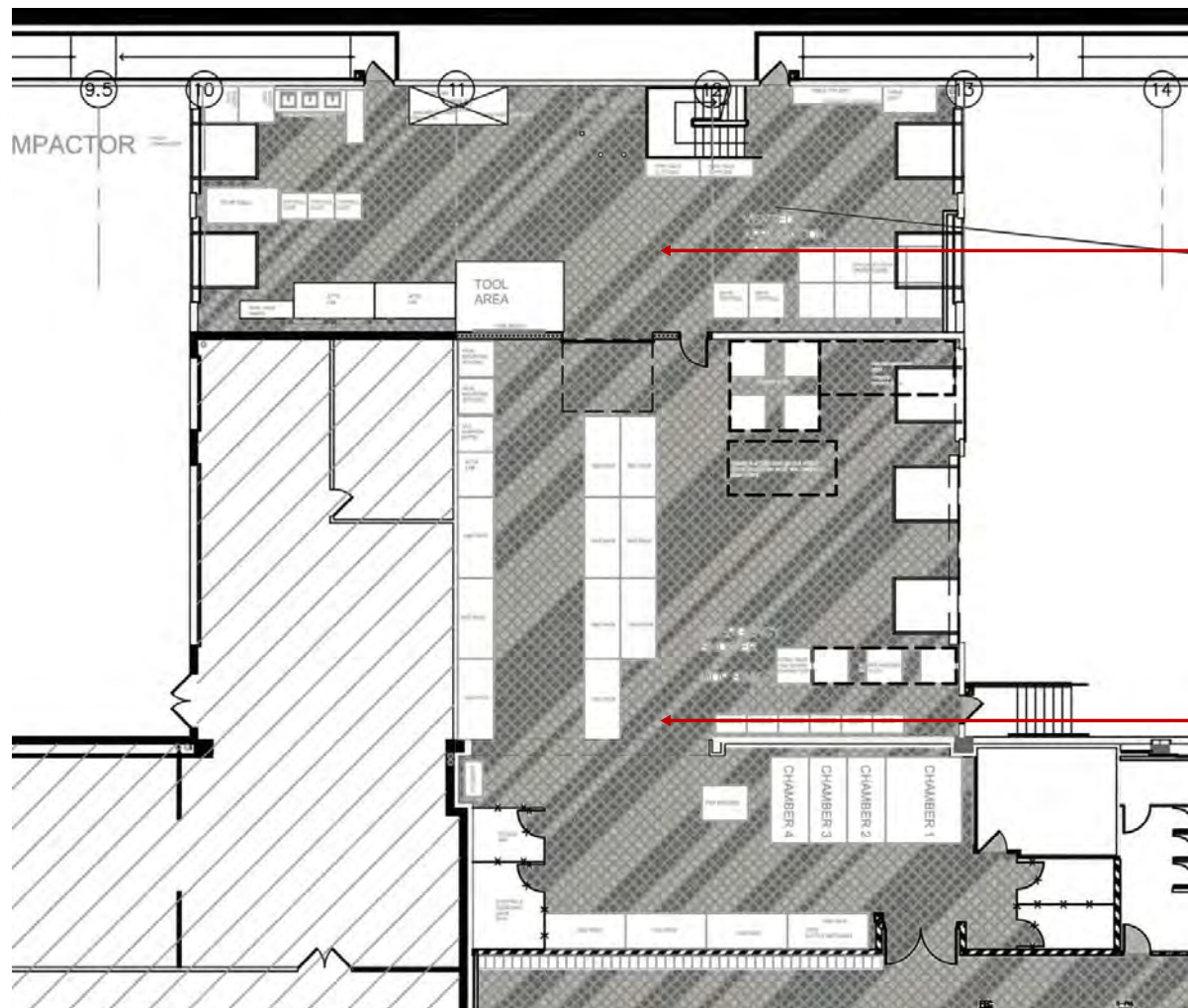
spirited



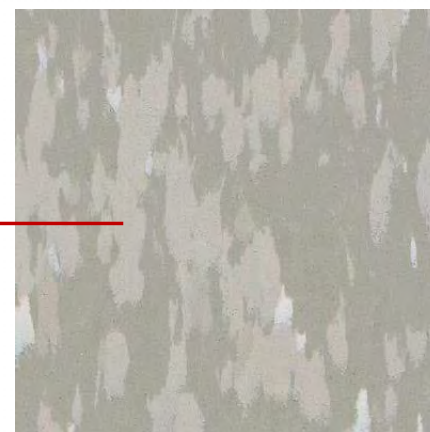
bright



BEHIND THE SCENES INNOVATION + TRANSPARENT TEAMWORK + DYNAMIC MATERIALS INSPIRING
& THOUGHTFUL USE OF COLOR + MOVEMENT & ENERGY + CREATIVE WALL FEATURES

