



SHISEIDO



SWISS POST



PACE UNIVERSITY



Federal Home Loan Bank
NEW YORK



dailypay.

AON

BLACKROCK



MUFG



DIRECTED

CASE STUDIES

Clients

Antares Capital
AON
Bank Street School
BlackRock
COTY
Dassault Falcon Jet
DMG & Auden
Federal Home Loan Bank
Interior Architects
Macquarie
PACE University
Shisedo
Swiss Post
The New York Times
Tishman Speyer



DIRECTED

Case Studies

Solutions

Architectural Signage & Prints
Space Proximity Graphics
PPE Supplies & RTO Kits
RTO Signage, QR – Desktop
Wallpaper & Vinyl
Laser & Copier Papers
Micro market Touchless Kiosks
Print, Wallpaper Signs & Glass
Poly Carb Dividers
Return to Office Solutions
Presentation Supplies
Niosh Certified Masks
e-stores print & promo
Magazine, Print, Direct Mail
Distribution Nationally
Free Sheet Inserts & Wraps
Furniture, Ergonomics, Distribution
Custom PPE Solutions

Case Studies



case study

/'kā(s) ,stədē/

noun

plural noun: **case studies**

a process or record of research in which detailed consideration is given to the development of a particular person, group, or situation over a period of time. "the case study was undertaken over a period of two months through a series of visits to the school"

a particular instance of something used or analyzed in order to illustrate a thesis or principle. "airline deregulation provides a case study of the effects of the internal market"

عملية أو سجل بحث يتم فيه النظر بالتفصيل في تطوير شخص أو مجموعة أو موقف معين خلال فترة زمنية. "تمت دراسة الحالة على مدى شهرين من خلال

سلسلة زيارات للمدرسة" مثال معين لشيء ما تم استخدامه أو تحليله لتوضيح أطروحة أو مبدأ. "تحرير شركات الطيران يوفر دراسة حالة لتأثيرات السوق الداخلية"

un proceso o registro de investigación en el que se considera detalladamente el desarrollo de una persona, grupo o situación en particular durante un período de tiempo. "el estudio de caso se llevó a cabo durante un período de dos meses a través de una serie de visitas a la escuela"

un caso particular de algo usado o analizado para ilustrar una tesis o principio. "La desregulación de las aerolíneas proporciona un estudio de caso de los efectos del mercado interior"

研究的过程或记录，其中详细考虑了特定人、群体或情况在一段时间内的发展。“案例研究是通过对学校的一系列访问在两个月内进行的”

为了说明论文或原则而使用或分析的事物的特定实例。“航空公司放松管制提供了内部市场影响的案例研究”

