



# HOW TO TAKE YOUR SPACE FROM GENERIC TO GROUNDBREAKING

*The brand-building, collaborative power of  
Interior Design and Environmental Graphic Design*

INSIGHTS BY

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 **NEWGROUND**  
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# WHAT TAKES A SPACE FROM "GOOD" TO "GROUNDBREAKING?"

A well-designed space catches the eye. But a groundbreaking space does more with its design; it captures imagination, invites intrigue, and creates an opportunity to engage with a brand the moment someone steps into the room.

Interior Designers and Environmental Graphic Designers each have unique design skill sets. But when they work together, they can design a space that feels beautiful, practical, and on-brand.

**Interior Design** focuses on the practicality of a space: the materials, furniture, fixtures, and equipment that serves a project's goals and creates a cohesive environment where employees and customers feel comfortable spending time, money, or resources.

**Environmental Graphic Design** works to bring a story into a space through branded graphics, three-dimensional installations, video content, messaging focal points, and other graphical elements to create the ultimate brand experience—one that feels unique, personal, and connected to the audience it's serving.

When Interior Designers and Environmental Graphic Designers collaborate on strategy, development, and implementation, the finished space feels inviting, efficient, and inspirational.





## STEP 1 DISCOVERY AND VISION-BUILDING

When Interior Designers and Environmental Graphic Designers enter the project, which is usually during the initial phases of design and engineering, they share thoughts, ideas, and innovations to elevate the space both practically and experientially.

When it comes to ideation, discovery is always at the top of the to-do list. Design teams meet the client, establish the brand, and brainstorm how to bring that brand to life in a space.

Interior Designers and Environmental Graphic Designers can use visual exercises and concept imagery to bring out the vision and direction for a space before they start to dream and develop. Interior Designers consider the functional and aesthetic elements, while Environmental Graphic Designers think through how to elevate the space with unique and captivating pieces.

This blend of expertise helps both teams create a journey map for the audience who will interact with the space. This ensures employees and customers go on an intentional journey as soon as they walk in.

Once the high-level ideas are on the table, it's time to bring those ideas to life.

## STEP 2 COLLABORATIVE DESIGN DEVELOPMENT

After outlining the journey map and creating concept drawings, Interior Designers and Environmental Graphic Designers can move into the schematic design phase. The respective teams work together to scope and evaluate photo-realistic images of the interior and exterior of the space and make recommendations.

The Interiors team evaluates the space for details that may help or hinder the design plan, such as ensuring there's enough space for a certain seating arrangement or that the light fixture the client is dreaming about will work with the dimensions and angles of the ceiling.

The Environmental Graphic Design team notes areas where the brand can shine—a big, open wall where a branded history timeline can live or a backdrop behind a sales desk that could fit an eye-catching and textured pattern instead of just a white wall.

While the Interior Design team thinks practically and the Environmental Graphic Design team thinks experientially, they're constantly collaborating, ideating, and dreaming (the most exciting part!) in the process. Will this fixture fit in the corner there to give someone a place to sit and work while they wait? Could we add an interactive virtual concierge to answer questions efficiently?

When the concepts are complete, the design teams are ready with realistic renderings of the space with the Interior Design and Environmental Graphic Design included, to ensure every decision makes sense in the space.

With the knowledge of the vision, brand, and space, both teams can start preparing to implement the furniture, lighting, graphics, signage, and any other design elements that will bring the brand's story to life.



### STEP 3

## IMPLEMENTATION AND INSTALLATION

The final phase of collaboration between Interior Design and Environmental Graphic Design is implementation and installation, where the functional design and branded elements are drawn up, ordered, delivered, and installed.

Interior and Environmental Graphic Design teams work closely with build teams to hand-select vendors and fabricators that meet standards and specifications. This means vetting vendors, negotiating contracts, and procuring the products to finalize the design.

But the collaboration doesn't stop when the designs are finalized. Interiors and Environmental Graphic Design teams that are part of the delivery and installation process can ensure that every rendering is realized in the space. When they join on-site for installation and fabrication, they can also walk clients through the space after it's fully designed, assuring that efficiency and experience work together to deliver the "wow."

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## CASE STUDY

# NECHES FEDERAL CREDIT UNION

Neches Federal Credit Union was growing its employee base and member pool rapidly throughout Texas. They needed a new corporate space to accommodate these needs and hired NewGround to help design and complete construction on a brand-new main office building.

Today, Neches FCU enjoys a completely revitalized 49,313 square foot headquarters featuring modern service-level technologies, amenities, and interior design, including a full-service branch on the first floor.

Throughout the building, NewGround oversaw the installation of full-coverage vinyl wall coverings, including a "history wall." This piece tells the story of the credit union throughout the years, incorporating a representation of the Neches River running through the left-hand side of the graphic. All vinyl graphics for walls and ceilings were developed through creative collaboration with the Neches FCU CEO, Marketing Team, and interior designers. All parties involved worked to ensure the wall coverings were attractive, consistent with design aesthetics, and representative of Neches FCU's established brand. Some vinyl wall coverings, including the history wall, featured layering of Sintra panels and laser-cut acrylic to add a visual pop and relief to the graphics.



## NO MORE GENERIC SPACES: PRIORITIZE YOUR UNIQUE BRAND STORY WITH COLLABORATIVE DESIGN TEAMS

You can create a space that feels practical and comfortable while engaging the senses and telling your brand's unique story.

At NewGround, our Interior Design and Environmental Graphic Design teams collaborate from discovery to installation to design a space that feels complete, cohesive, and connected to the audience you serve. Along with our integrated team of strategists, architects, project managers, and procurement experts, we create spaces that feel like you in every detail.

***When it comes to building a project backed by your groundbreaking vision, don't settle for "good enough." Get a collaborative design team on your side.***



# DON'T SETTLE FOR "GOOD ENOUGH."

*Get a collaborative design team on your side.*

## ABOUT NEWGROUND

NewGround International helps brands plan, design, and build innovative spaces that turn heads and accelerate growth. Our Interior and Environmental Graphic Design teams create the ultimate brand experience in your space to align with your vision. **Learn more and schedule a conversation at [newground.com](https://newground.com).**



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