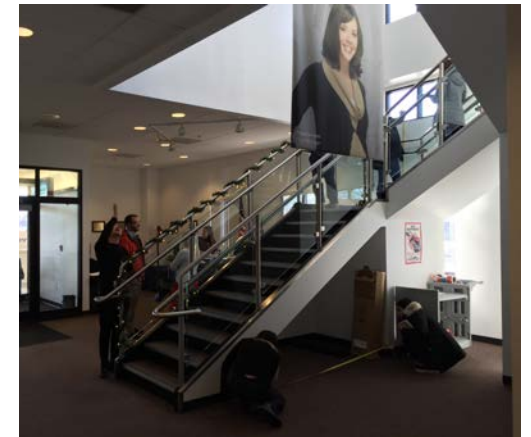


Baxter

DESIGNED BY CHELSEA FULKERSON + MICHELLE HAY

CLIENT OVERVIEW

- Baxter touches millions of lives every day
- Baxter is a place for healthcare providers to find products and support to meet challenges of providing better healthcare
- Baxter products and services are essential building blocks of healthcare – IV and sterile solutions, administration sets, premixed drugs and drug-reconstruction systems, infusion pumps and inhalation anesthetics
- Baxter's products and therapies can be found on nearly every floor, department and hospital worldwide, a global presence
- Baxter's mission is to save and sustain lives, while expanding access to care, providing cost-effective healthcare solutions, delivering quality products and advancing innovations.



RESEARCH SUMMARY

- Lobby is the first impression, it should charm, dazzle and entice
- Provide inviting space for various types of visitors – clients, employees, guests
- Show the corporate Baxter ID through architecture
- Brand character along with functionality
- Create a space that encourages clients, employees and guests to be proud brand ambassadors
- A healthy and happy space can promote better health
- Engage the visual notions of all visitors to the space



