

The 'DEEP'
DIVE
FOLIO



The FM Global Research Campus

Feb 13th, 2023
PREPARED BY:



EXHIBIT
CONCEPTS



“POWER AT THE CORE”

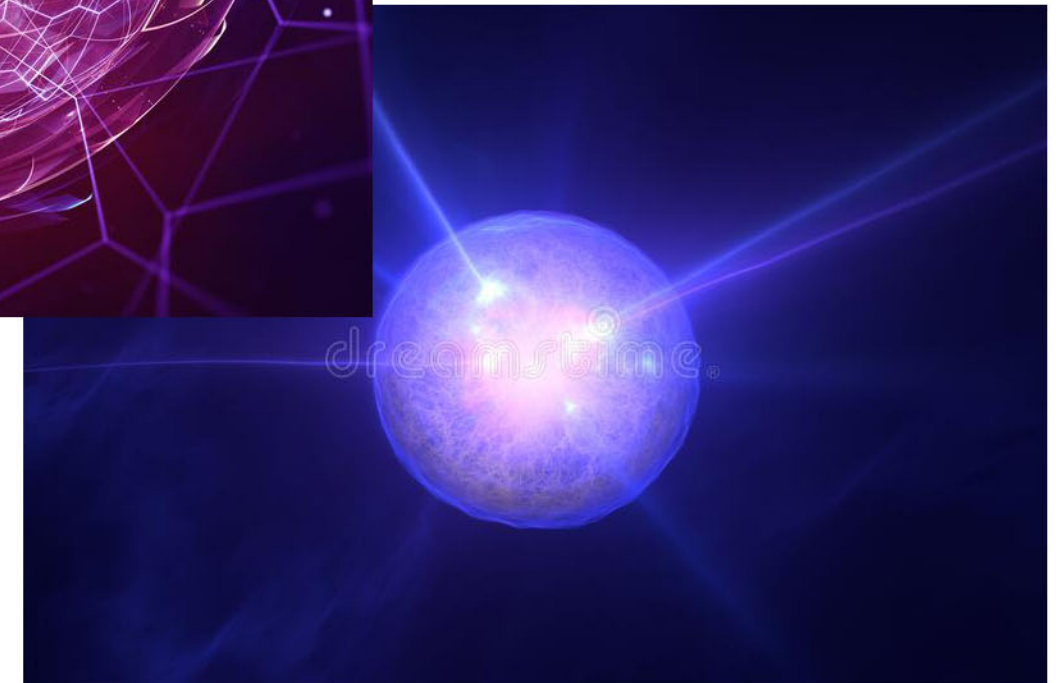
- At the very center of a visitor’s experience at the Research Campus is a primal realization of the immense power wielded by nature.
- Our design intentions must first bring attention to things FELT before we can move to things LEARNED.
- We believe this is the secret to creating both ACTION and RETENTION within our audience.

“beautiful, limitless power
that must be seen and felt...”



“what if ...?”

we built our concept off of the idea that at the center of the experience is raw power that must be experienced to be understood?



WHAT DO WE WANT THEM TO DO !?

- We want them to take the next steps towards partnership with FMG.

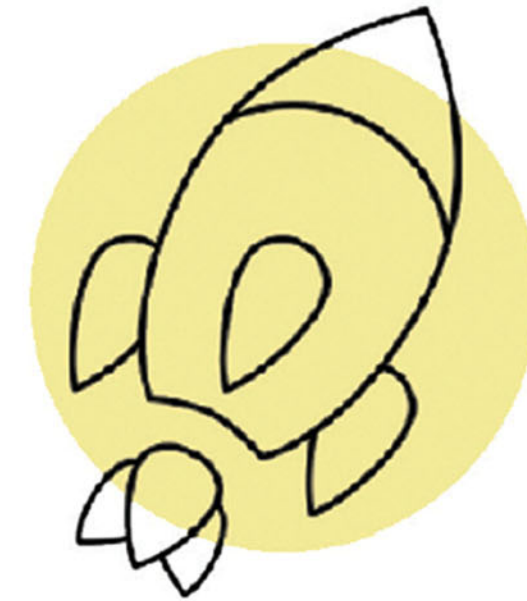


ACT



WHAT DO WE WANT THEM TO DO !?

- We want them to take the next steps towards partnership with FMG.
- We want them to talk about what they experienced on the flight home.

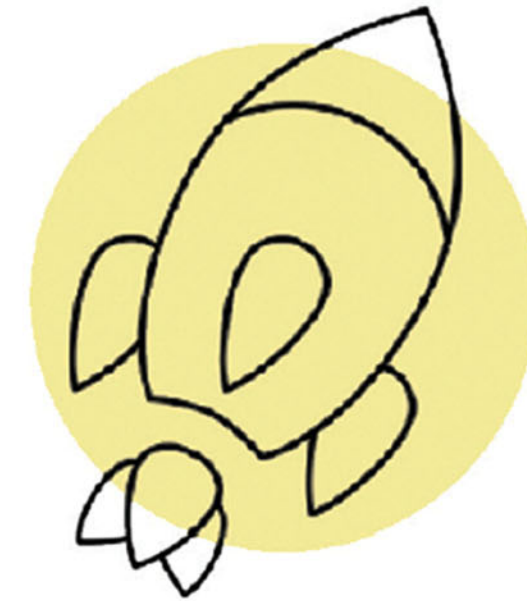


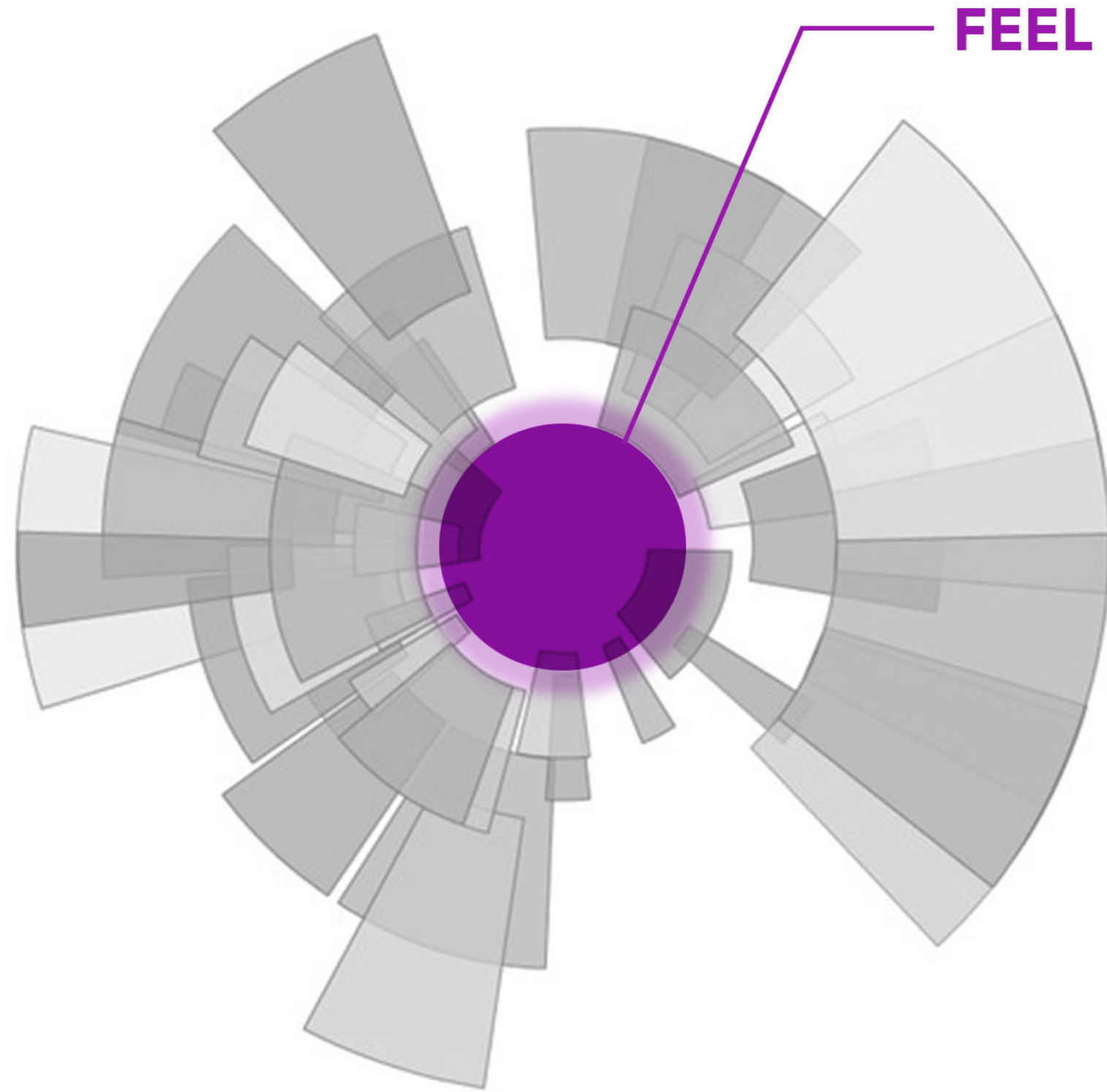
ACT



WHAT DO WE WANT THEM TO DO !?

