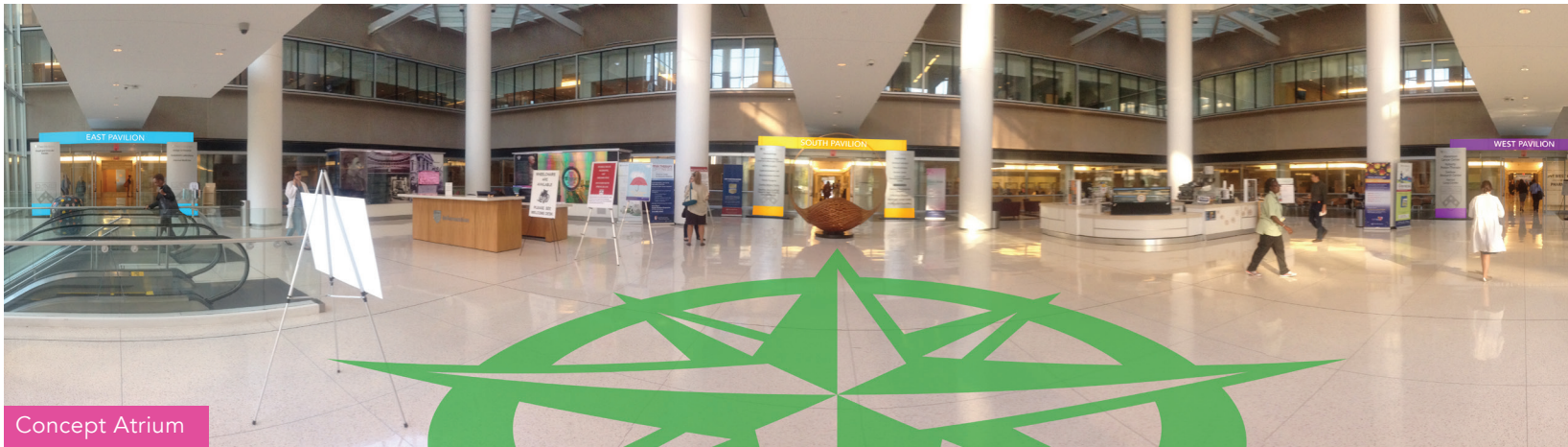


### MAIN ATRIUM BRANDING

The Main Atrium on Level 2 is the ideal starting point of the building due to it's proximity and accessibility of all major pavilions and elevator hubs in the building. Branding the Level 2 Atrium with a compass reinforces the concept that this area is the desired starting point for a visitor's journey.



Current Atrium



Concept Atrium