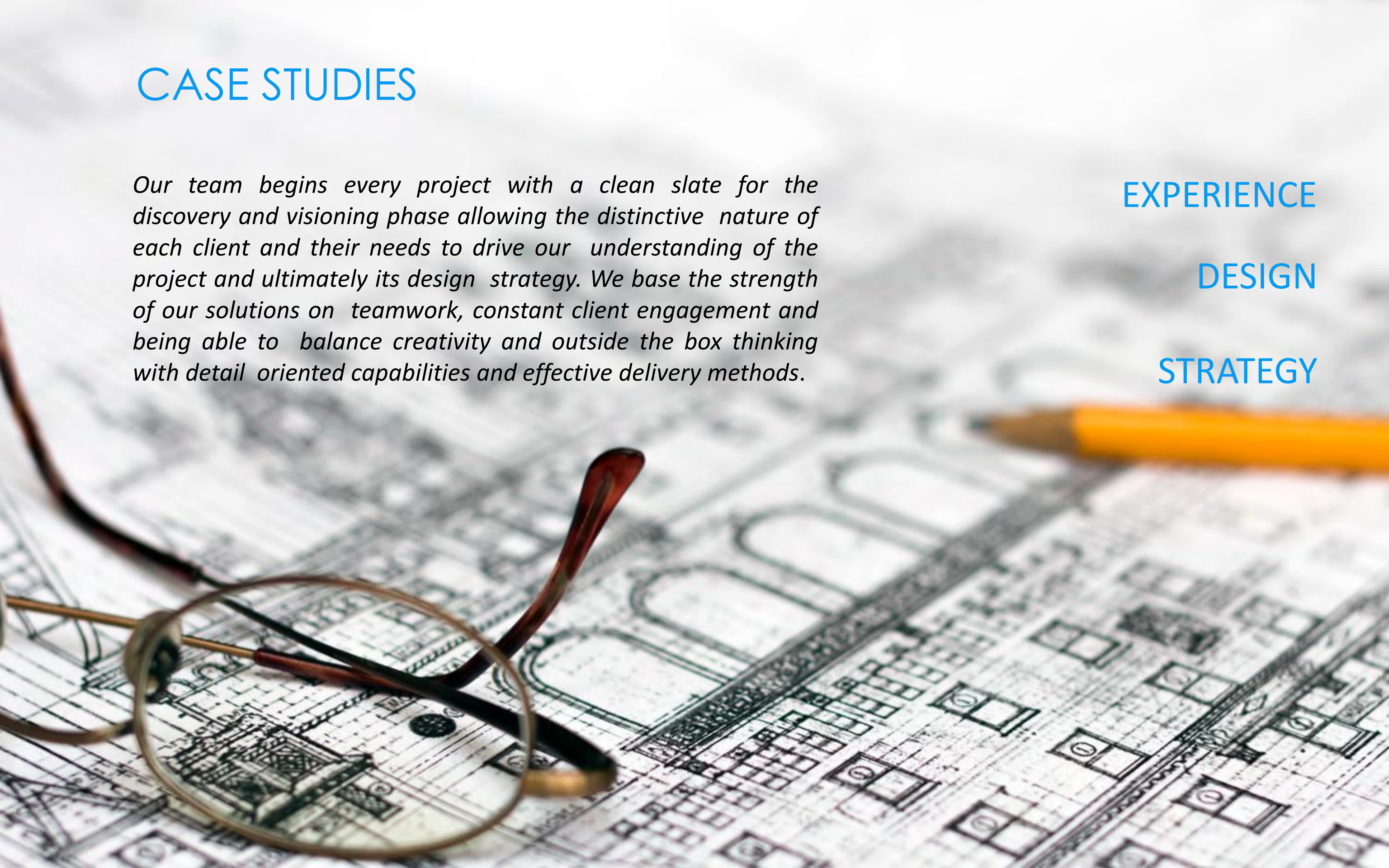
CASE STUDIES

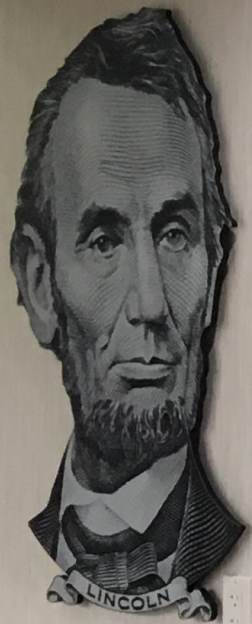
Our team begins every project with a clean slate for the discovery and visioning phase allowing the distinctive nature of each client and their needs to drive our understanding of the project and ultimately its design strategy. We base the strength of our solutions on teamwork, constant client engagement and being able to balance creativity and outside the box thinking with detail oriented capabilities and effective delivery methods.

EXPERIENCE

DESIGN

STRATEGY



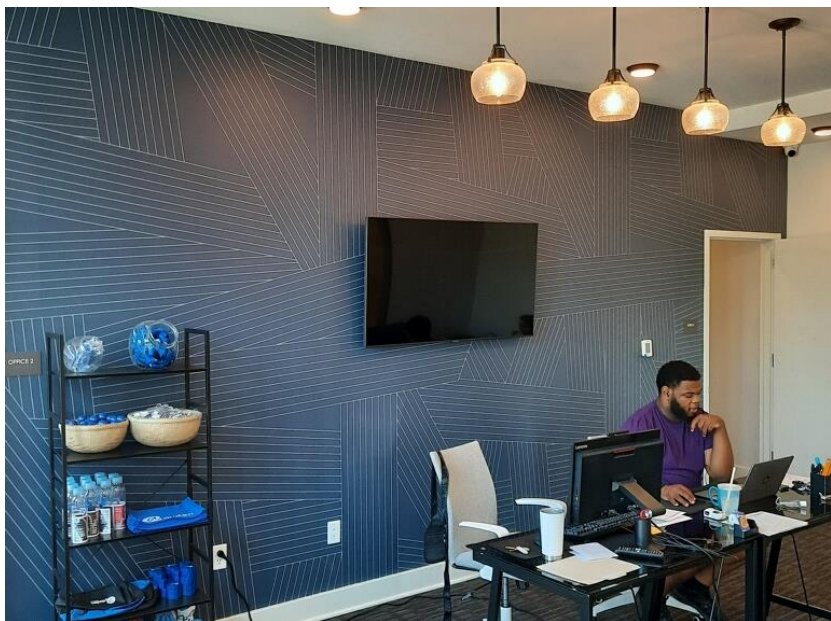


"The best way to predict the
future is to **create** it."

- Abraham Lincoln



Architectural Signage & Wall Coverings

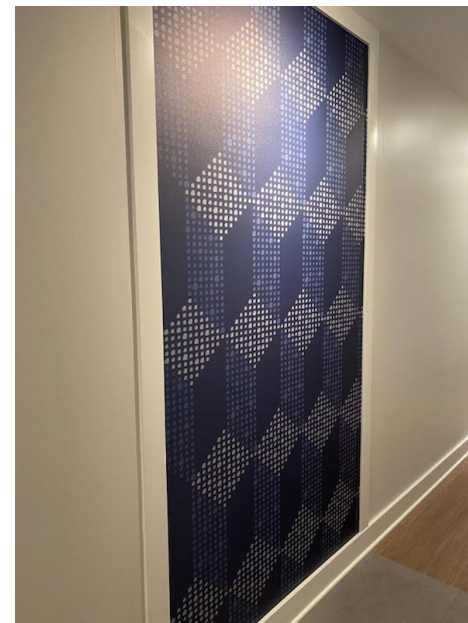
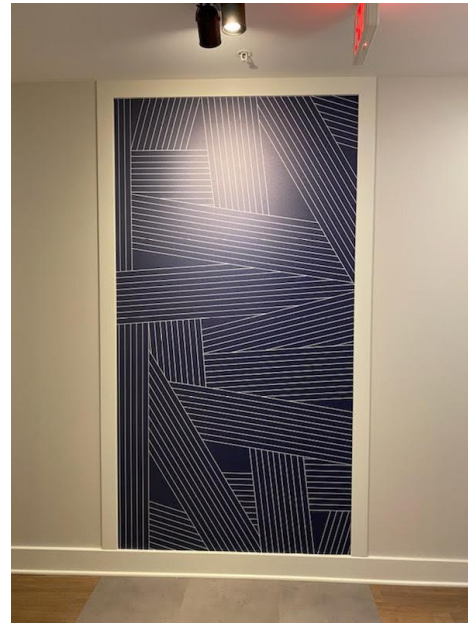


