



Shared Spaces Are Becoming Brand Experiences: The Look Company Brings Stadium & Retail Work to Commercial, Public Arena

The visual branding firm turns everyday spaces—lobbies, corridors and concourses—into fully branded environments at airports, campuses, hotels and more

NEW YORK, NY, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- [The Look Company](#), creators of large-scale visual branding for retail, sport and event environments, has expanded its scope to include [Public Spaces](#), such as airports, campuses, healthcare settings, and more. Extending the experiential work the company is known for with events like the 2026 FIFA World Cup and retailers including Skechers and Lululemon, the offering treats an entire environment as a single canvas. Now, the company will integrate graphics, wayfinding, dimensional elements, lighting and custom fabrication across every surface so a building does not just display a brand, it immerses the people who move through it.

The offering arrives as brands and institutions rethink what their everyday spaces are for, moving beyond traditional signage and treating lobbies, corridors, terminals and concourses as environments that shape how everyone who passes through experiences the brand. Universities can now brand entire campuses for the school year, and museums can carry one design language from their entrances to their galleries. Similarly, corporate headquarters can do the same for their lobbies, redesigning them as a first impression.

Because The Look Company designs, produces and installs every element of a project itself, it doesn't need to outsource production, even for large-scale, complex environments. Whether transforming a single lobby or a multi-building campus, this integrated approach creates a cohesive brand experience rather than one assembled through a patchwork of separate vendors and installations. The company can also manage every stage of a project, from concept, design and production through installation and customization, while adapting its level of involvement to each client's needs.

The Look Company's work with [San Jose International Airport](#) shows the approach in practice. When the airport wanted arriving travelers to feel the excitement of a region preparing to host the Super Bowl and the FIFA World Cup, it turned to The Look Company to reimagine one of its busiest concourses as the opening scene of the event. Rather than simply adding signage, the

team built an immersive, photo-worthy environment, using motion, dimensional graphics and interactive elements to turn a routine walk to baggage claim into a first taste of the city's energy. And it engineered all of it to hold up against the daily flow of a major airport.

Across sectors, the offering starts from the same question: what could this space do for the people moving through it? A few of the ways that plays out:

- Turn an arrival concourse into a city's first impression. Travelers form their opinion of a destination based on the place they see when they step off of the train or plane. A branded terminal environment makes those first minutes work for the airport or station, and the city and its sponsors.
- Give every wall a role in the brand, not just a coat of paint. Brand experiences aren't limited to the rooms in between walkways. They're carried past the lobby and into every hallway and conference room with custom wall cover-style graphics and printed acoustic panels that manage sound without sacrificing design.
- Make a waiting room feel like care by carefully designing it. Dwell time in healthcare settings is unavoidable, and an intentional environment can lower anxiety and reinforce the institution's brand at the moment trust matters most.
- Turn a lobby into the clearest statement of the brand. For a corporate headquarters or hotel, the lobby is the highest-traffic, highest-signal space in the building, and branding it as one designed environment says more than any mission statement.
- Help visitors find their way as part of the brand experience. Integrated, dimensional wayfinding—printed, sculptural and lit—moves people through campuses, venues and terminals intuitively, turning a navigation problem into a brand moment.
- Build once, evolve for years. Environments engineered to hold up across a season, an academic year or a phased renovation, so common space becomes an uncommon experience that refreshes instead of resets.

"For a long time, the places we pass through or spend in every day were treated as background," said Jacob Burke, Global CEO of The Look Company. "Brands, companies and cities are realizing those spaces are some of the most valuable experiences they own, and they should feel as considered as any stadium or flagship store. Because we design, build and install everything ourselves, we can bring that level of experience to an entire space at once, whether it lives for a weekend or a decade."

The Look Company produces all products for their public spaces offering in-house at its three North American facilities in Seattle, Wash., Tampa, Fla. and Barrie, Ont., with additional production across Europe, Asia and the Middle East. As a G7 Colorspace Master Qualified company with 8-color, 600 DPI printing, it holds consistent color and quality across every location and every surface of a space.

About The Look Company

The Look Company is a large-scale visual branding company, producing award-winning printed graphics and display systems for retail, sport and event environments. With production facilities in the U.S., Canada, Europe, the Middle East and Asia, The Look Company services clients including FIFA, NHL, MLB, Walmart, Formula 1, Jaguar, Land Rover, Canada Games, Mattress Firm, Burlington and others. The company has more than 20 years of experience creating engaging brand experiences through end-to-end design, hardware manufacturing, printing, kitting, project management, and installation. The Look Company is a G7 Colorspace Master Qualified company and has achieved multiple international awards in the textile print industry, including the Innovation Awards at FESPA Europe.

Kieran Powell

The Look Company

kieran.powell@channelvmedia.com

This press release can be viewed online at: <https://www.einpresswire.com/article/933702454>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.