

MILLER ZELL

ATHLETICS & HIGHER EDUCATION

strategic thinking | creative execution | purposeful results





Branding & Environmental Solutions

Tradition teamed with innovation

ATHLETIC FACILITIES

Recruiting battles are often won when facilities anticipate the needs of student-athletes and exceed their expectations. But it's not about imitation or a fleeting "wow" factor. It's about amenities that are impressive, purposeful and customized for each sport and its distinct needs and subculture. Miller Zell creates optimized environments that nurture success and foster brand connection between school, athlete and fan.

CAMPUS EXPERIENCE

From concept to completion, Miller Zell focuses on blending innovation and functionality, from digital to wayfinding. We create optimized experiences that are tailored to each building's culture and purpose, from the business school, to the student center, to the humanities building. We celebrate your brand as it is filtered through the distinct needs and subculture of its users.

SERVICES

- ◆ Research & Strategy
- ◆ Design
- ◆ Digital
- ◆ Wayfinding
- ◆ Engineering
- ◆ Procurement
- ◆ Manufacturing
- ◆ Logistics
- ◆ Installation

Environmental Solutions Athletics & Higher Education

From concept to completion



Miller Zell delivers optimized athletic facilities and student environments that celebrate your brand through outstanding and functional experiences.

We partner with clients and use a strategic, data-driven, purposeful approach that connects tradition with technology, innovation with your school's unique spirit.

After more than a half-century designing and developing innovative retail environments, Miller Zell understands the relationship between brand and customer experience that leads with purposeful, ahead-of-the-curve innovation.

We create environments that fulfill your wants and needs, whether that's attracting elite recruits or cultivating inclusive, functional student environments. Our designs captivate recruits and donors and make day-to-day activities easier and

more engaging for students, student-athletes, professors and administrators.

Miller Zell offers a full suite of environmental solutions. We begin with extensive research, establishing a foundation for design purposes and aspirations. We then continue through engineering, procurement, production and installation. The entire process is supported through dedicated project management and our proprietary software REACH™.

We provide clients a single source under one roof for all aspects of transparent project execution. Our extensive network of vendor partners and logistical expertise means we complete projects on time, on budget and with the singular goal of exceeding client expectations.

We look forward to working with you.



Culture & Subculture Brand & Sub-Brand

Embrace & promote

COLLEGIATE BRAND IMPLEMENTATION

What does it mean to be a student and/or student-athlete at your school? What do your traditions communicate? How would you describe your brand if it were a person?

DIFFERENT SPORTS. DIFFERENT MAJORS. DIFFERENT CULTURES.

You might be from the same street, same town, same school and choose the same university as another student or student-athlete, but your subculture could be very different. Respecting and serving these differences creates a parity among revenue and non-revenue sports because of this subculture recognition and celebration.

Brand Implementation

Branding from the inside out

DEVELOPMENT OF SUB-BRAND & MESSAGING

Miller Zell data mines each sport or student/academic grouping: What distinguishes your culture within the university? This cultivates “Buy-In” with student, athletic and academic leaders as they participate in the creation of a sub-brand and know the process is about them. This recognition and celebration of subcultures and sub-brands elevate recruiting, both athletically and academically — “They know us! They honor us!”

✓ Brand Core

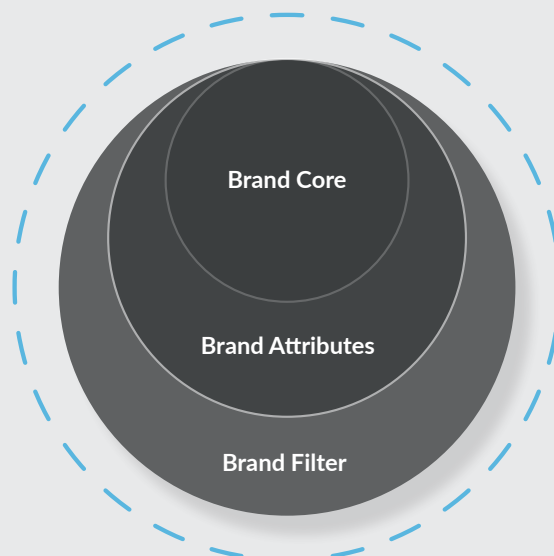
The core of who you are and what you offer

✓ Brand Attributes

Guides + filters for creative work

✓ Brand Filter

Verbal + visual journey through the brand

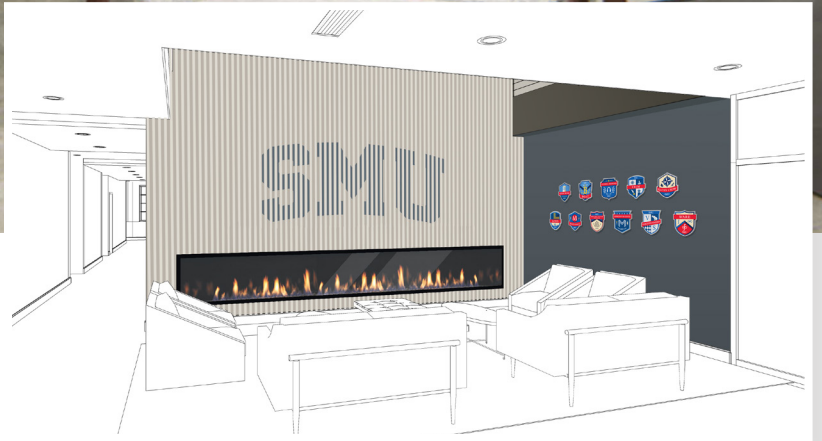




SMU Daniel House Student Housing

Elegance, comfort, inspiration

Miller Zell was asked to create an innovative yet comfortable “home away from home” for a select group of students. Our design made each of the three floors distinct and purposeful: “Parlor, Living Room and Collaboration Space.” The entry floor, Parlor, was designed to feel clean, sophisticated and elegant, with inspired touches of history and school tradition. The second floor, Living Room, was designed to feel comfortable, social and spirited — student housing at its finest. The third floor, Collaboration, was designed to inspire social and academic interaction.