Utica, Ithaca, Buffalo, Atlanta, Austin





Architectural Signage & Wall Coverings



THE CHALLENGE:

After completing a project for the parent company DMG, (Showcased in Case Studies) Auden had a request for architectural signage, wall coverings and for printed marketing materials. All of the brand elements needed to match as the elegance of the brand requires.

THE SOLUTION:

Directed having proved that creating branded materials which match across multiple medias was possible won a new project. This was to manage a full new construction project simultaneously with subs and meet a target date.

THE CONCLUSION:

Auden was able to meet their target date for completion in July of 2021 prior to the grand opening of the new residences for students. The Units completely sold out as they were beautifully appointed with an affordable rent, beautifully decorated. Directed was awarded 2 additional projects for 2022 in 2 other US Cities for Auden.

Utica, Ithaca, Buffalo, Atlanta, Austin





Architectural Signage



THE CHALLENGE:

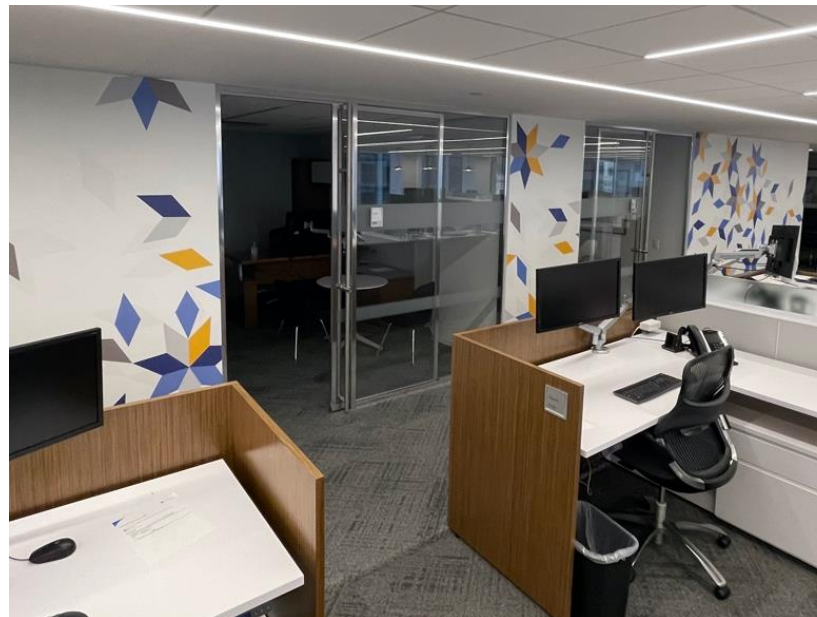
Antares Capital came to Directed with a project to rebrand all of their office spaces in New York City, Atlanta, Chicago, Los Angeles and Toronto within the span of only three weeks.

THE SOLUTION:

Directed having 40 years of experience with a very extensive network nationwide, were able to simultaneously manufacture and install all locations at the same time within the three-week period requested by the client.

THE CONCLUSION:

Directed's partnership with Interior Architects pulled off an amazing combination of wallcoverings, complicated vinyl graphics, dimensional lettering, framed artworks and much more in record time! Antares Capital was extremely pleased with the outcome and has already been in communication with Directed about an expansion on the existing branding.

