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## **Are you buzzed yet? Blue Hive: Dimensional brand solutions for corporate environments**

November 25, 2008 - Retail

In these challenging times companies continue to seek new and better ways to improve their market position, sharpen their image and strengthen their brands through architectural and interior design treatments for use in lobbies, trade shows and strategic events.

From the moment a prospect approaches a company on the trade show floor to the face to face meeting at ones offices the first impression is most often the lasting one.

Blue Hive is a company specializing in dimensional branding solutions for corporate interiors, events and tradeshow exhibits. Companies like Hologic, Waters, Juniper and Covidien have recently called on the expertise of Blue Hive to develop dynamic environments for their lobbies, trade show and corporate event programs. Most recently Blue Hive created a private user group event for internet stalwart Akamai of Cambridge. There customized brand elements were designed with a dual purpose; first create a strategic brand presence at the event then integrate those elements into a dynamic lobby treatment for their facility. Mission accomplished.

To achieve all this, designers work collaboratively with customers, architects and marketing agencies to establish goals and directions, rapidly responding with results and eventually achieving what Blue Hive calls "blue sky" solutions. The goal is to truly adapt to the client's needs, whether it's telling a simple and direct story or a tiered and complex one. Following the design process, engineers strive for quality construction, integration of sustainable materials and simplified installation procedures.

Throughout the process, the goal is to be versatile. Blue Hive's creative studio, with its staff of talented carpenters and its CNC routers, can fabricate just about anything out of just about any material. And large-format, high-resolution printers produce graphics of unlimited dimensions.

Blue Hive isn't just a name: There's an entire ideology behind it. The "blue" represents the color of imagination and creativity. A "hive" is nature's purest form of organization. It is the universal symbol of industry and prosperity. "I live it," says executive vice president Jack Hally, who conceived the concept. "It really is a philosophy. There is a love for the hive." This theme permeates every facet of the company, which designs, builds, manages and brands corporate interiors, events and exhibits for trade shows.

Creativity gushes through the business like a river. Employees, who understand the unique nature of the industry, believe that it's not just about creating exhibits - it's about pushing for the new and the fascinating, about truly finding the right design scheme, graphics and motif that will most eloquently tell the client's story. Company president Paul Hanlon said, "Setting one self apart from the pack means first thinking like it: Before designers can create and think outside the box, they listen to clients, learn and determine how 'the box' could limit them."

Blue Hive's success is due largely to Hanlon's people-oriented focus. He puts his employees first, even before vendors and customers, and he treats them well. There are no harsh words. Instead, there's a lot of laughing, a lot of fun. If a staff member is having a problem, he tries to help. If they have a dream, he wants to make it a reality. He also always stresses creativity. For instance, every year, a blank canvas is left in the break room along with jars of paint and brushes, and employees are encouraged to doodle. "It grows into something," Hanlon said, motioning toward four Jackson Pollock-like canvases already hung on the pale walls.

In the end, success came down to persistence, arriving early and working late and respecting his employees, he says.

## BLUE HIVE:

### Green Bee Initiative:

#### Sustainable is Attainable

At a recent open house event; Blue Hive recently introduced its "Green Bee Initiative" that supports the use of ecologically safe materials and practices in the execution of its projects. Participants left with Colorado blue spruce saplings for planting as a symbol of the company's commitment to reducing its carbon footprint.

"It was great to celebrate our growth and success and share it with our clients and supporters in the industry," said Jack Hally, executive vice president. "Over the past four years we have stayed true to our mission and focused on leaving a smaller carbon footprint, and have been very successful. We'd like to thank everybody who has been involved in our growth."

Two recent project examples are Blue Mable and UnFi, which debuted last month at the Natural Products Expo in Boston, where the emphasis on organic brands and sustainable products allowed Blue Hive to showcase its Green Bee Initiative by integrating sustainable products like LED lighting and LEED certified materials into the exhibit designs.

In line with the green vision, the company has also invested in several recycling programs and continuously researches new sustainable materials and processes.