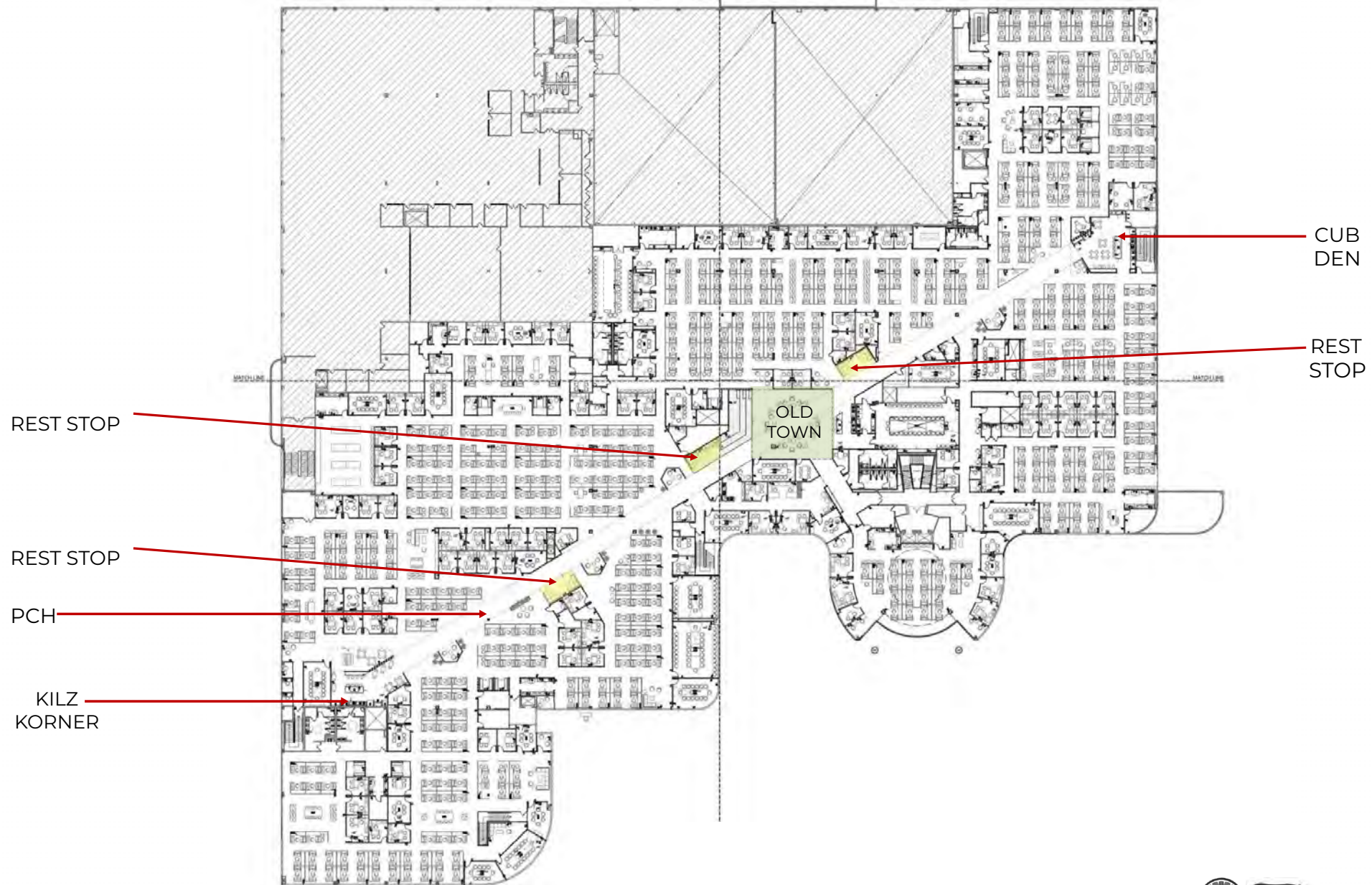


VET-1: 12" X 12" TILES



VET-2: 12" X 12" TILES





SECOND LEVEL PLAN

**CALIFORNIA
DREAMIN'**
(second level)



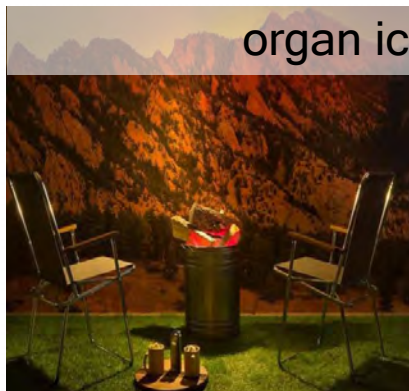
x Hendy