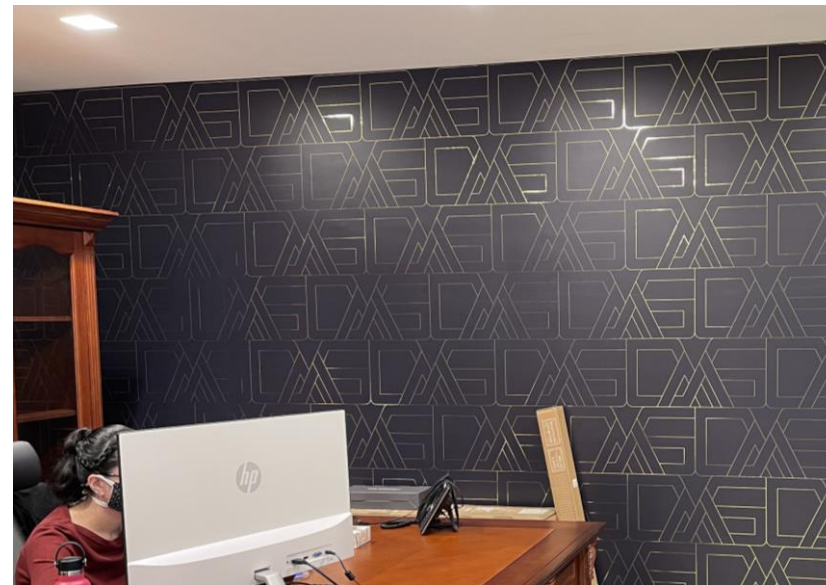


New York City, Atlanta, Chicago, Los Angeles, Toronto





Architectural Signage & Wall Coverings



THE CHALLENGE:

DMG is an Investment Bank, headquartered in China where they are known for being a super meticulous brand with amazing properties. Their wish was to transform their new headquarters in an amazing work of art in an unrealistic amount of time.

THE SOLUTION:

Directed teamed up with the client's design group that implements all of their print & architectural signage. This property needed to be a showcase in sync with their global portfolio. They blended many different high-end wallcoverings with gold leaf glass murals to achieve a look that was very defining while matching to their annual reports just printed.



THE CONCLUSION:

DMG achieved their goal of having all print, collaterals, annual reports, investment portfolio pieces and their space all with identical designs. The CEO, COO and top executives were exasperated that they insisted Directed become their sole provider for wall covering's at all their new construction sites. The Auden Project featured is one of those properties which house students around the country.



Federal Home Loan Bank
NEW YORK

PolyCarb Dividers, RTO & Way Finding Graphics



THE CHALLENGE:

Since the COVID-19 pandemic gripped the world earlier this year many businesses have had to quickly adapt their operations to accommodate employees working from home. FHLB wanted to create a safe and functional work environment for those in the office, *here is their story...*

THE SOLUTION:

- Develop COVID-19 Return to Office Circulation Plans
- Develop COVID-19 Seating & Proximity Plans
- Strategic Placement & Installation of Privacy Panels
- Installation of Hand Sanitizing Stations & Signage
- PPE Wellness Kits for the Employees
- Temperature Scanning Solutions for Employees

THE CONCLUSION:

FHLB retained Directed Online to facilitate implementation of their plan. The work started by having strategic planning meetings with the Facilities, Procurement and Human Resources Departments. Once a turn-key plan was developed, Directed worked with the various partners to coordinate implementation. As a direct manufacturer of Printing & Graphics, PolyCarb Dividers, Hand-Sanitizing Stations made the coordination simplified. FHLB accomplished having their 2 primary offices 101 Park in NYC & 70 Hudson Street in NJ ready and open for business.

WHITE & CASE PolyCarb Dividers



THE CHALLENGE:

Since the COVID-19 pandemic gripped the world earlier this year many legal firms have had their operations change to accommodate their employees working from home. White & Case wanted to create an environment for those who are essential to be on site, *here is their story...*

THE SOLUTIONS:

- Develop COVID-19 Return to Office Circulation Plans
- Develop COVID-19 Seating & Proximity Plans
- Strategic Placement & Installation of Privacy Panels
- Installation of Hand Sanitizing Stations & Signage
- Wipe Dispensers & PPE Supplies

THE CONCLUSION:

White & Case retained Directed Online to facilitate implementation of their plan. The work started by having strategic planning meetings with the Facilities Departments nationally. Once a turn-key plan was developed, Directed worked with the various partners to coordinate implementation. As a direct manufacturer of Printing & Graphics, PolyCarb Dividers, Hand-Sanitizing Stations and distributor of PPE Supplies made the coordination simplified. W&C accomplished having their 7 national offices outfitted accordingly.

Alvogen Wall Coverings & Dimensional Lettering



THE CHALLENGE:

When Alvogen moved their headquarters to Morristown, NJ they were looking to make a splash and attract new young talent. They leaned on Directed to bring them a vibrant new and tech centric design.

THE SOLUTION:

Directed pulled from their very best designers and teamed up with the client's branding leadership. The combined teams designed a beautiful look which matched the existing branding standards but also brought that new look they were looking for to get the culture they wanted.

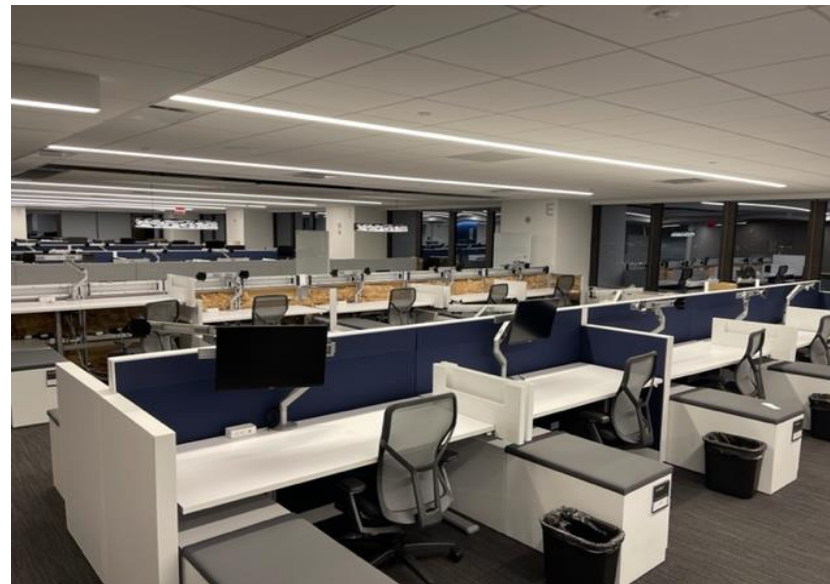


THE CONCLUSION:

Alvogen met their requirements to have a new look, maintain budgets while making the space a fun place to work. Over the years Alvogen year has grown as one of the most diverse and dominant companies in it's sector.

dailypay. Electrified Partitions Removed, Reupholstered & Reinstalled

FACILITY SOLUTIONS

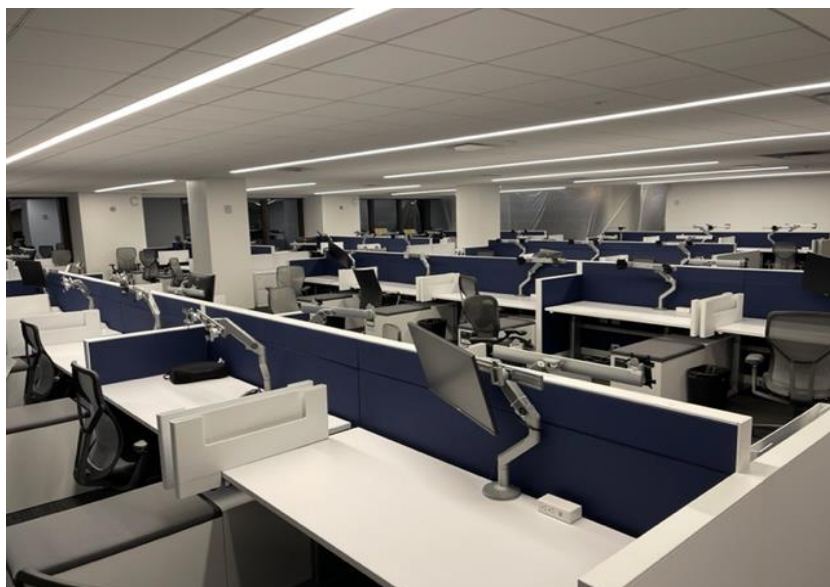


THE CHALLENGE:

Dailypay subleasing 160,000 Square Feet from Standard & Poor's located at 55 Water Street NYC on the 42nd & 43rd Floors. The Goal; to Reupholster File Cabinets and Electrified Panel systems from Knoll & Steelcase which were required to be completed within 4 weeks simultaneously while construction is underway in the same space.

THE SOLUTION:

Directed utilizing its team of carpenters, movers & upholsterers disassembled, removed all materials in a week from the premises. With 10 days all panels and lateral cabinets were back on site and re-installed.