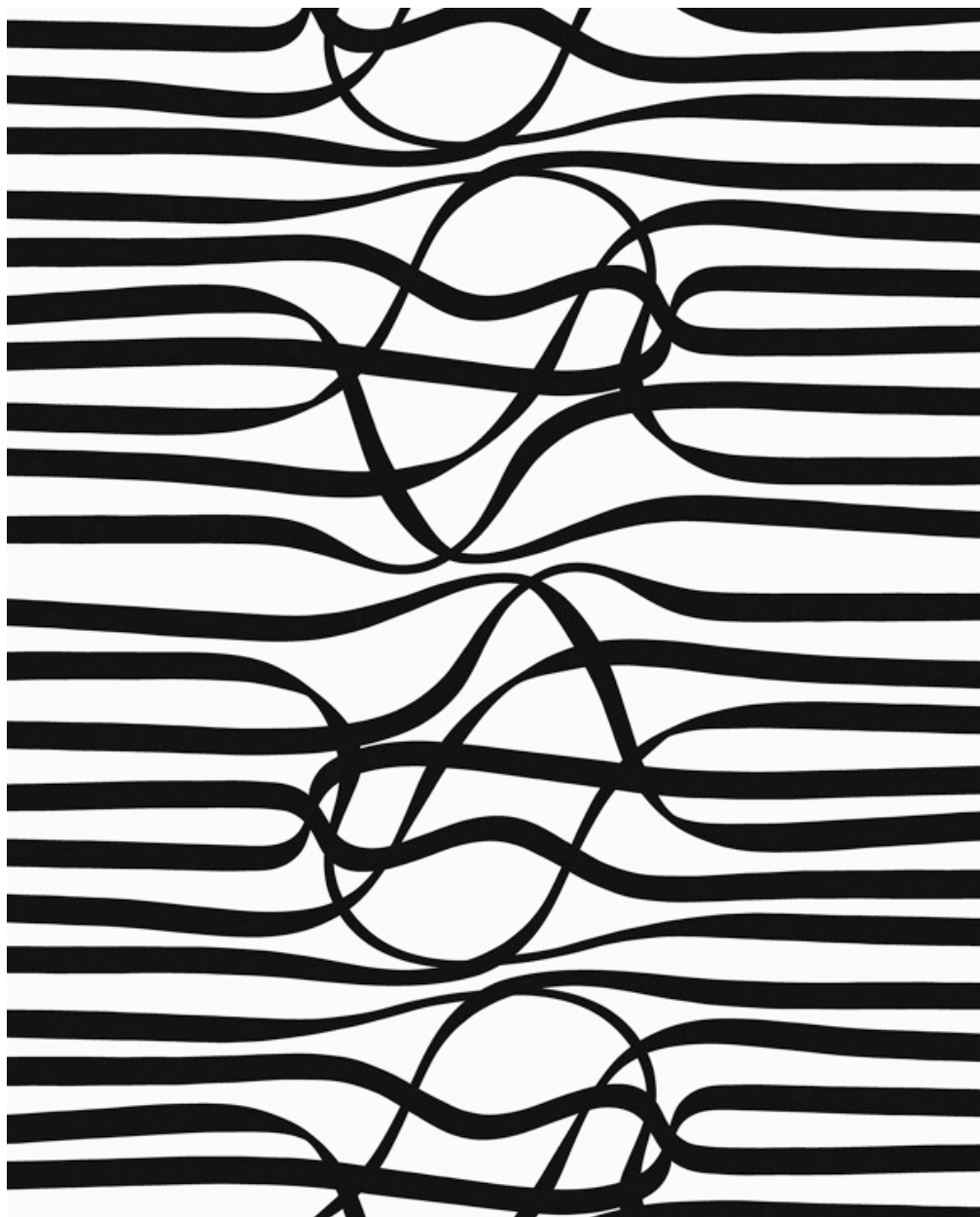
CONNECT

ENABLE

MILLIONS

IMPACT

EVERYDAY

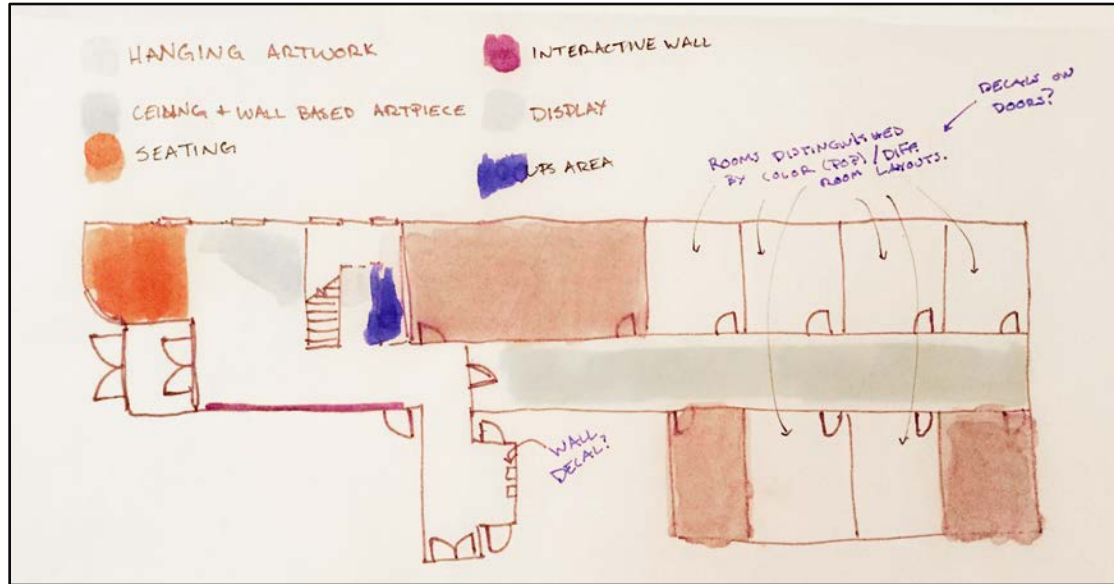


LITTLE CONNECTIONS = BIG IMPACTS

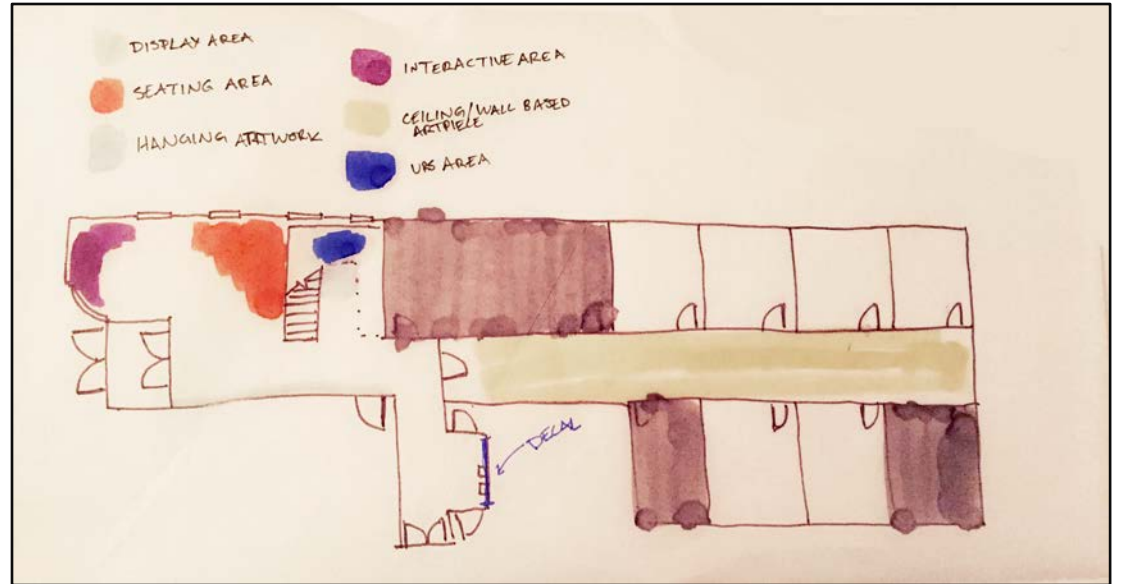
LITTLE CONNECTIONS MAKE A BIG IMPACT IN THE QUALITY OF HEALTHCARE, ENABLING BAXTER TO TOUCH MILLIONS OF LIVES EVERYDAY.

“THE FUTURE OF HEALTH IS NOT CURING THE SICK, IT IS IN CREATING LITTLE MIRACLES OF WELLNESS IN OUR EVERYDAY LIVES.” –JOHN HOCKENBERRY