- We want them to take the next steps towards partnership with FMG.
- We want them to talk about what they experienced on the flight home.
- **We want them to be so moved by the experience that they can't help but get on their phone and call the home office - THE MOMENT THEY WALK OUT THAT DOOR !!!**

**ACT**



FEEL
REVERE
UNDERSTAND
CONTROL

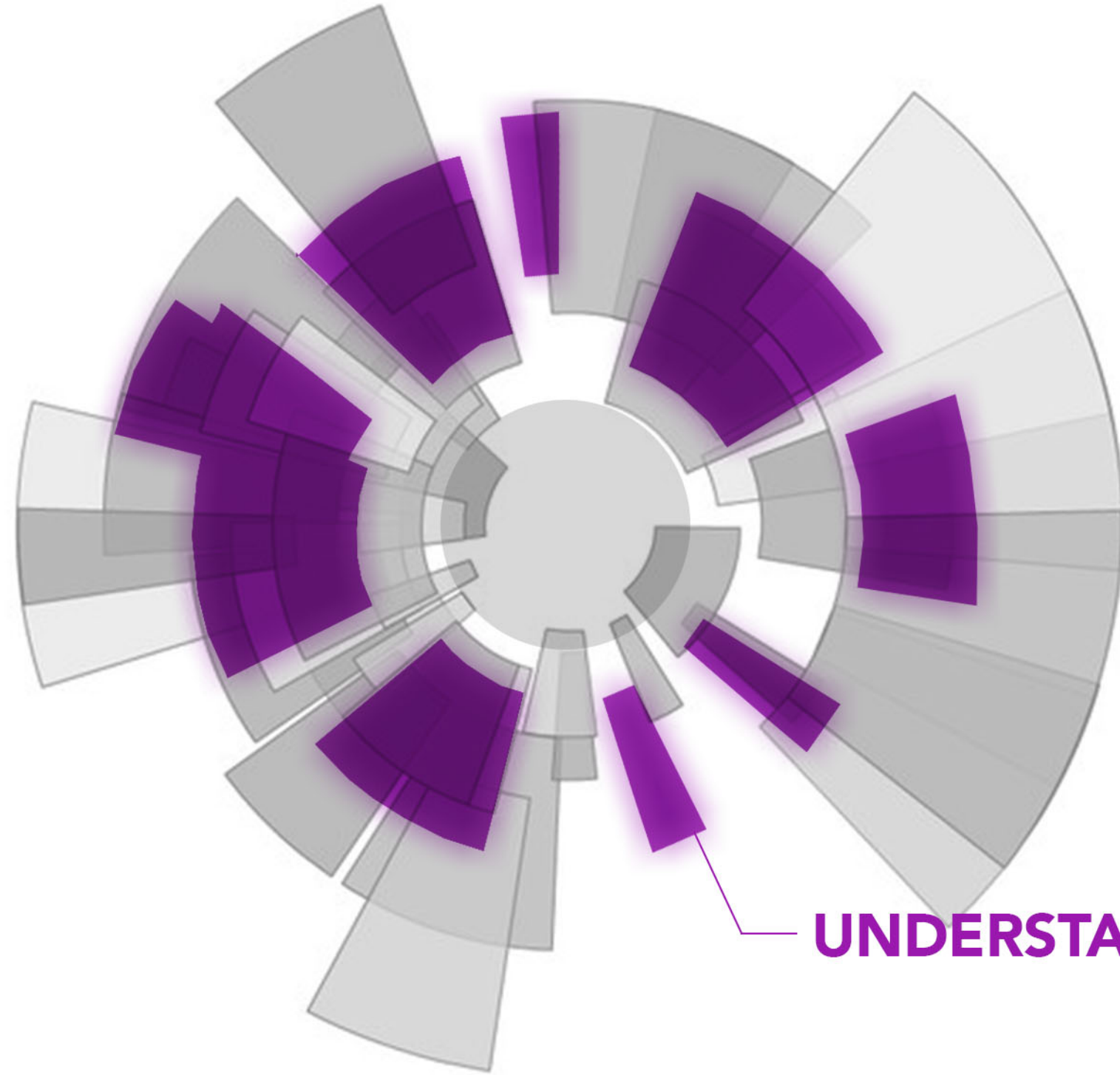


REVERE



FEEL
