

When asked if Triad thinks outside the Box,



We responded... “Does it have to be a Box?”

Triad’s exhibit client, Waukesha Electric, determined a need for a conference room in their 30’x50’ exhibit. They came to Triad with the request, pre-empted by the concern that it must not look like a “box” in the middle of the booth. Triad’s design team, not ones to think inside the box anyway, came up with the concept that the conference room exterior visually replicate the transformer that they manufacture. The client was ecstatic with the design and the prospect of having this unique environment in which to have “high-powered” meetings.

