



Lexus IS Series Launch

Client: Market Place Year of Completion: 2005

When Lexus Launched their IS Series they were keen to make an impression on their target market. Conveying the luxury brand was essential but so was the ability to construct point of sale material which could be sourced, distributed and assembled quickly and easily.

Approaching Architen Landrell due to the companys ability to provide fabric and lighting, the car company only had a matter of weeks to produce sixty structures to be installed throughout the UK. In order to keep things simple, Architen Landrell designed and manufactured the screens and lighting to be assembled by the retail staff in each branch this made it a very different process to the typical project!

The lighting in the base of the structure was the signature element of the screen; not only did it attract the attention of potential customers but also aimed to flatter and enhance the sexy image of the cars.

To simplify the installation process as much as possible, the LED lighting strips, control gear and integrated power supplies were pre-fitted directly to the base. The pieces were then packaged into custom-built cartons to be transported to dealerships throughout the UK. Each unit featured interchangeable graphic elements to provide flexibility and allow retailers to change the screen effect throughout the six-month promotional period.

Location:

UK Wide

Market Sector:

Retail

Scope Of Works:

Design
Engineering
Manufacture
Project Management
Install

Function:

Colour Changing