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UNDERSTAND
CONTROL

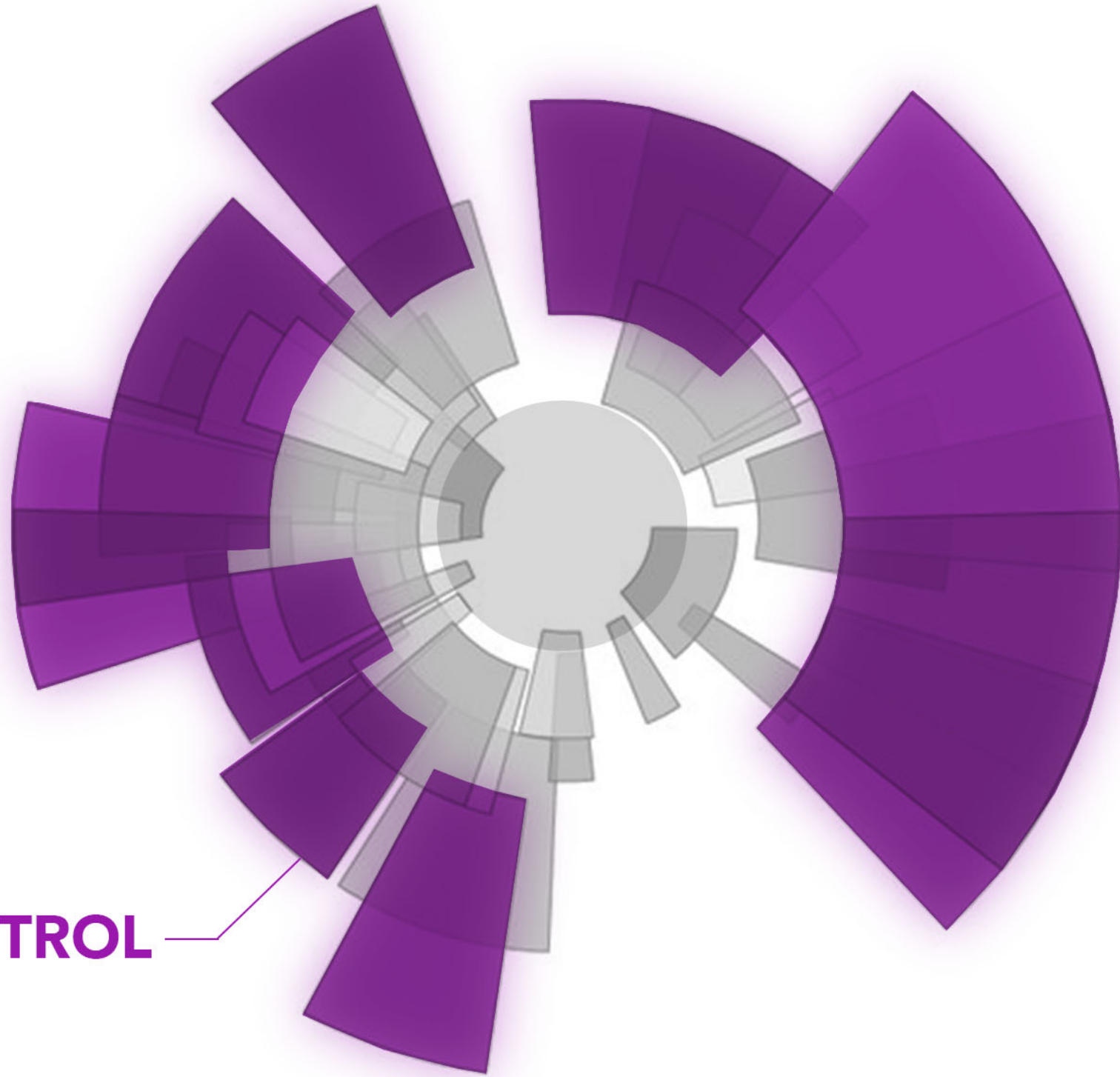




FEEL
REVERE
UNDERSTAND
CONTROL

UNDERSTAND

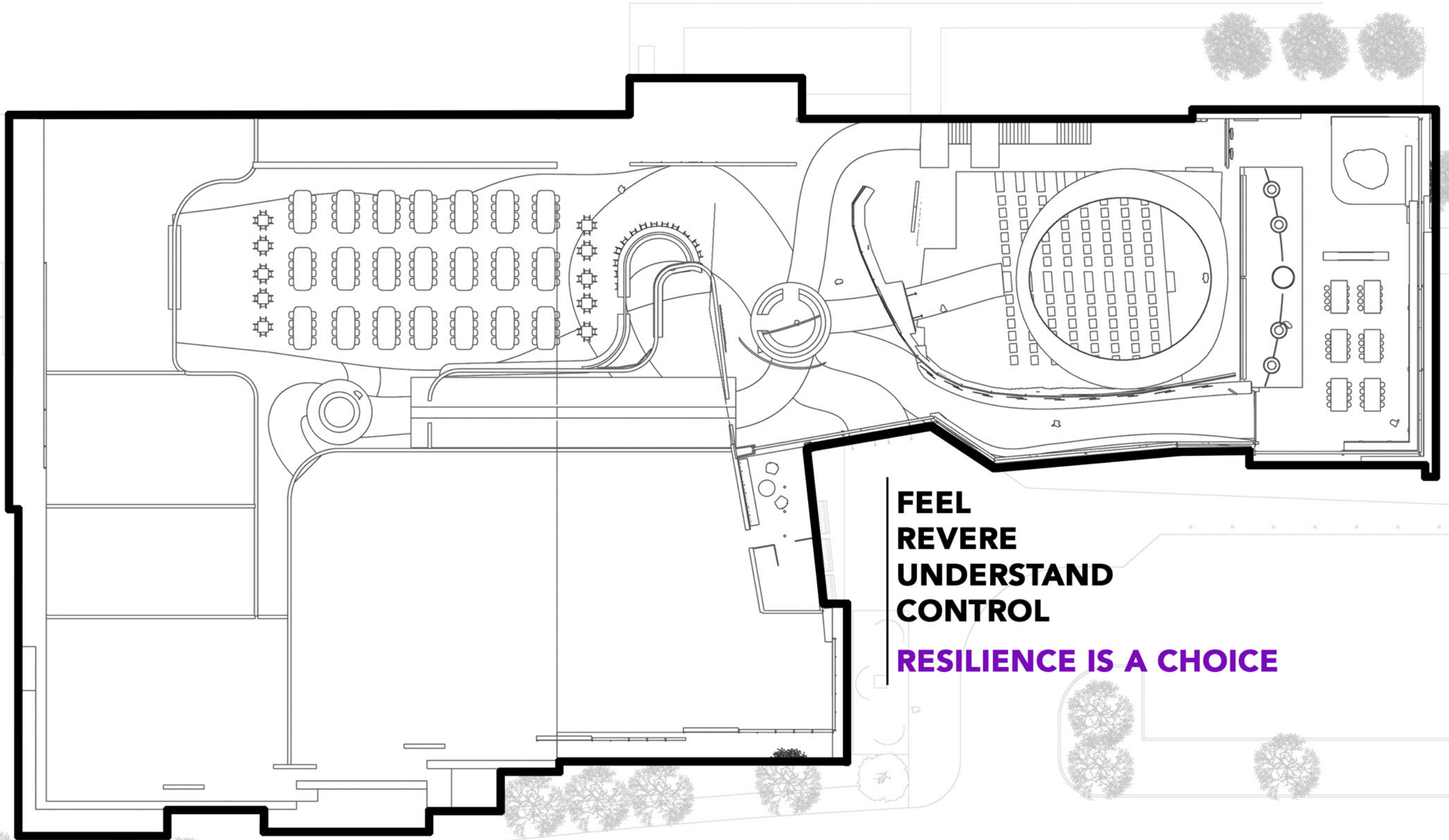




CONTROL

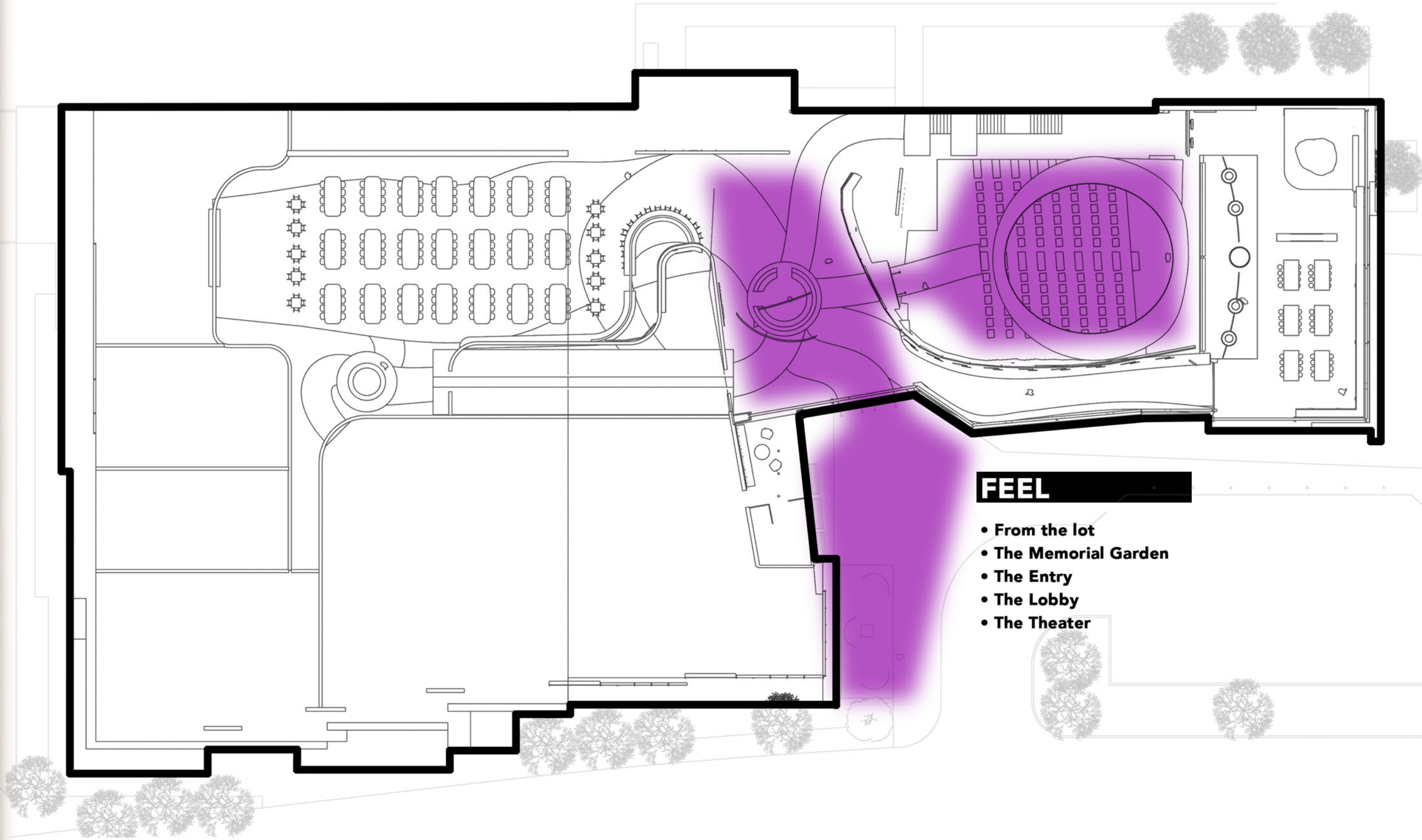
FEEL
REVERE
UNDERSTAND
CONTROL





**FEEL
REVERE
UNDERSTAND
CONTROL**
RESILIENCE IS A CHOICE

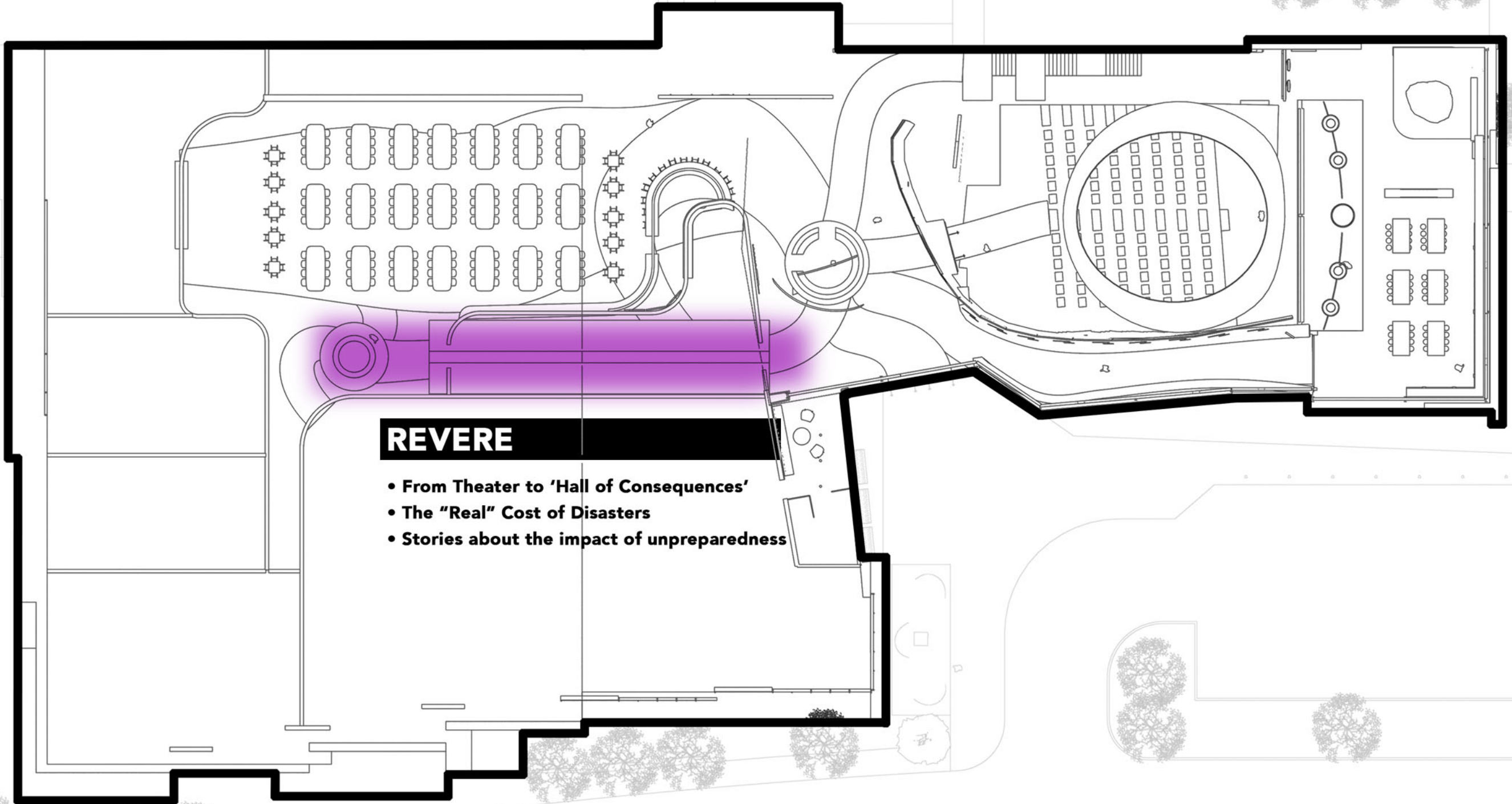




FEEL

- From the lot