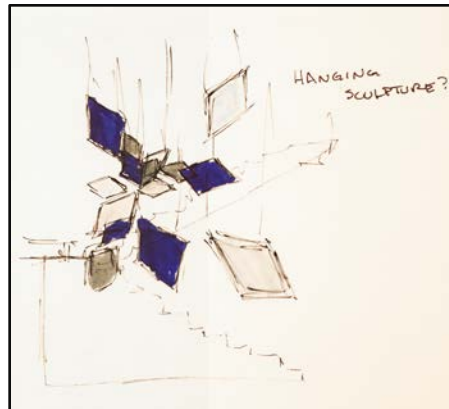
INITIAL SKETCH IDEAS



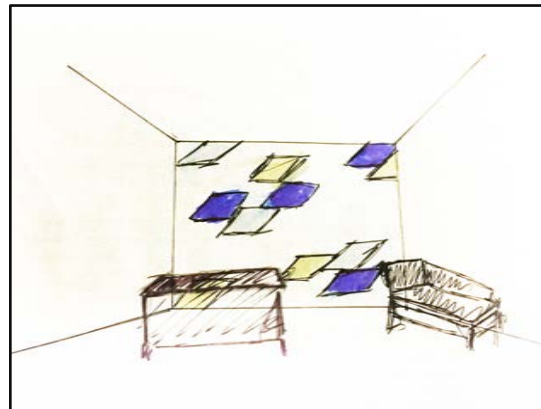
PLAN ONE



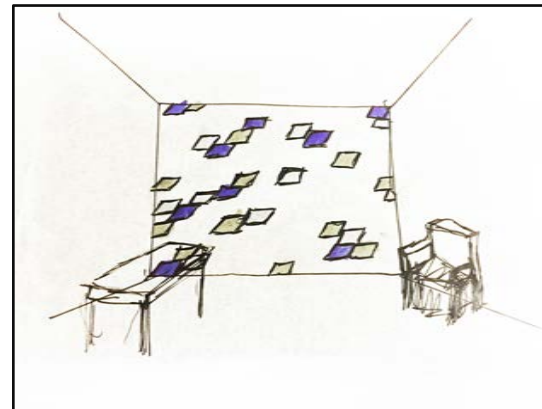
PLAN TWO



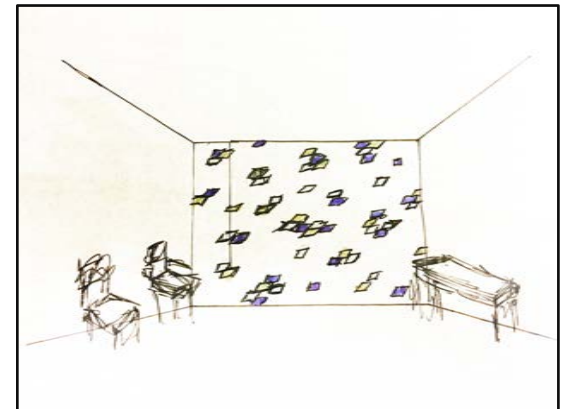