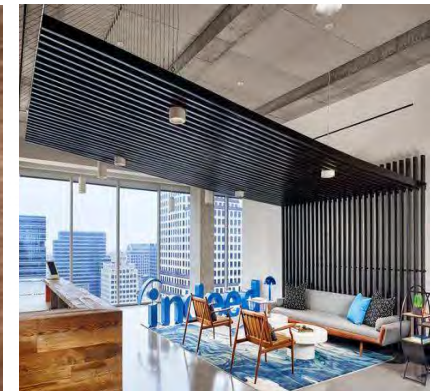
airy



fun



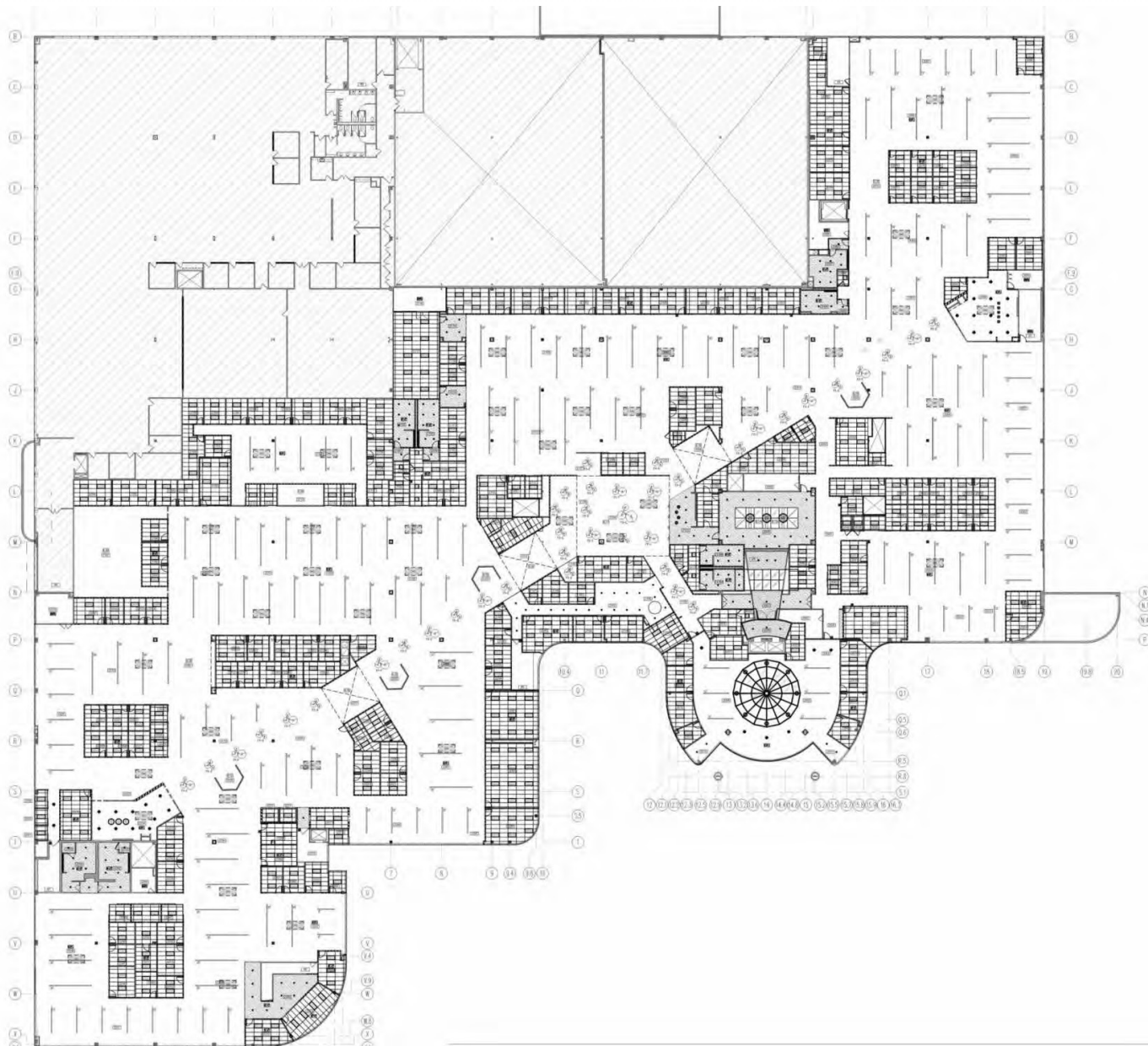
organ ic



STRATEGIC WAYFINDING + DEFINED BUT UNIFIED + TECHNOLOGY INTEGRATION
BRANDING, BRANDING, BRANDING + COASTAL INSPIRED + FRESH & ORGANIC + COZY & HOME-LIKE