- The Memorial Garden
- The Entry
- The Lobby
- The Theater

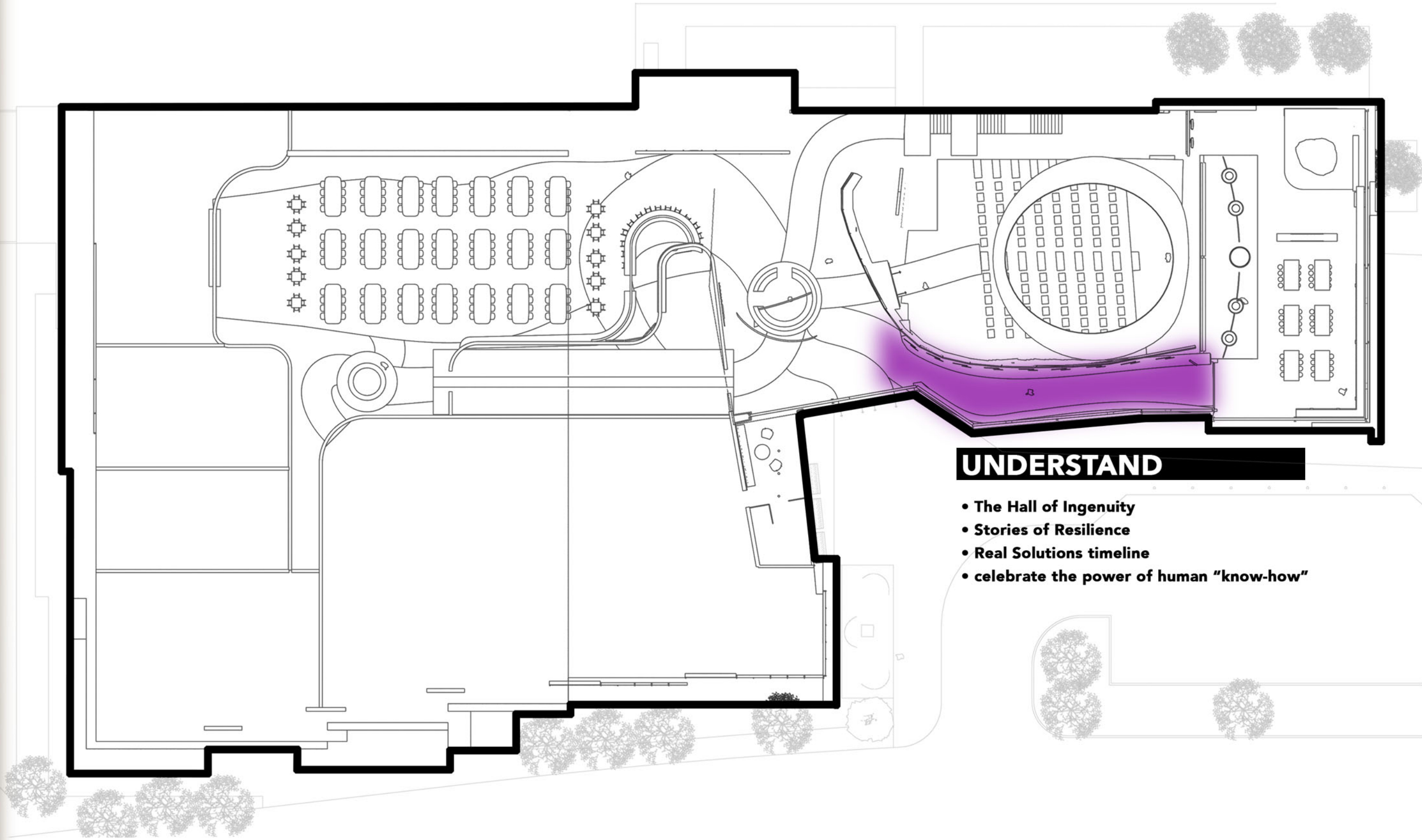




REVERE

- From Theater to 'Hall of Consequences'
- The "Real" Cost of Disasters
- Stories about the impact of unpreparedness

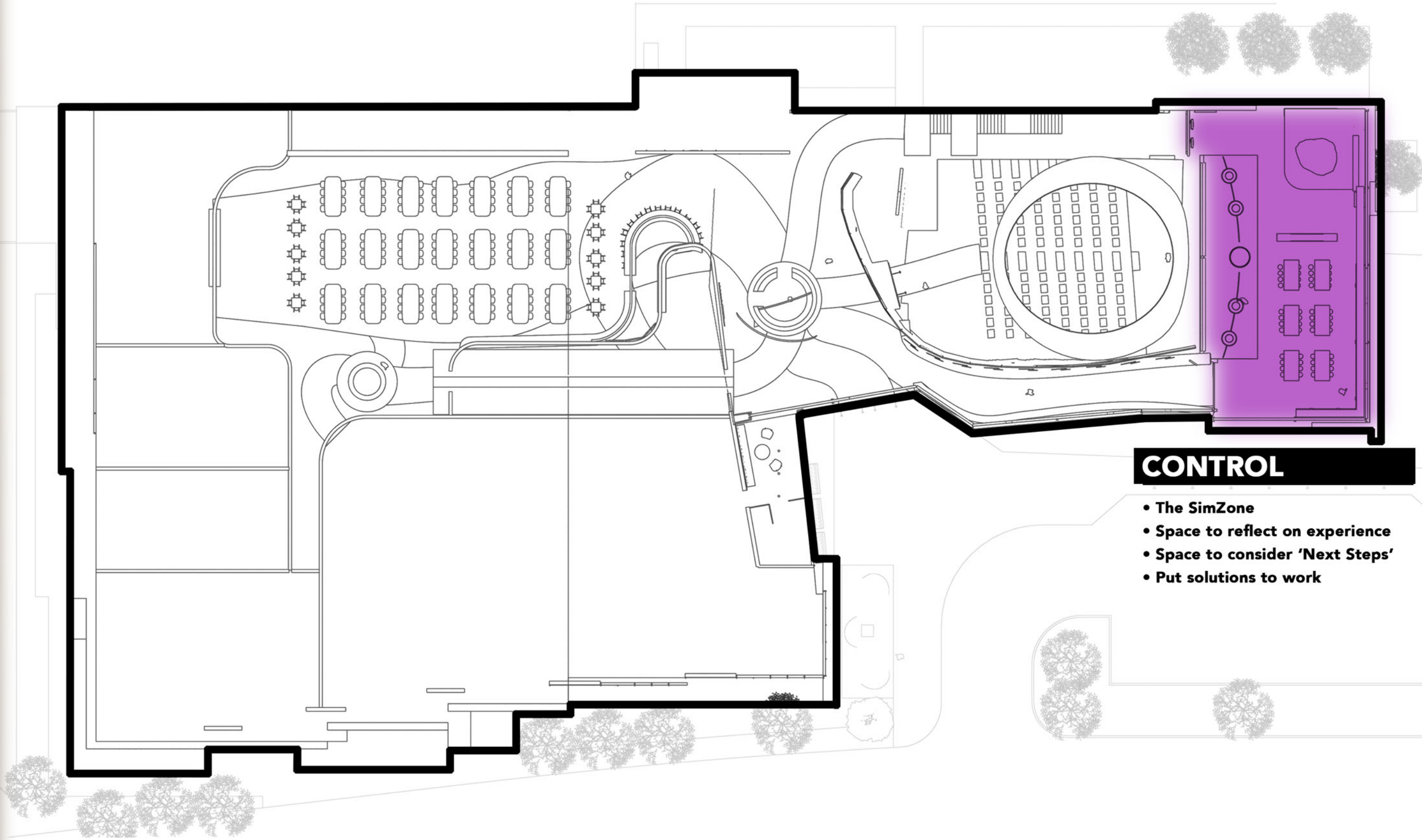




UNDERSTAND

- The Hall of Ingenuity
- Stories of Resilience
- Real Solutions timeline
- celebrate the power of human "know-how"