HANGING SCULPTURE



LONG STAY OFFICE

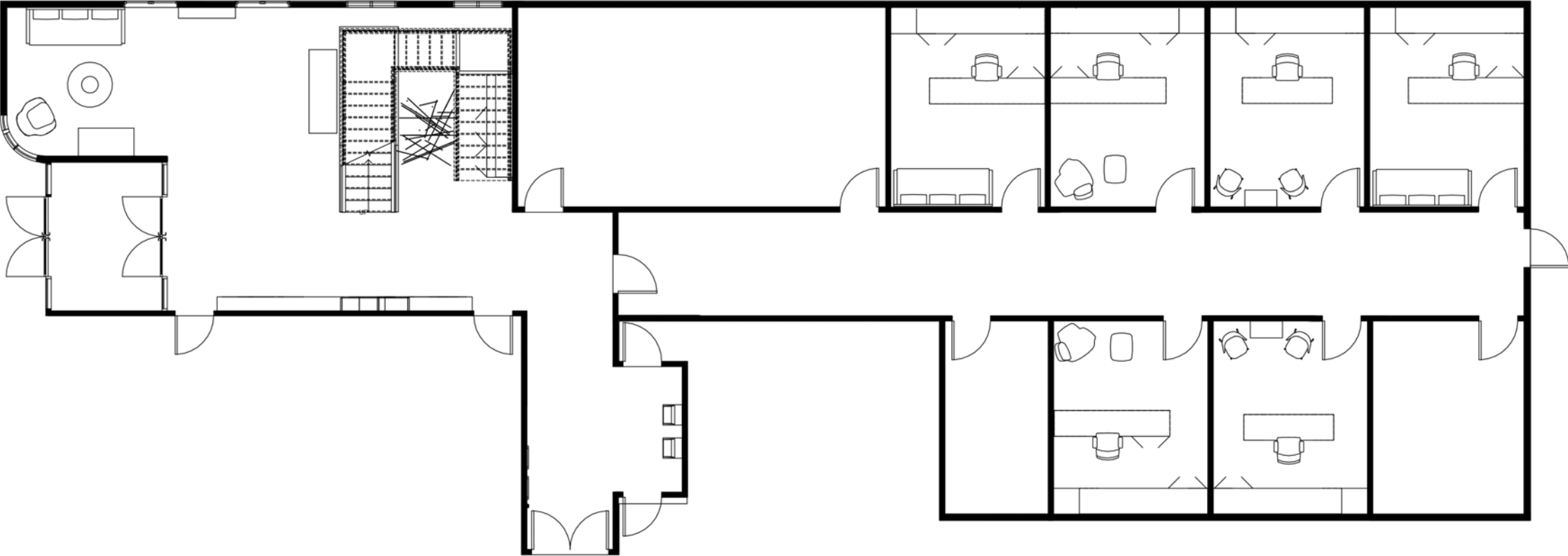


MEDIUM STAY OFFICE

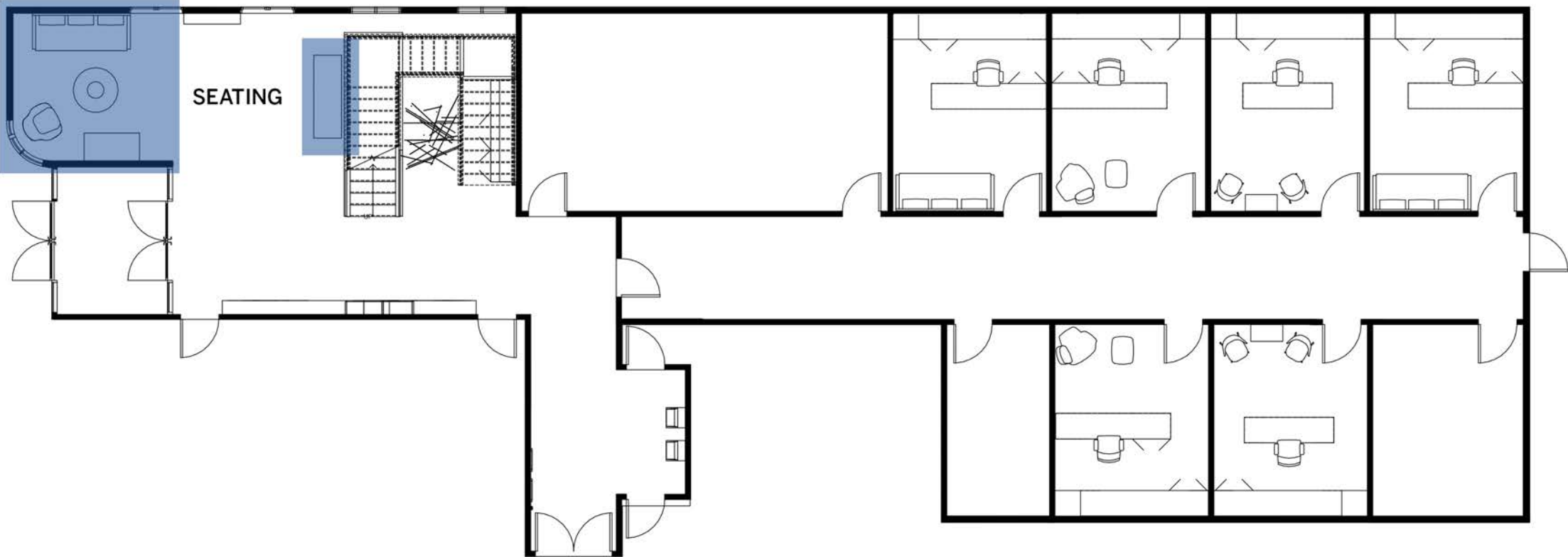


SHORT STAY OFFICE