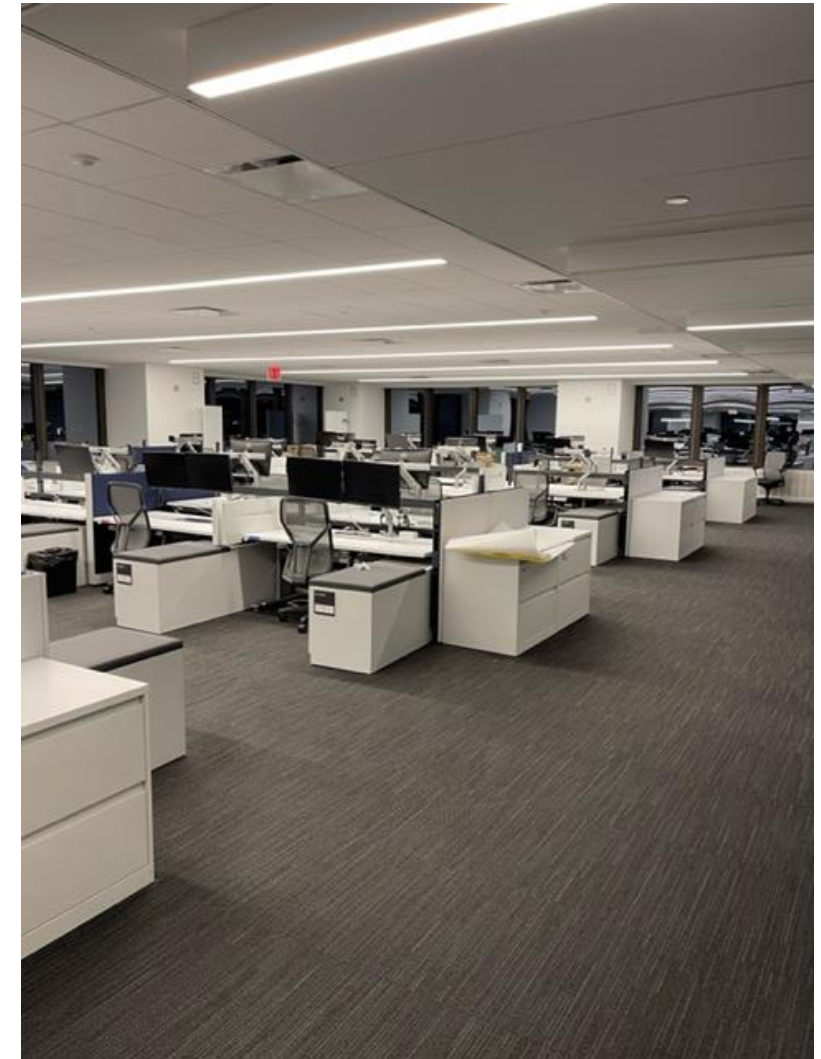


THE CONCLUSION:

Dailypay achieve their requirements to have a new look, maintain their budget, while making the space modern at a fraction of the price to replace the furniture systems..