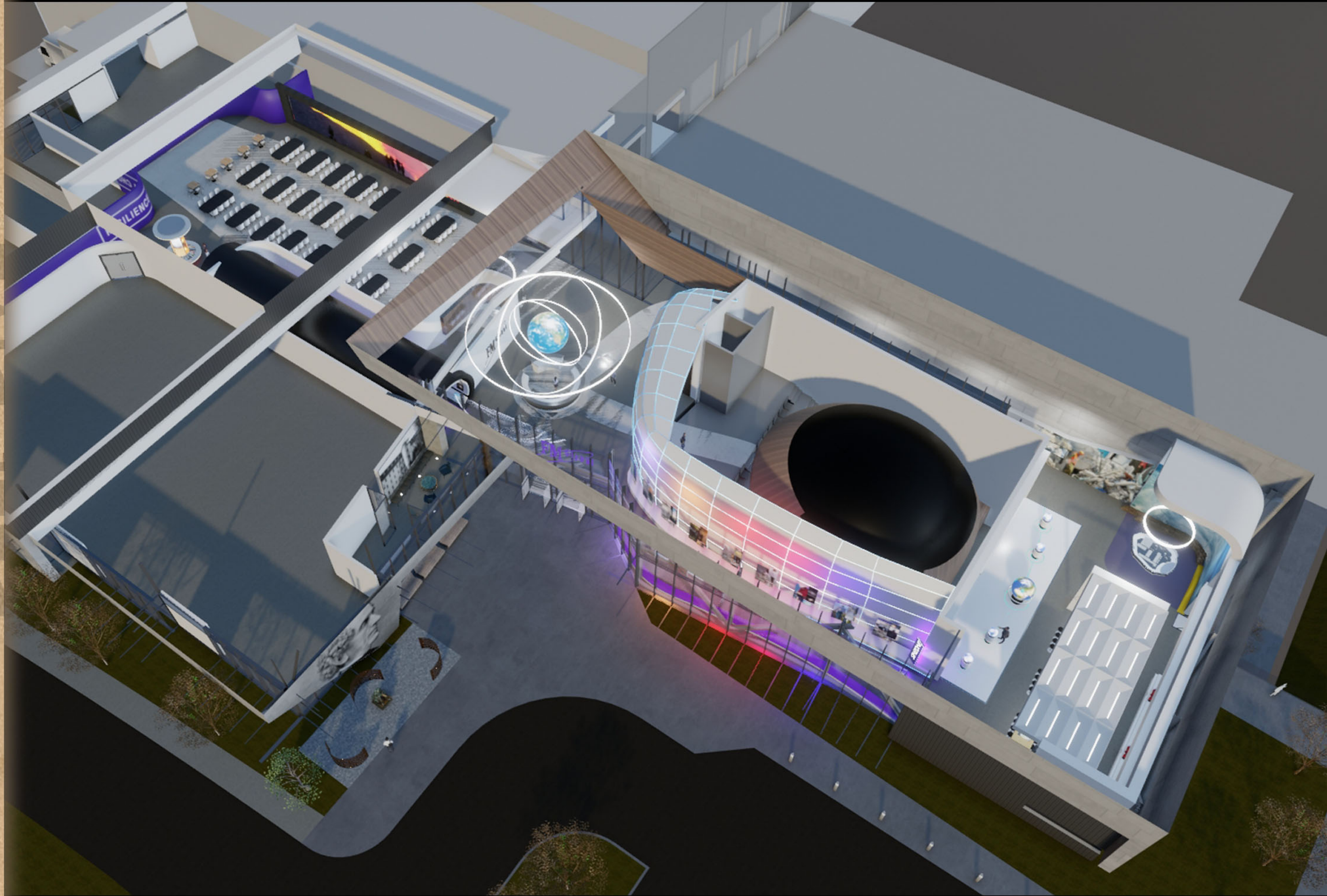


CONTROL

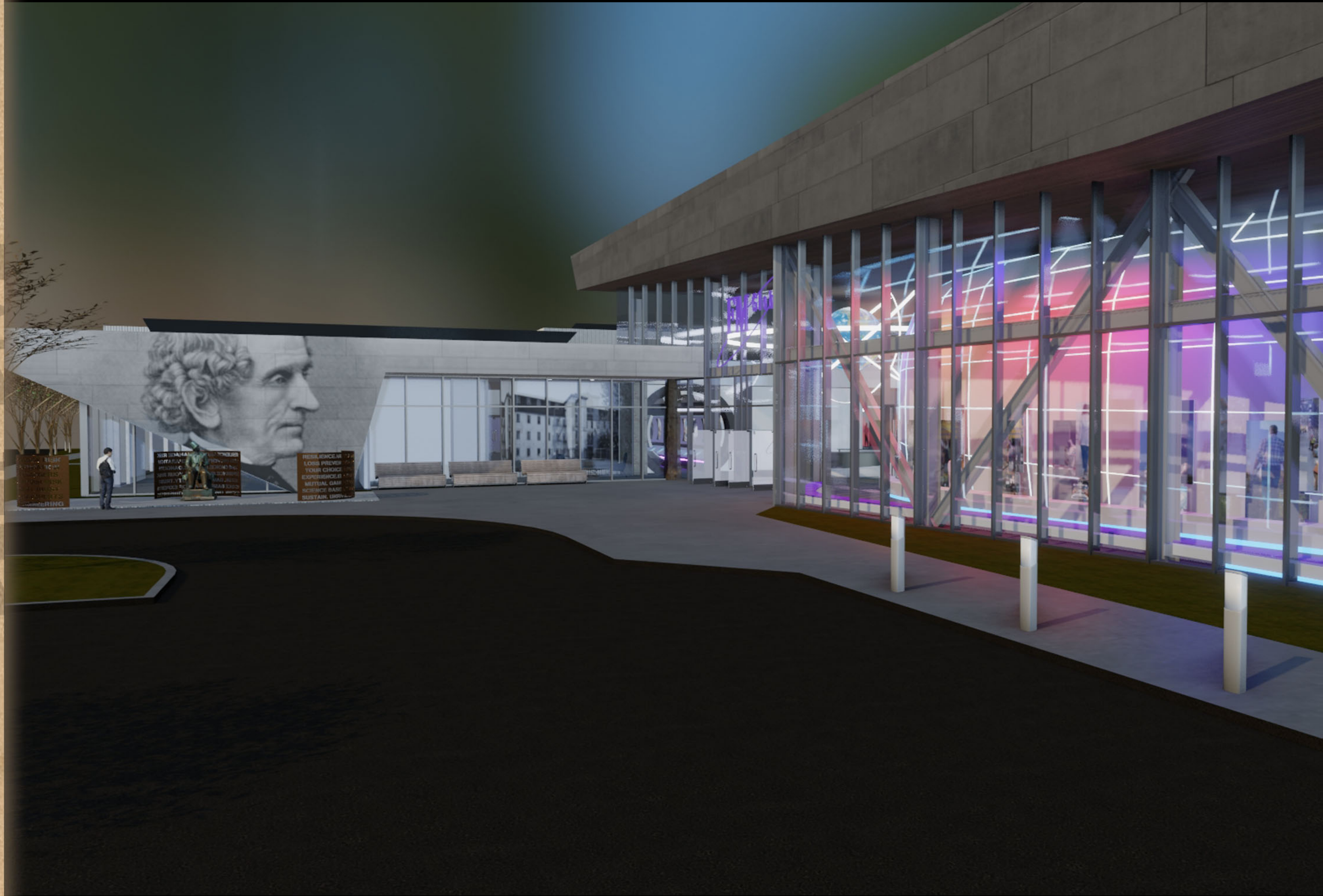
- The SimZone
- Space to reflect on experience
- Space to consider 'Next Steps'
- Put solutions to work