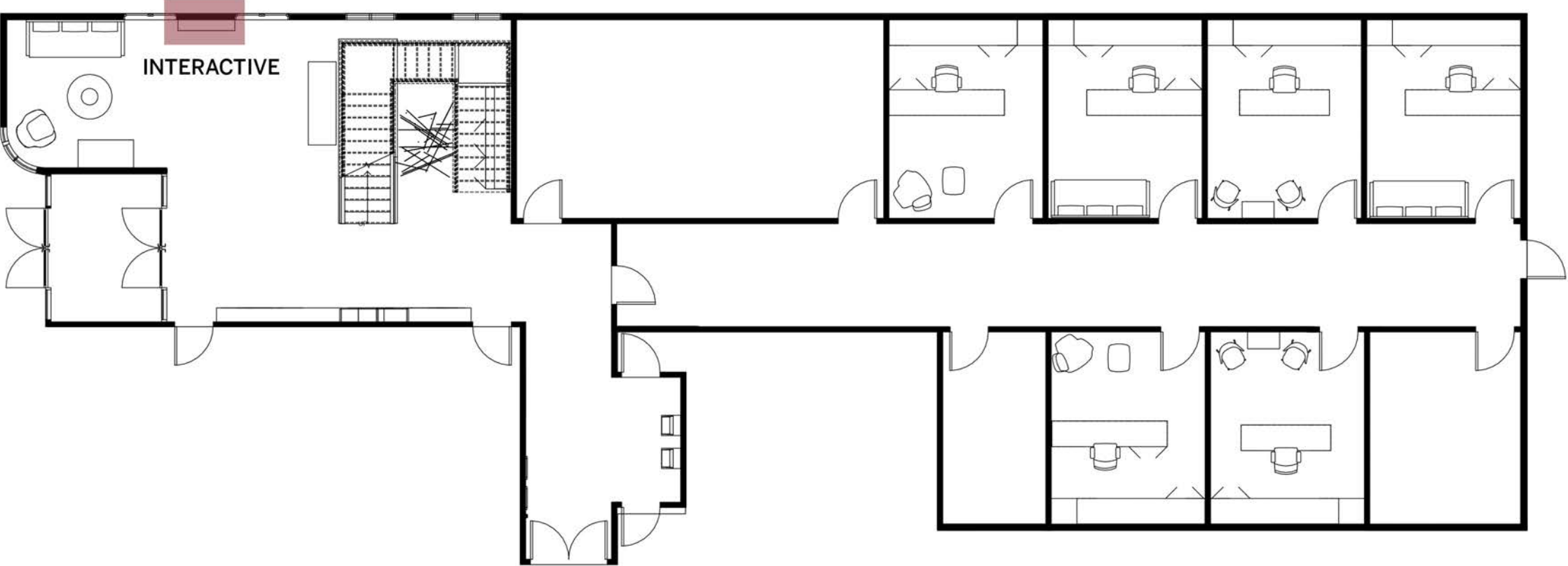
BAXTER LOBBY FLOOR PLAN



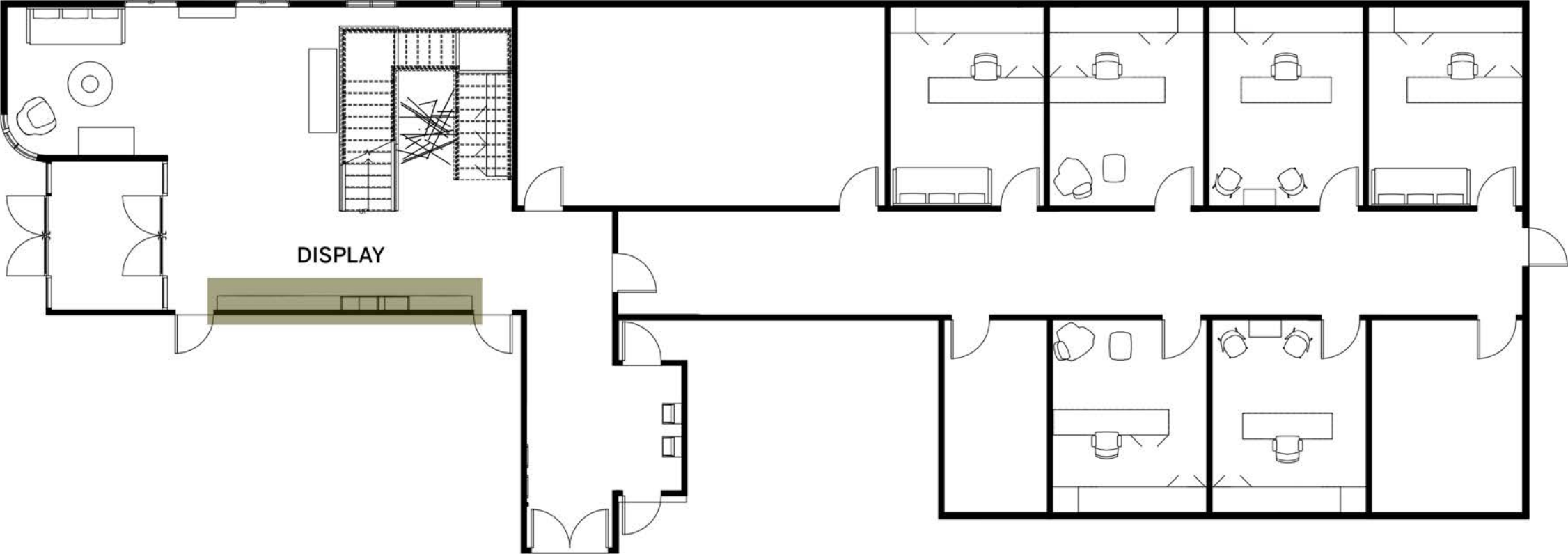
BAXTER LOBBY FLOOR PLAN



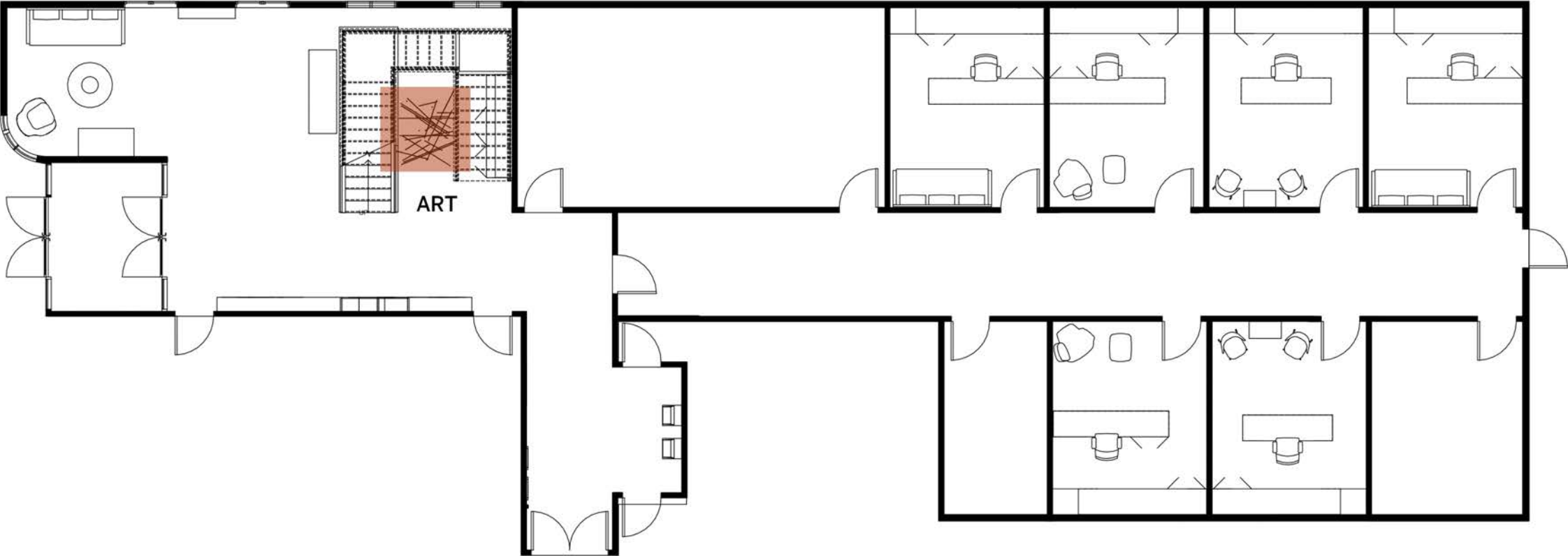