SECOND LEVEL PLAN: CARPET CONCEPT



2'X4' FIXTURES THROUGHOUT



LINEAR DOWNLIGHT FIXTURES THROUGHOUT

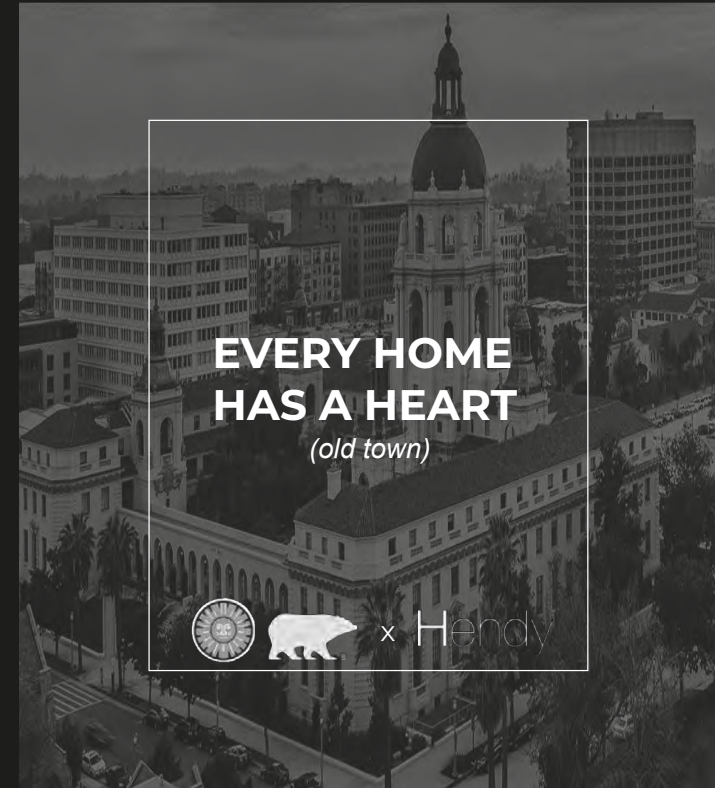
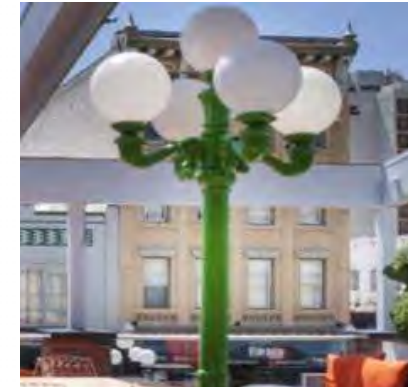