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EXHIBIT
CONCEPTS



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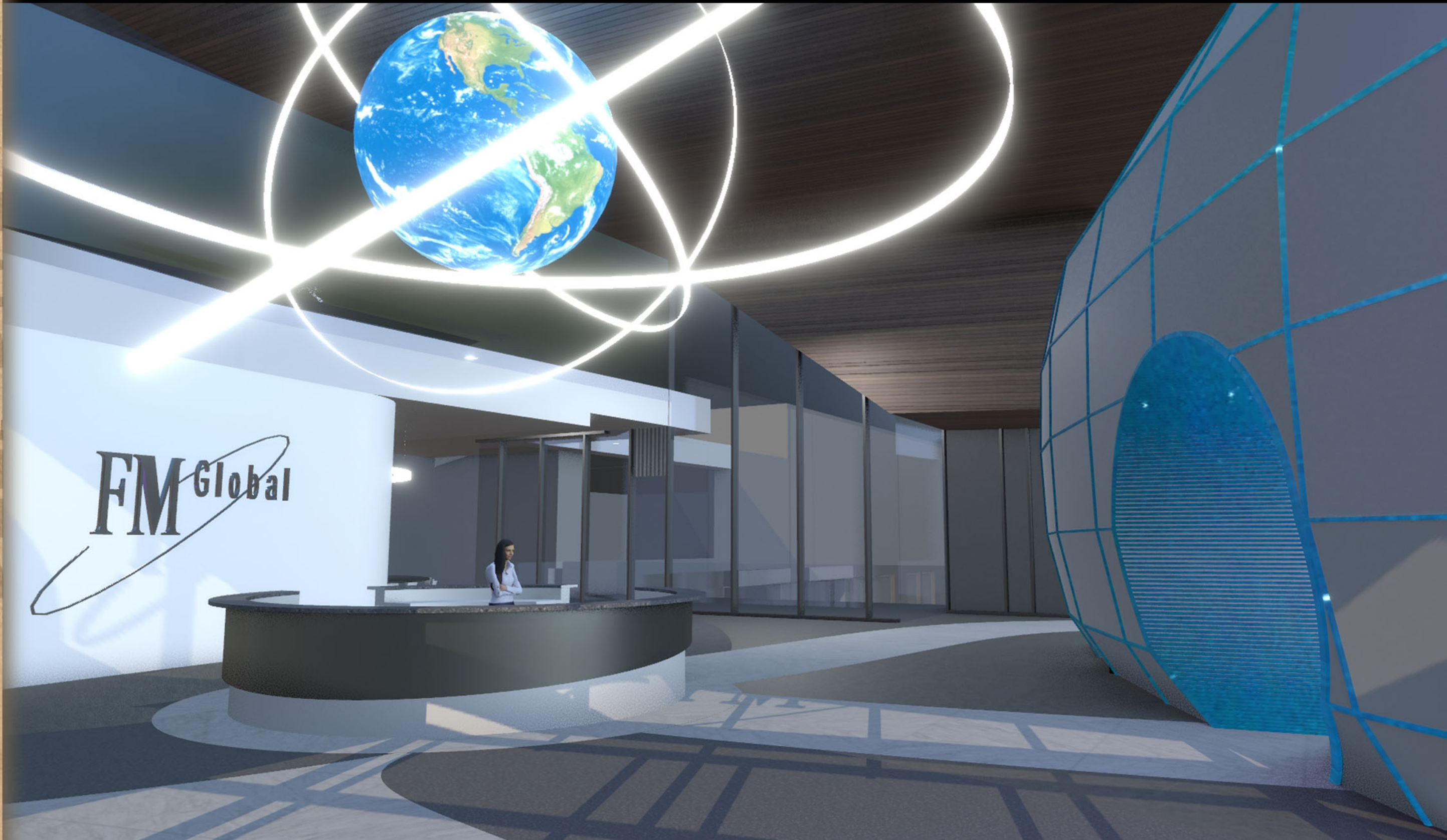
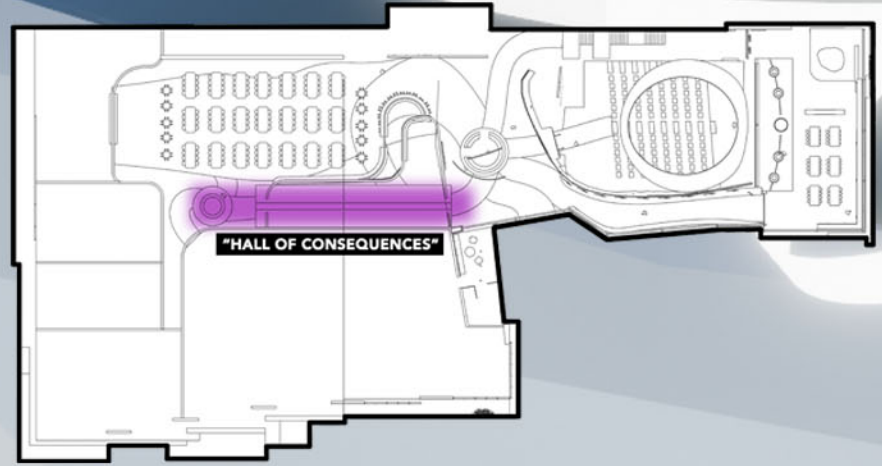
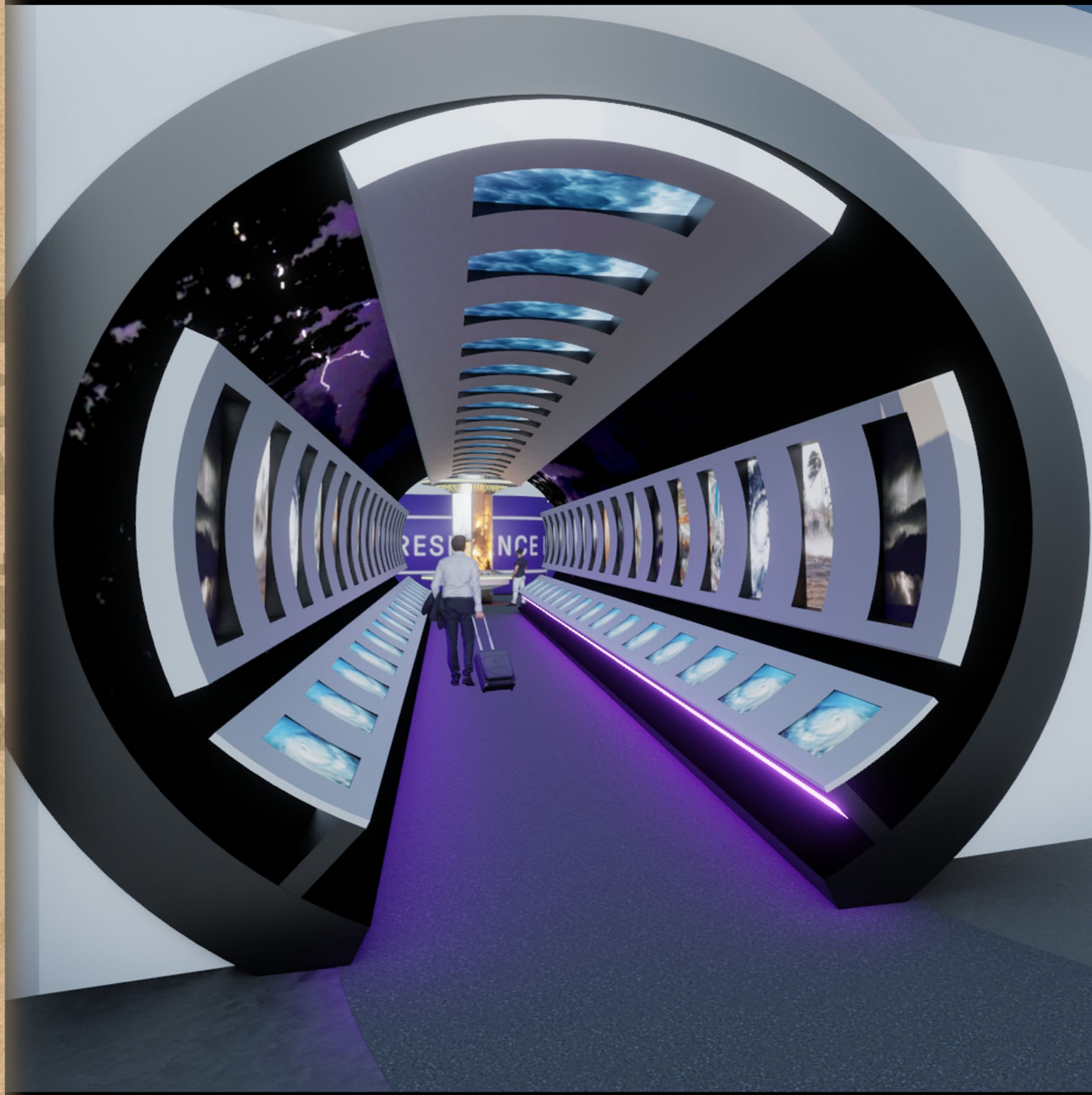