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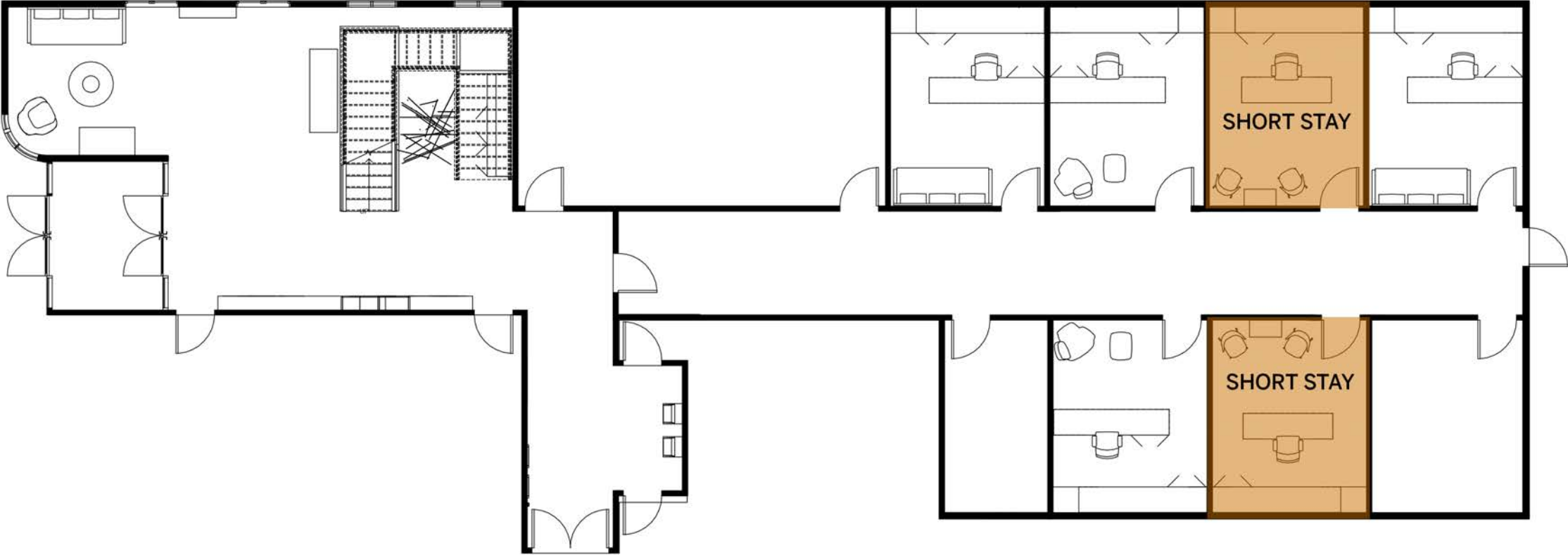
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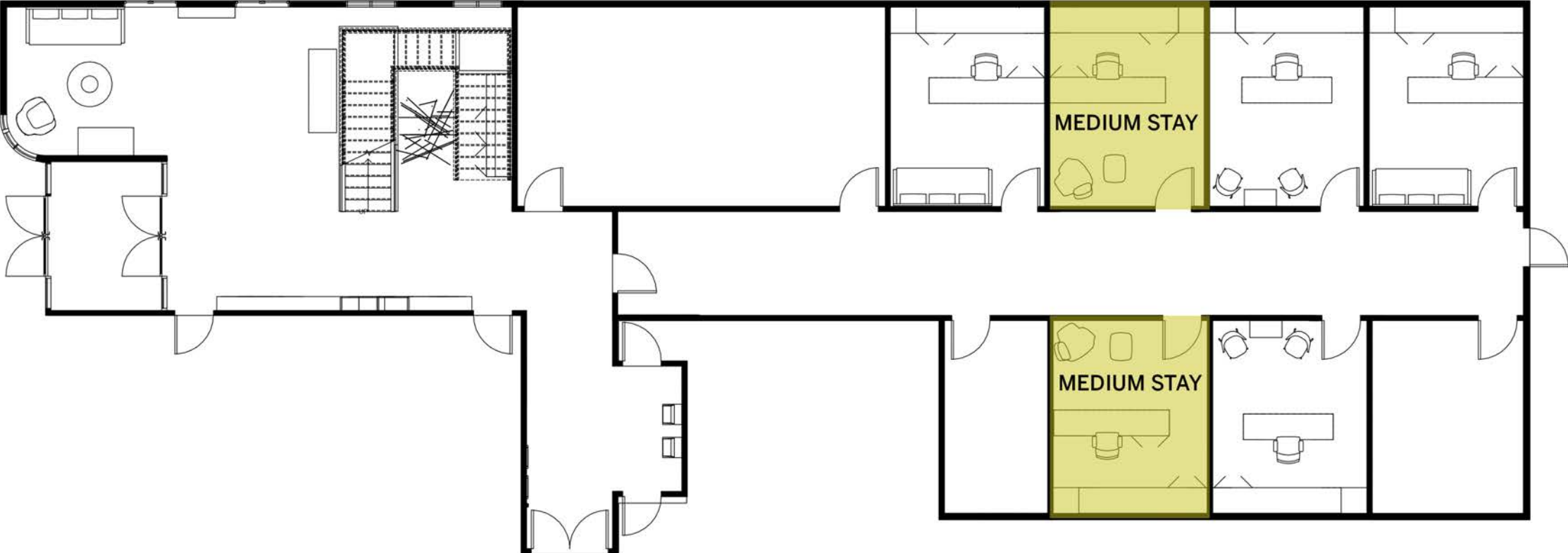
BAXTER LOBBY FLOOR PLAN