HUGHES-TRIGG STUDENT CENTER

Case Study / Athletics & Higher Education

Creating a student destination at Southern Methodist University



the CHALLENGE

SMU told Miller Zell that it didn't just want to renovate its Hughes-Trigg Student Center. It also wanted to create a modern, purposeful and inviting gathering space where students could socialize, study and be a part of the university community. The space needed to embody and celebrate the spirit of the school and build brand affinity while improving the overall student experience.

the SOLUTION

Miller Zell's design team, collaborating with SMU officials, the architect of record and general contractor, began their process by immersing themselves in SMU's brand and its students' wants and needs. They focused on transforming what had been a transactional space into one that felt like a modern and comfortable destination. Strategically developed wayfinding was critical, as was a clean, modern look that told SMU's forward-looking story.

the RESULT

The project became a top-to-bottom reimagining of the entire student center, where every detail mattered in terms of functionality, communication and experience. Said Dr. Kenechukwu Mmeje, VP of Student Affairs, "The result is a state-of-the-art student center which reflects SMU's vibrant campus life and will serve as the hub of student engagement and leadership development for years to come."



the CHALLENGE

Southern Methodist University (SMU) enlisted Miller Zell as its environments expert to ensure consistency of branding across all campus facilities, both athletic and academic. It also tested us with an urgent request and a seemingly crushing deadline: Transform “The Varsity” lounge in its student center into a hangout and destination in just 60 days before students showed up for fall semester.

the SOLUTION

Miller Zell offers a full suite of environmental capabilities, so a rush job requiring precise production and project management was in our sweet spot. We worked backwards to establish a detailed timetable, developing a plan for installation, manufacturing and shipping. We then calculated the window for creating concepts and final designs.

the RESULT

The Varsity Lounge was conceived, manufactured and completed on time and on budget before students reported for the 2019 school year. It opened to rave reviews. It also created positive momentum as Miller Zell continues its partnership with SMU, developing the entire 80,000-square-foot student center as well as projects focused on athletic facilities, wayfinding and university signage.

MIZUNO FLAGSHIP STORE

An immersive experience center

Case Study / Specialty Retail



the CHALLENGE

Mizuno wanted more from its first U.S. store than just selling sporting goods. It asked Miller Zell to create an immersive brand experience center to distinguish its flagship location at The Battery, the retail hub inside the Atlanta Braves new home at SunTrust Park.

the SOLUTION

Miller Zell focused on Mizuno's brand objective of helping athletes raise their games by blending art and technology. We installed golf and baseball swing stations for customized analysis along with touchscreen tablets providing detailed product information. Interactive video walls communicated Mizuno's core brand values.

the RESULT

From sketch to delivery, Miller Zell created a Mizuno Experience Center that pulled shoppers into a journey of discovery through immersive experiences. In-store interaction points encouraged shoppers to spread the Mizuno message. We created stopping, staying and sharing power for Mizuno.



the CHALLENGE

Kefi needed a partner to help it disrupt the retail toy industry. It wanted an innovative design that focused on its toys and felt like a playground. It sought an environment that stimulated all the senses and inspired joy and connection. The design also needed to be sophisticated, flexible and modular.

the SOLUTION

Miller Zell's design featured a modular tray system that invited children to play. It included iPads providing product information and interactive social media content. The displays were easily convertible for a multi-use, theatrical space. The design also incorporated analytics technology to collect data and measure ROI.

the RESULT

We created a unique, family-friendly retail environment that celebrated Kefi's brand and customer experience. Said Kefi CEO Drew Panayiotou, "You guys get us." The 25,000-square-foot prototype combined technology, adaptability and immersive storytelling that touches all the senses. Up next is a national rollout.

TRUETT'S CHICK-FIL-A

A deliciously different Chick-fil-A experience

Case Study / QSR



the CHALLENGE

When Chick-fil-A wanted to evolve the look of its Truett's Chick-fil-A restaurants, it trusted Miller Zell as a partner and collaborator. The design needed to be both familiar and modern with one imperative: Maintain an authentic connection to Chick-fil-A's iconic founder, S. Truett Cathy.

the SOLUTION

Miller Zell's process began with store tours, brand immersion and research. We wanted to meld family and brand lore with modern tech and décor. After designing, manufacturing and installing the new elements, our team continued to work with Chick-fil-A to evaluate and measure the redesign's impact.

the RESULT

The new interior featured wood, brass, brick and plaid. Elements such as daffodils, hula hoops and Ford cars are featured throughout. An interactive 20x70-foot mural highlights Chick-fil-A's early days, while digital photo frames stream user-generated content, providing a contemporary dining experience rooted in tradition.