EXHIBIT
CONCEPTS

DEEP DIVE

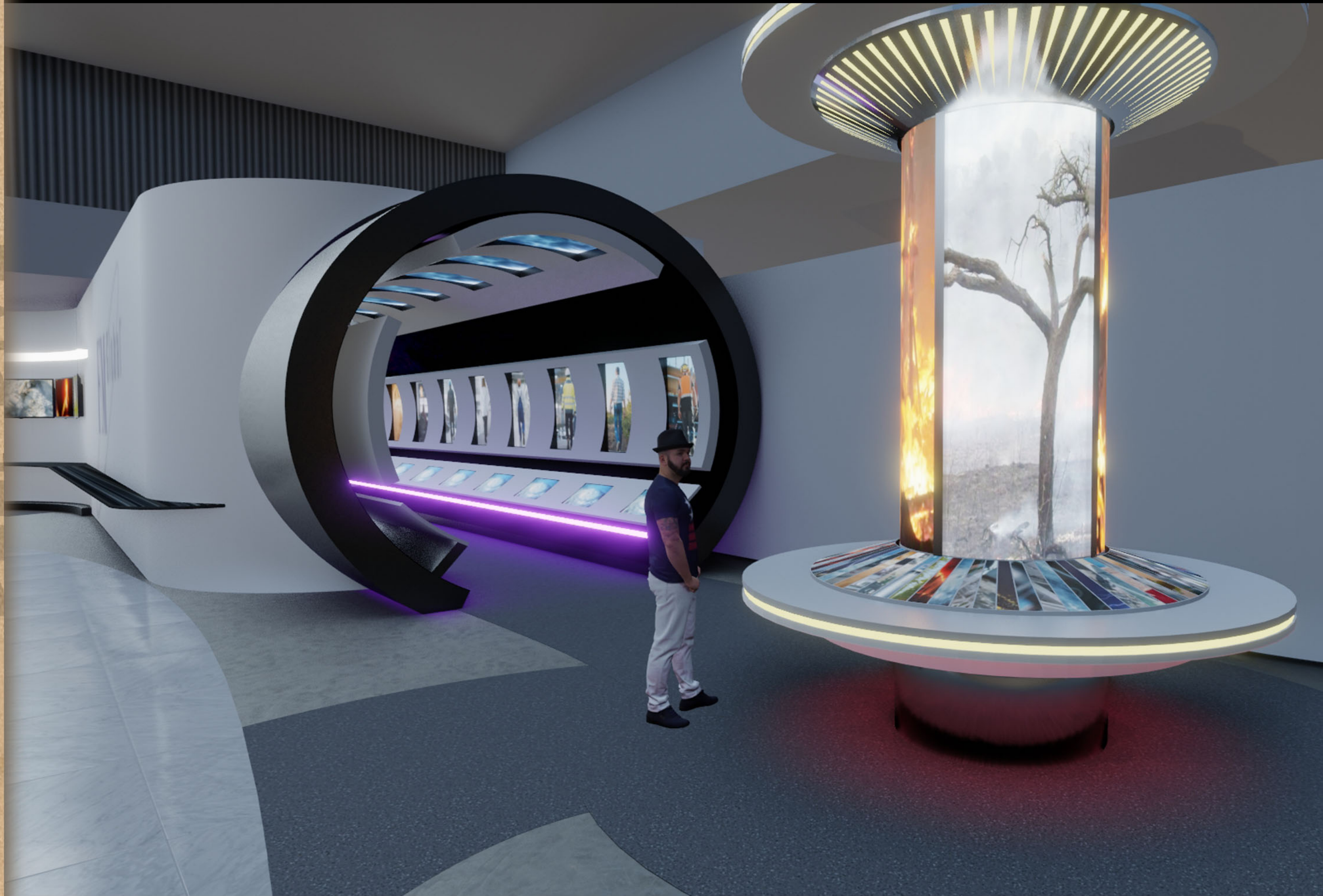


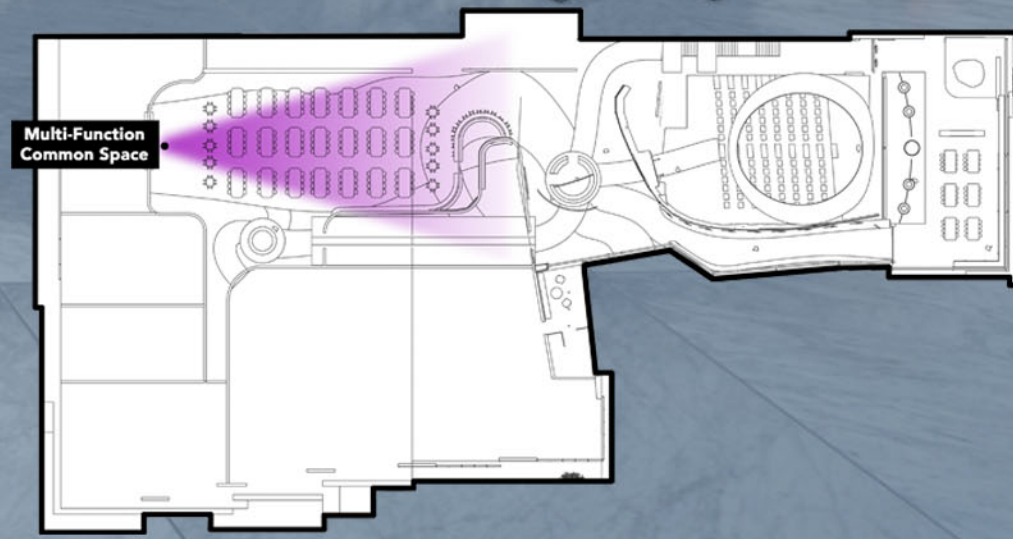






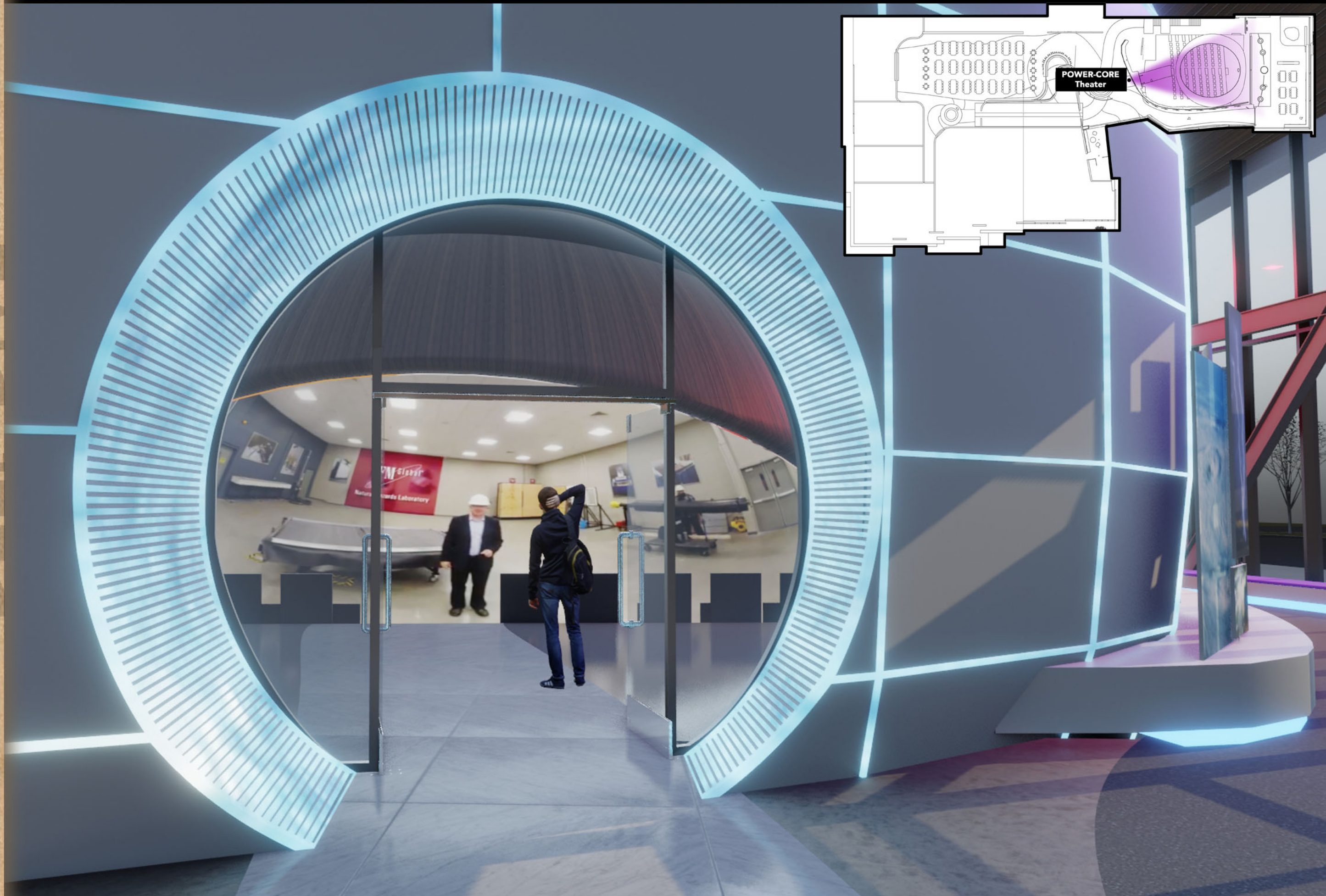
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EXHIBIT
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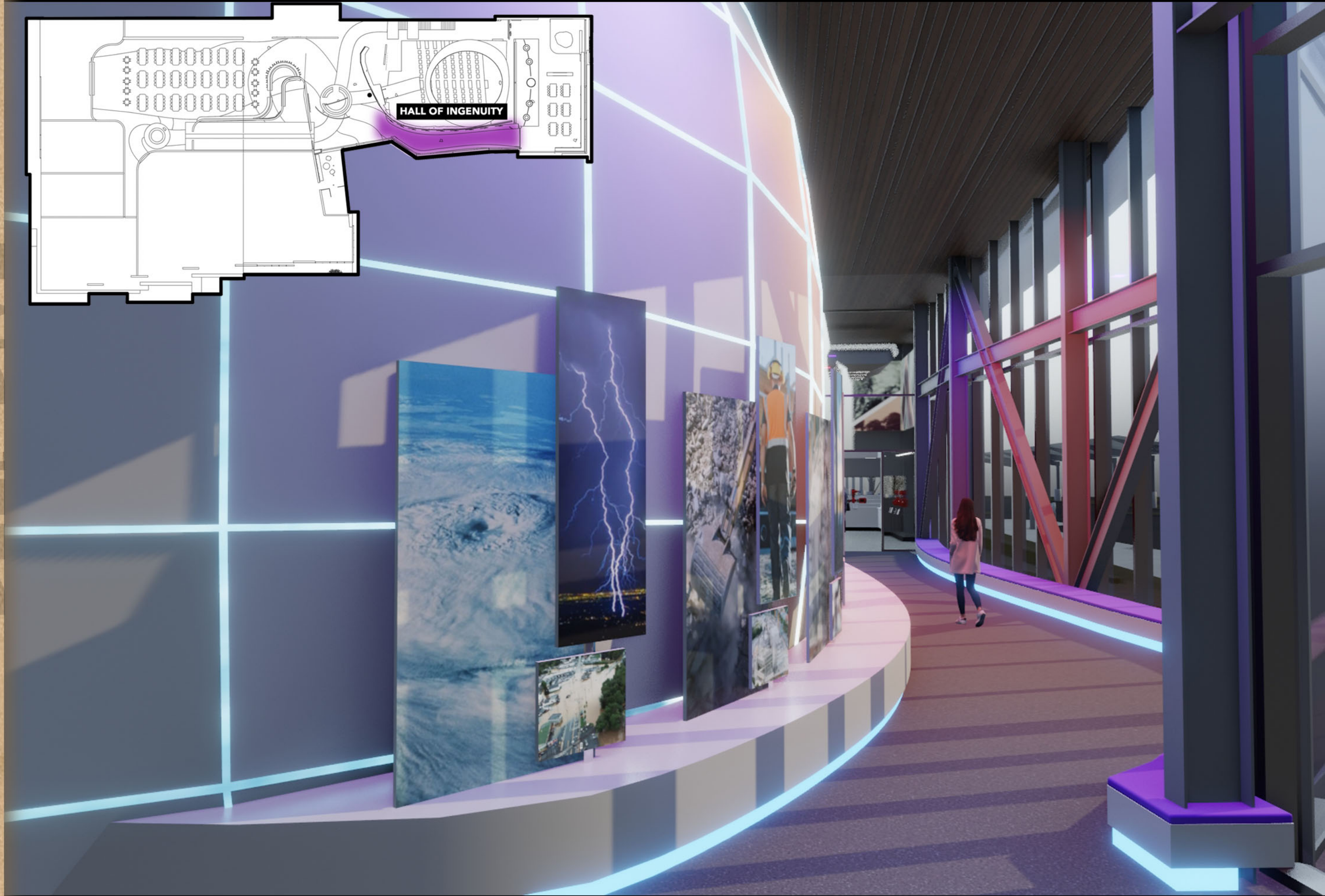
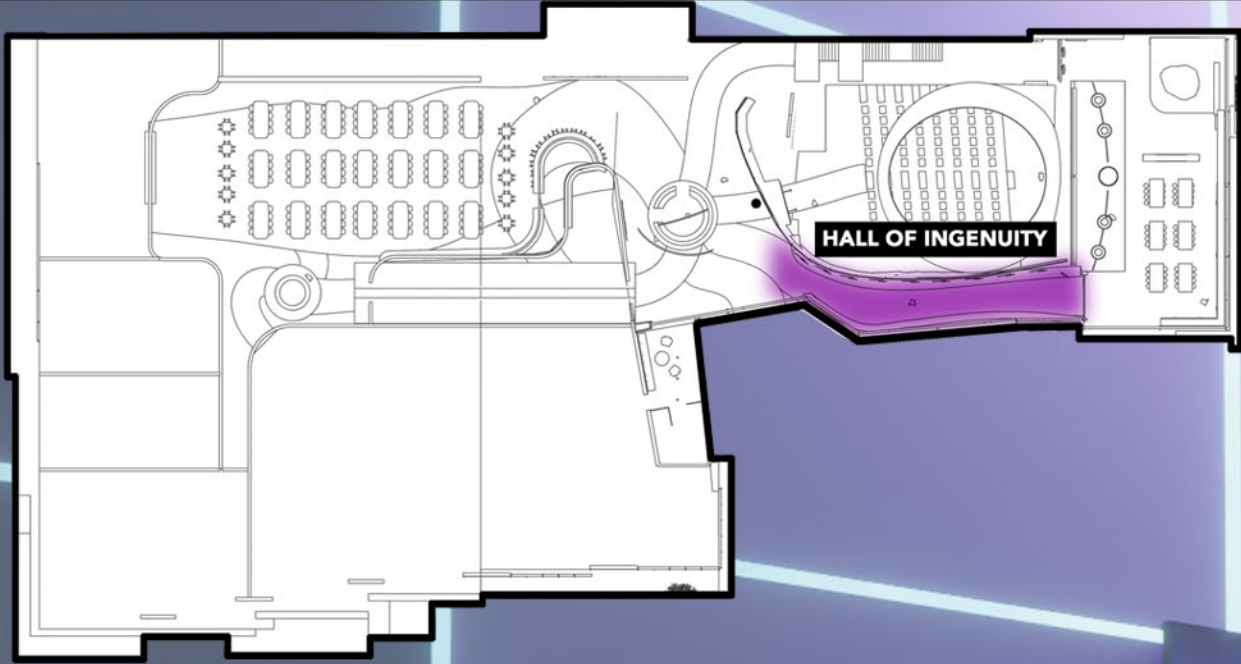