BAXTER LOBBY FLOOR PLAN



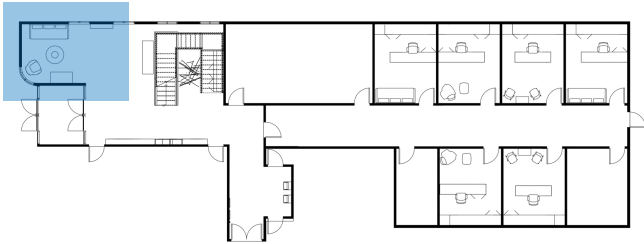
BAXTER LOBBY FLOOR PLAN



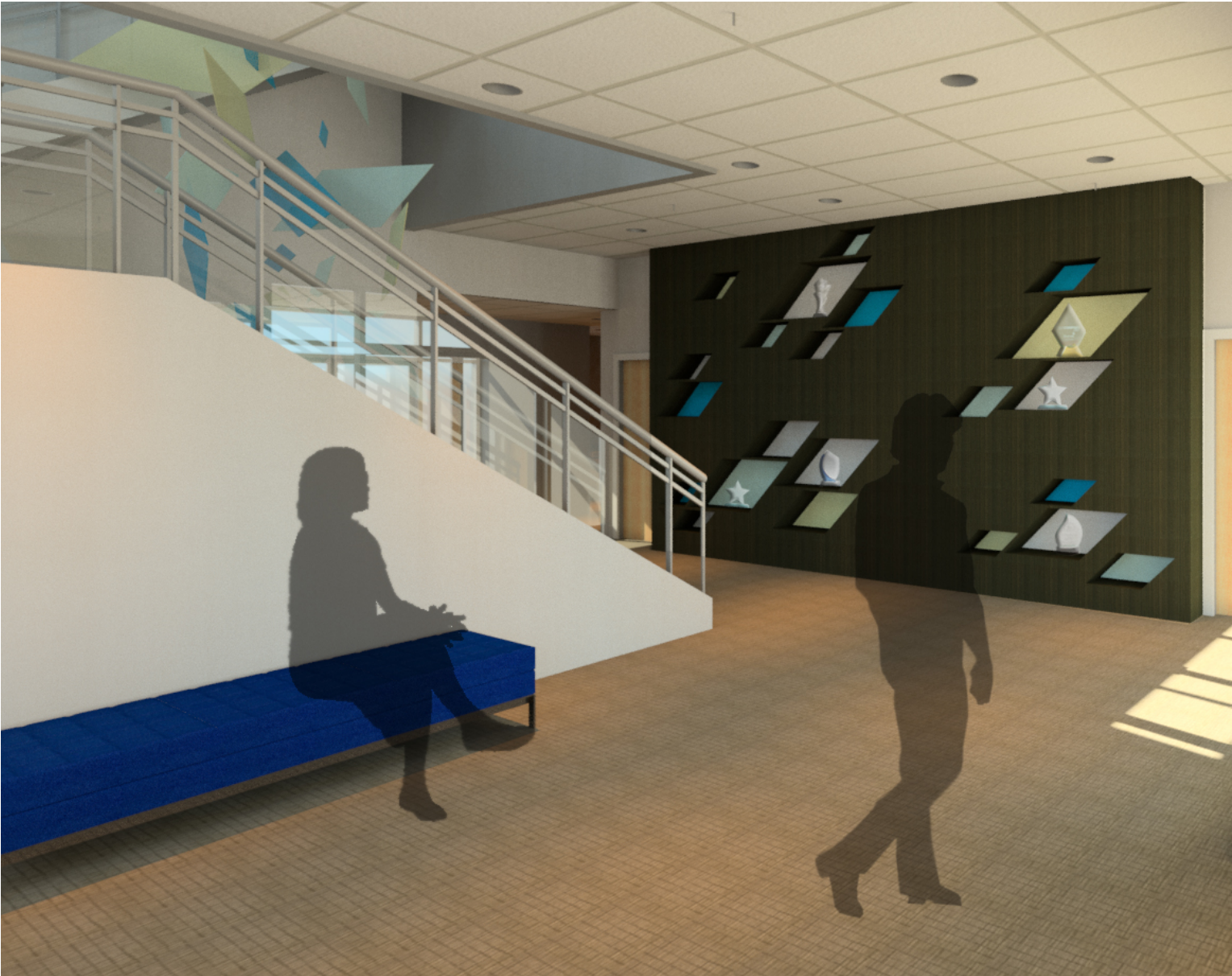
BAXTER LOBBY FLOOR PLAN



BAXTER LOBBY SEATING + INTERACTIVE WALL



BAXTER LOBBY SEATING + DISPLAY WALL



HANGING STAIRWAY ART



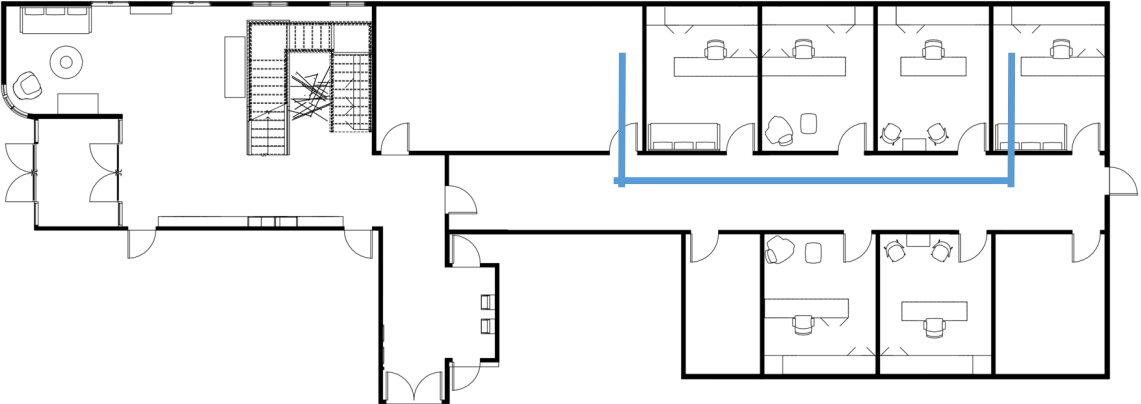
MEDIUM STAY OFFICE