New York City NY



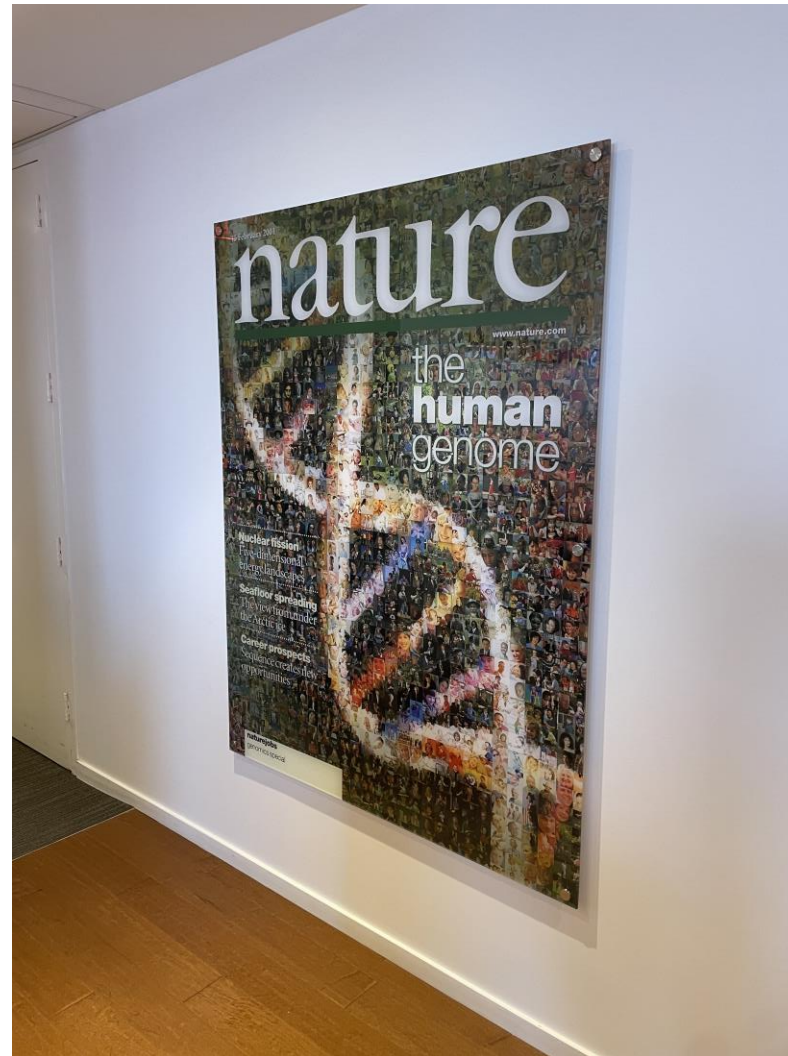


New York City NY



**SPRINGER
NATURE** Stand Off Signage

FACILITY SOLUTIONS

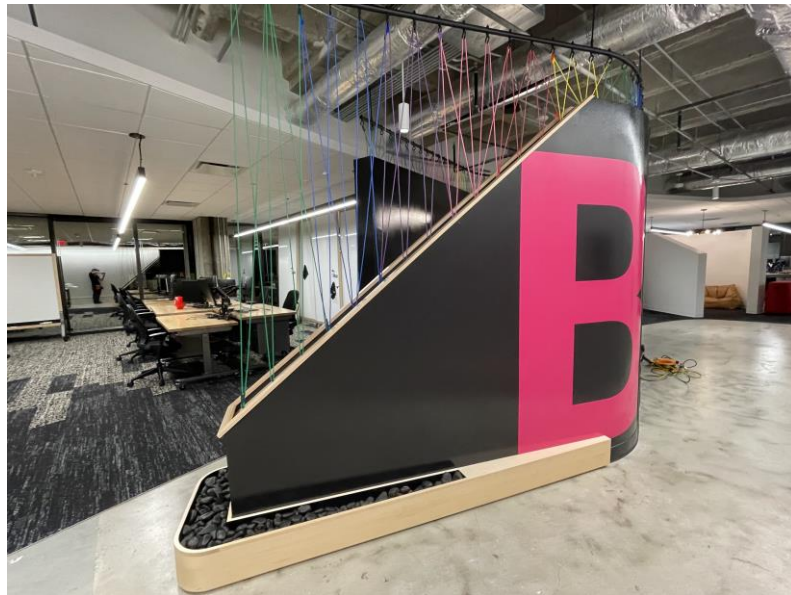
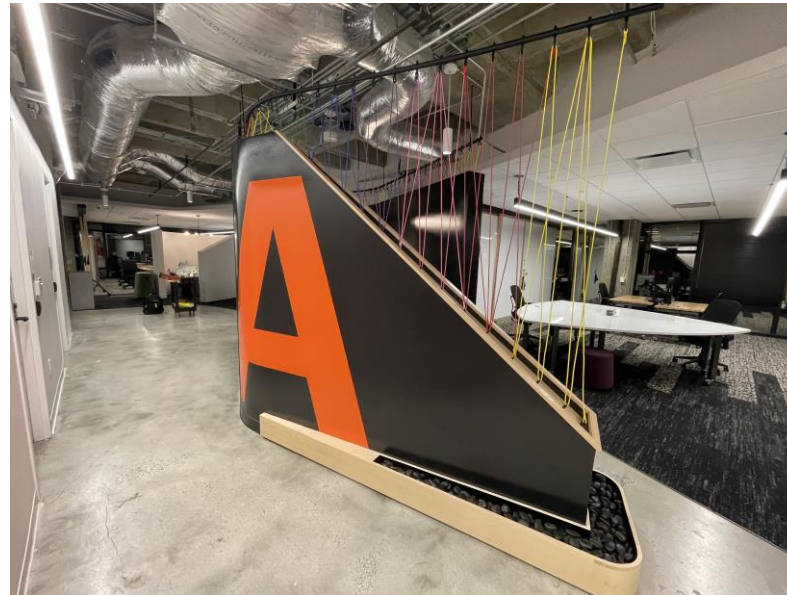


New York City NY



Wall Coverings, Design & Installation

FACILITY SOLUTIONS



THE CHALLENGE:

To help MUFG complete a rush project for their new space in North Carolina in 7 working days.

THE SOLUTION:

Directed utilizing its team of production designers, in-house wide format print/graphics manufacturing capabilities, combined with our **A+ Nationwide** installation team was given this challenge.

THE CONCLUSION:

MUFG achieved their requirements to have a new look, maintain their budget, while making the space innovative, cutting edge while opening on time.

THE RECCOMENDATION

We just wanted to let you know first thing in the morning that Jared did such a phenomenal job!

Seriously, I didn't know how he was going to get all of the graphics matched up correctly with the phrases and letters and align and level them with really no wiggle room—he had to do quite a bit of resizing cutting centering measurement adjustments etc. It really was quite an undertaking! Our structures that he adhered them to are quite an unusual shape not to mention the fact that they are different measurements on opposing ends.

Again, we've only been at this location about 3 ½ months and Jared is special, "really special" and I have to say he's the first vendor that I've seen with so much attention to detail, patience, and an unbelievably high standard for excellence about his work!