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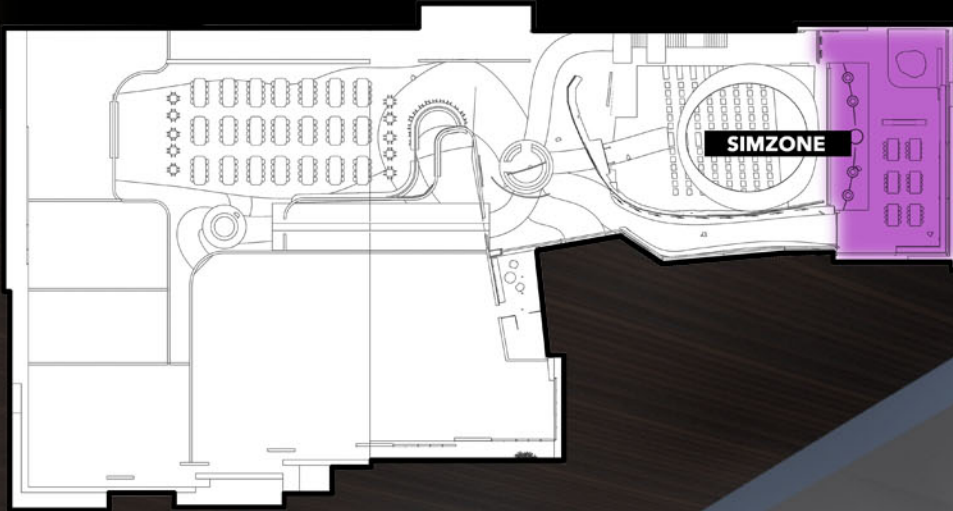


SIMZZONE



RESILIENCE IS A





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FM Global®

BE READY NOW

A wealth of resources to help you prepare for and respond to earthquakes, floods, windstorms and beyond.



EXHIBIT CONCEPTS

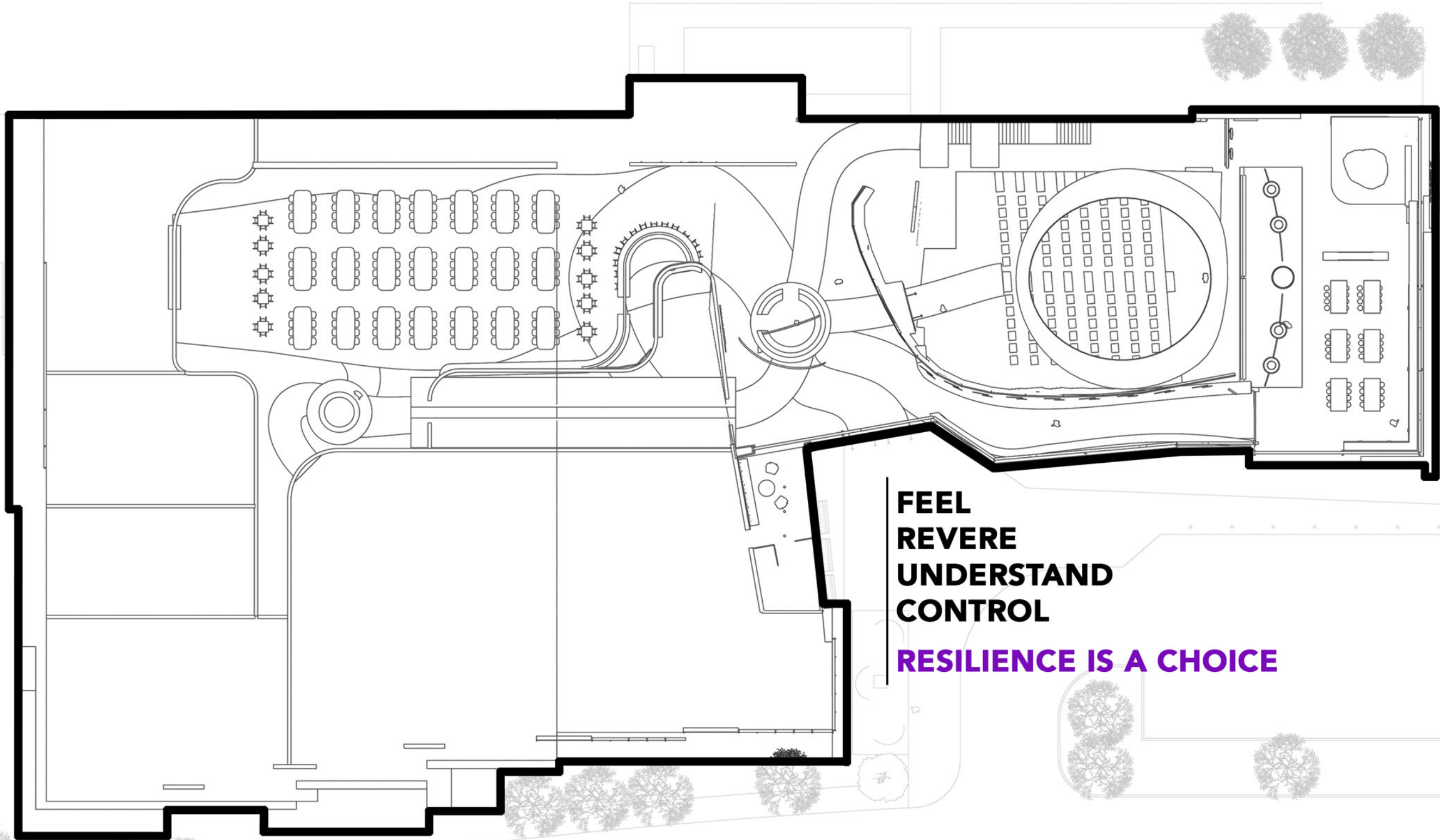
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