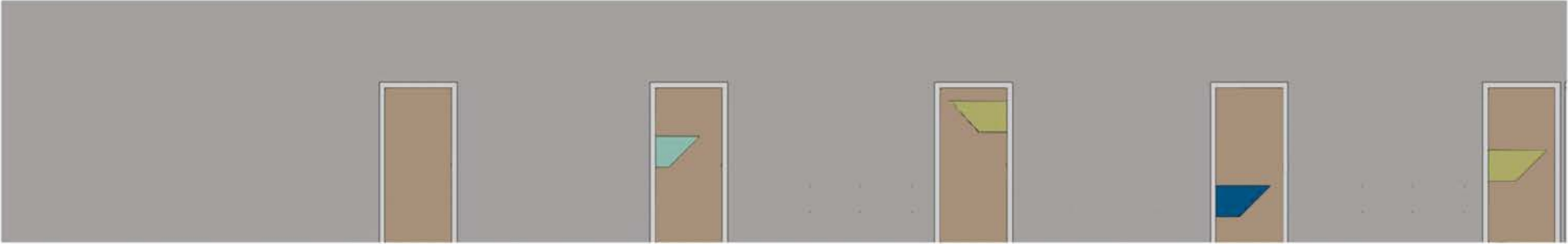
LONG STAY OFFICE

MEDIUM STAY OFFICE

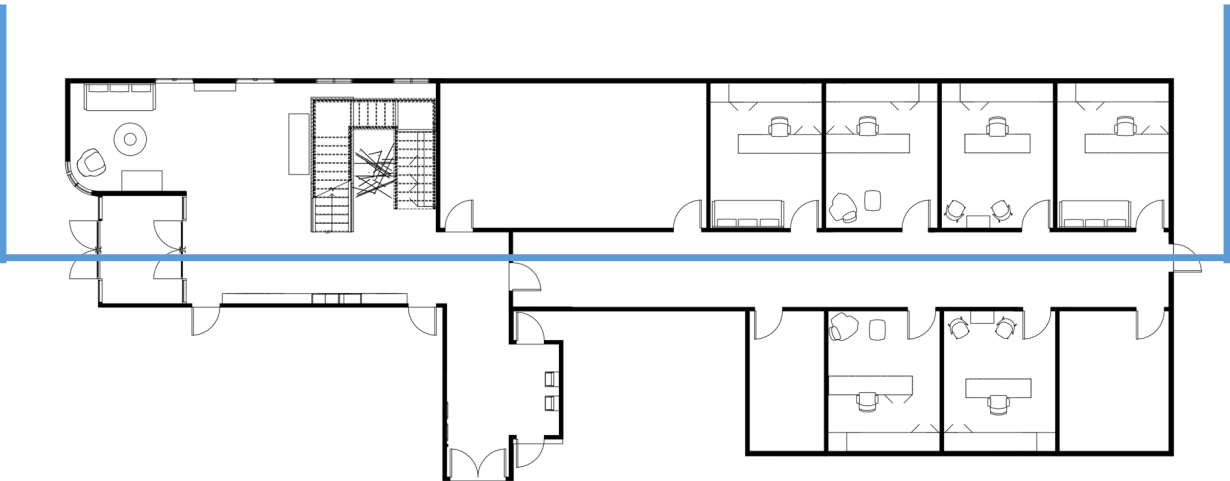
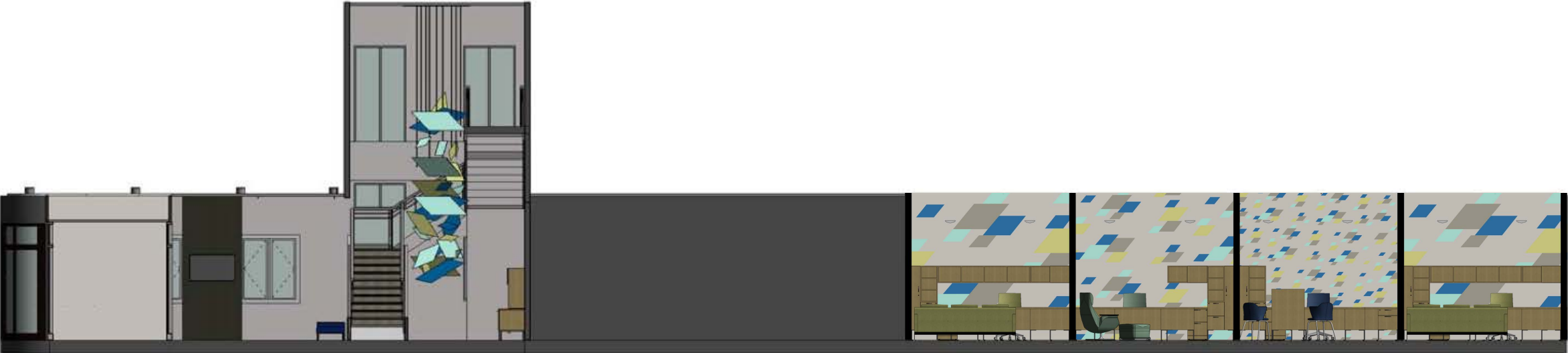
SHORT STAY OFFICE



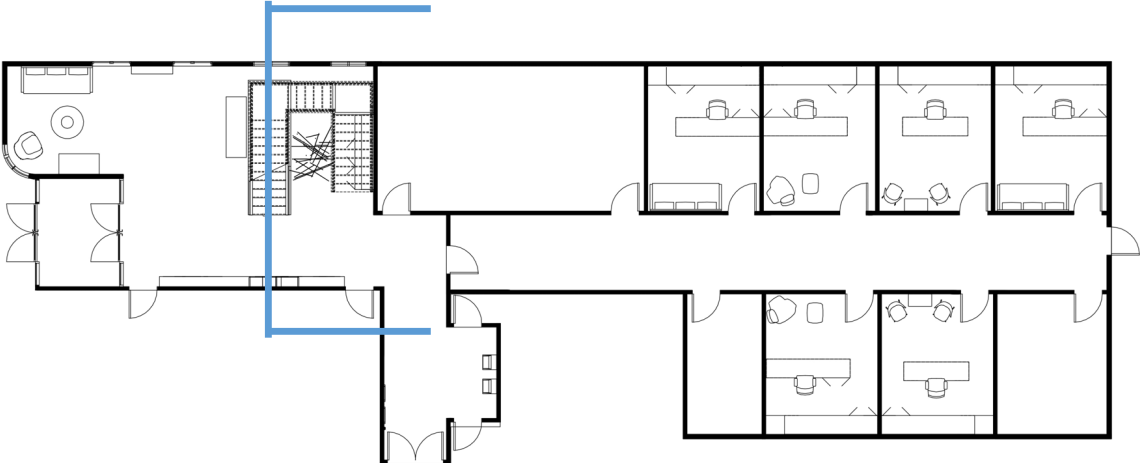
LONG STAY, MEDIUM STAY + SHORT STAY OFFICES



LONGITUDINAL SECTION



TRANSVERSE SECTION



Baxter

