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## **Arrowstreet appoints Haggerty to director of graphic design**

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Lauren Haggerty

Boston, MA Arrowstreet has appointed Lauren Haggerty to director of graphic design. Haggerty brings more than 15 years of graphic design experience to this role, in which she will manage Arrowstreet's talented graphics studio, renowned for its work with environmental graphics, wayfinding, and signage. Haggerty will apply her talent, leadership, and experience to deliver high-quality design for the firm's growing graphics portfolio that includes academic, retail, hospitality, corporate, and civic projects including libraries, museums, and parks.

Having worked at Arrowstreet in various roles since 2006, Lauren is incorporating the firm's deep-rooted commitment to sustainability into the studio's projects, examining materials used in the production of visuals to reduce their environmental impact. She is also leveraging the firm's mixed-reality expertise, applying virtual reality to streamline and enhance collaboration among designers and clients.

"We are excited to have Lauren leading our graphic design studio as we continue our interdisciplinary approach to design," said Arrowstreet president Amy Korté. "Lauren's influence can be seen on many of our most innovative building designs that merge architecture, interior, and environmental graphics."

Haggerty, who holds a bachelor's degree in graphic design from the University of Cincinnati's College of Design, Architecture, Art and Planning, has played an integral role in delivering projects throughout Greater Boston during her career at Arrowstreet. She was instrumental in Arrowstreet's work at the Boston Public Library including new wayfinding, children's library graphics, interior décor, and custom artwork.

She also led the re-design of the children's library at Thayer Public Library in Braintree. The library now includes environmental graphics which help create a vibrant and engaging space for the youngest library patrons. In addition, she was a member of the team that delivered Pembroke Real Estate's sculptural "sea glass" storefront mural at 225 State St. The mural beautifies the streetscape and is inspired by the building's proximity to the New England Aquarium and waterfront.

"From improving wayfinding experiences to creating memorable spaces, environmental graphics are

integral to successful placemaking,” said Haggerty. “I look forward to this new role and continuing to leverage our studio’s range of expertise to create thoughtful design solutions that inform and inspire.”

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