CLOUD LED FIXTURES THROUGHOUT

SECOND LEVEL REFLECTED CEILING PLAN



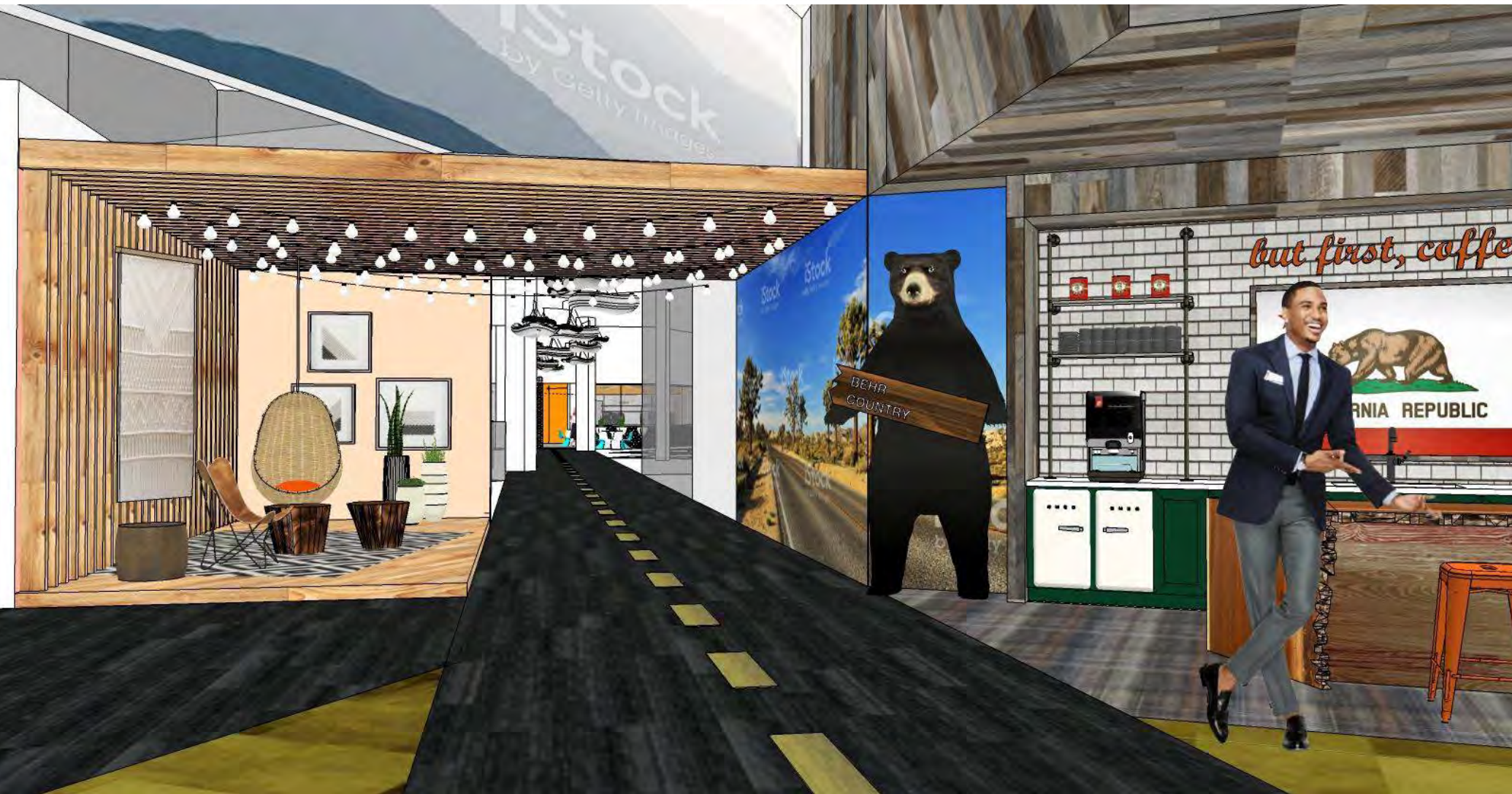
SECOND LEVEL OPEN OFFICE TYPICAL ELEVATION