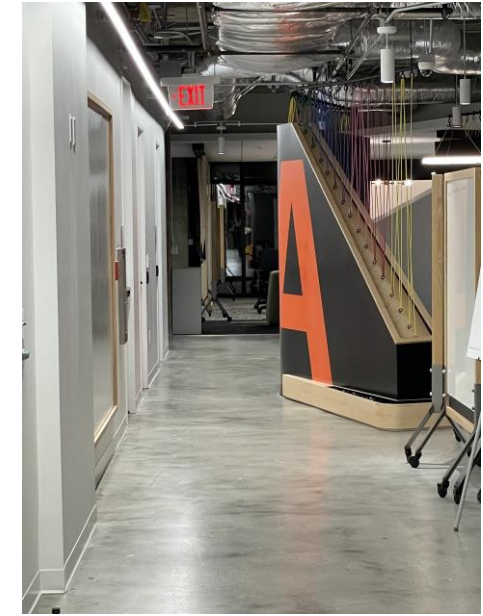
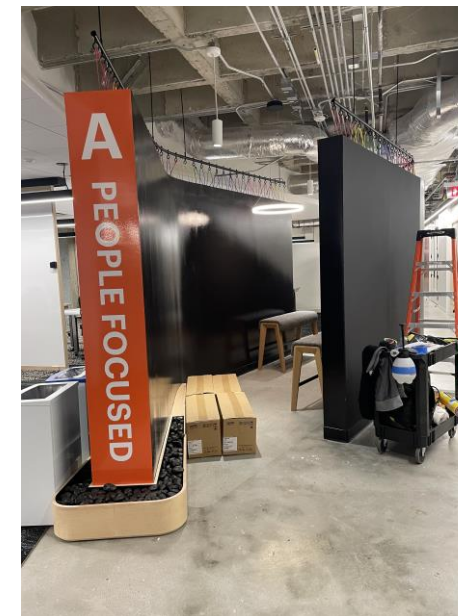
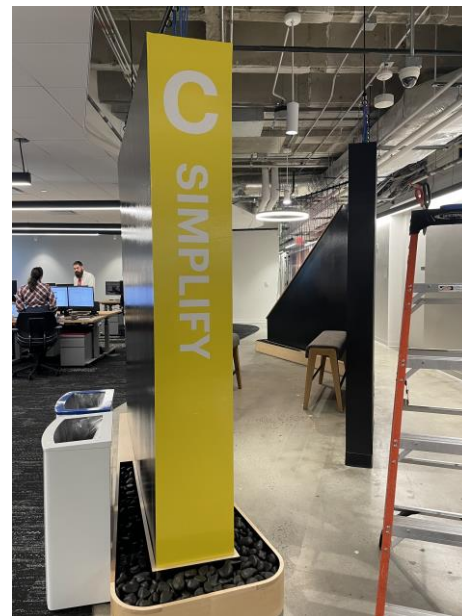
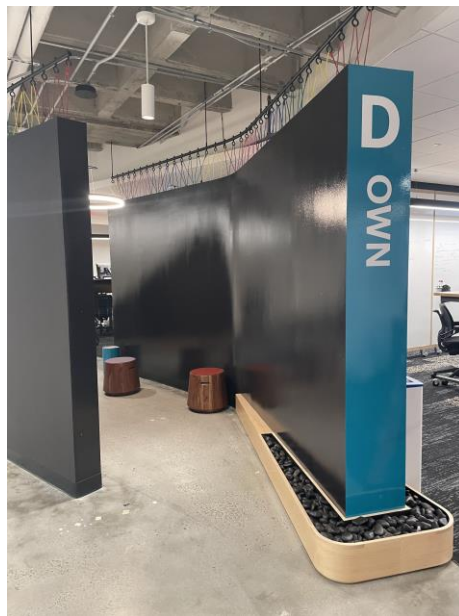
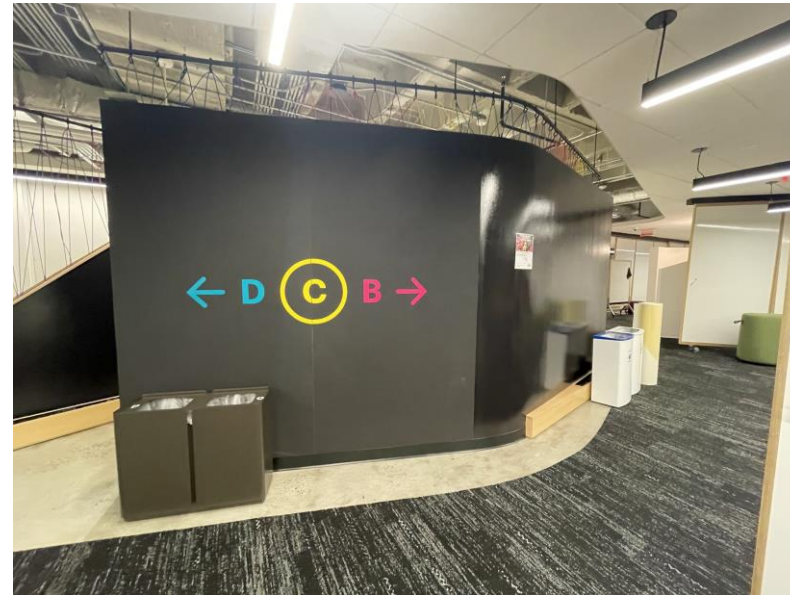
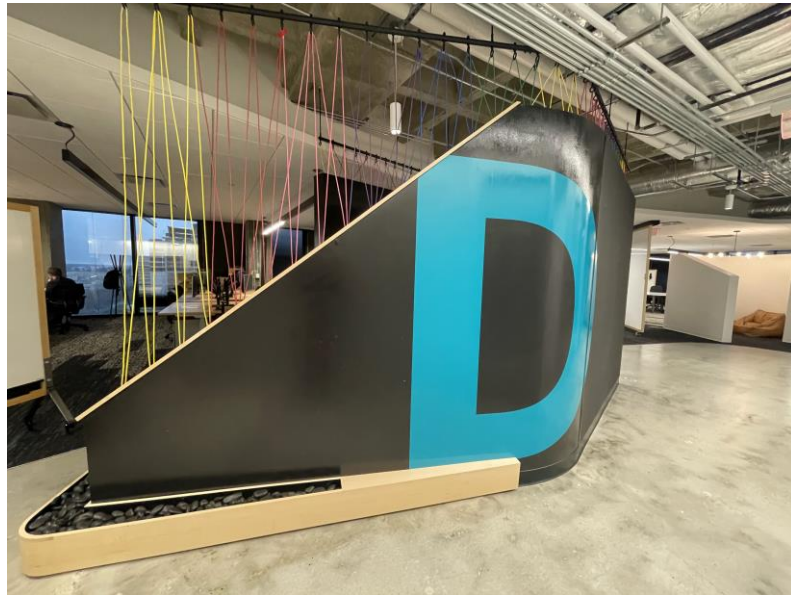
Charlotte North Carolina





MUFG Wall Coverings, Design & Installation

FACILITY SOLUTIONS



Charlotte North Carolina