A PLACE TO CHECK IN + COMFORT & FAMILIARITY + UNIQUE AMENITIES + MEET ME IN OLD TOWN A CROSSROADS + THE HEART OF BEHR COUNTRY + FUNCTIONAL & INSPIRED DESTINATION



SECOND LEVEL: OLD TOWN



SECOND LEVEL REST STOP CONCEPT: JOSHUA TREE



visionary



innovative



conf ident



L A I D B A C K V I B E S + E C L E C T I C D E S I G N + C O A S T A L E N E R G Y
A R T I S A N M A T E R I A L S + T R A N S F O R M Y O U R W O R K D A Y

THE CUB DEN



x Hendy

creative



imaginative



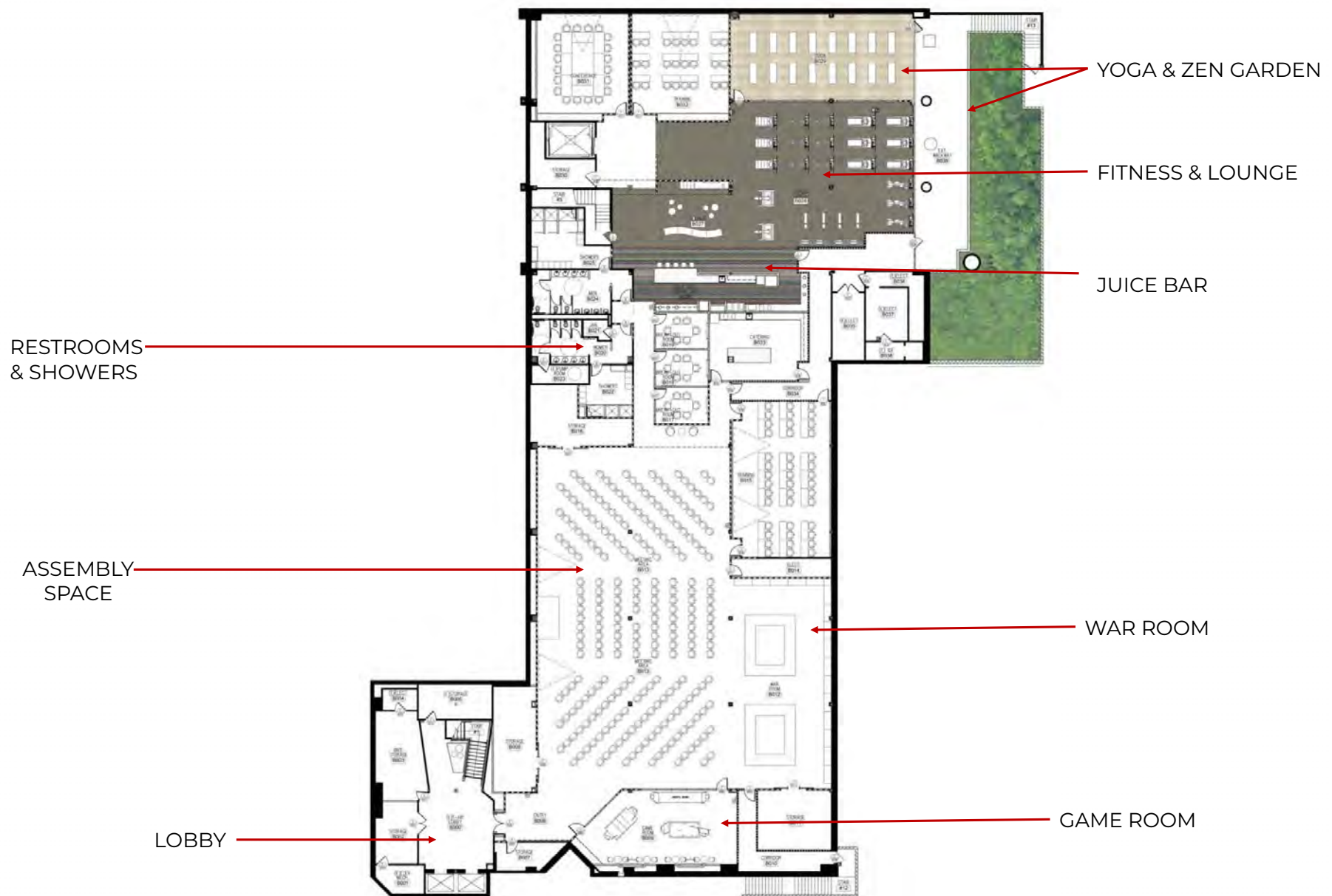
funky



CLEAN LINES WITH BOLD COLOR + NOD TO THE PAST + TIMELESS QUALITY
REFLECTION OF BEHR'S EVOLVING CREATIVITY + DISCOVERABLE FEATURES

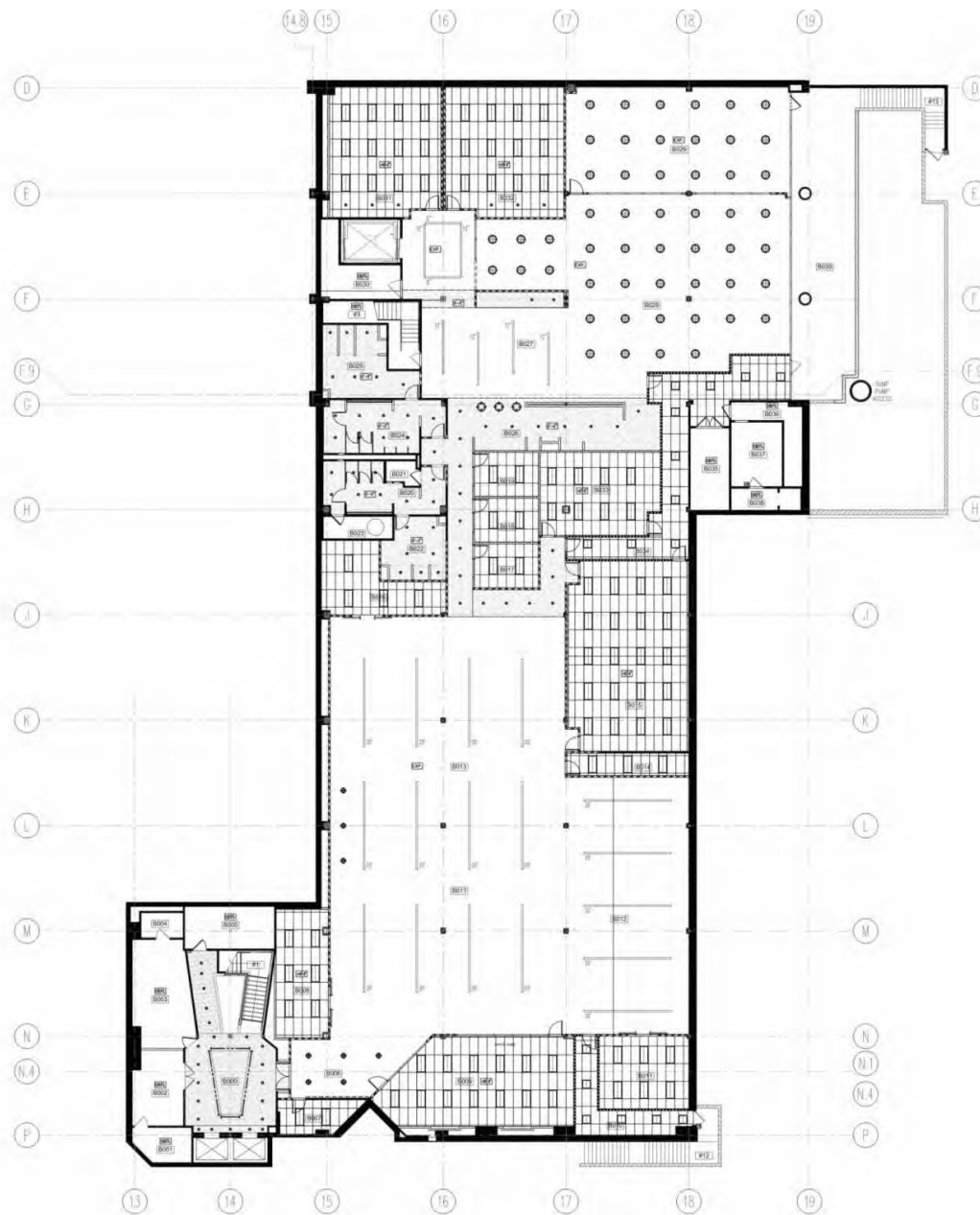


SECOND LEVEL: CUB DEN



GARDEN LEVEL PLAN





GROUND REFLECTED CEILING PLAN



2'X4' FIXTURES THROUGHOUT



LINEAR DOWNLIGHT FIXTURES THROUGHOUT

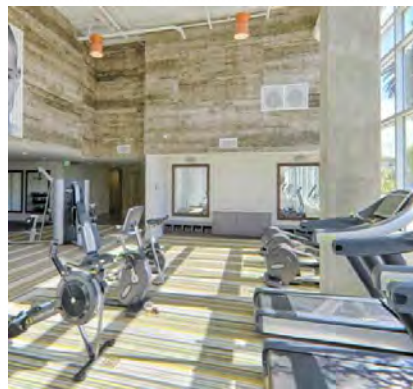


FITNESS PENDANTS

**LET'S STAY
GROUNDED**
(garden level)



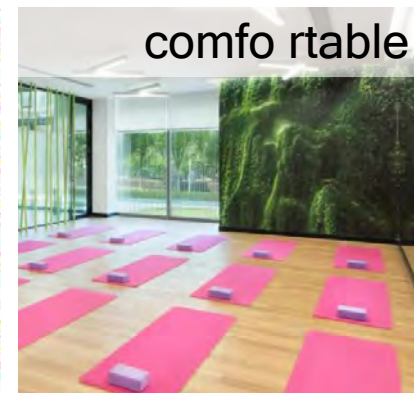
× Hendy



functional



dynam ic



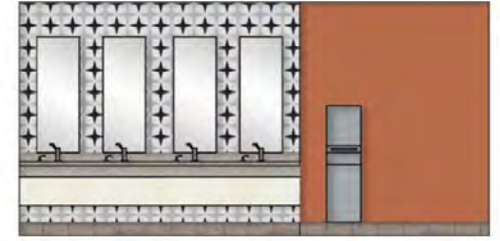
comfo rtable



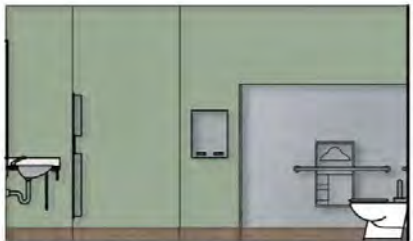
A SUBTERRANEAN RETREAT • FITNESS/ WELLNESS CENTER • ALL HANDS MEETING SETTING THE FOUNDATION • CALMING & NATURE INSPIRED • RAW VS ORGANIC • DOWN TO BUSINESS



SECOND LEVEL



GROUND LEVEL



GARDEN LEVEL

TYPICAL RESTROOM ELEVATIONS

THANK YOU



× Hendy