

CREATIVE CUT

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FIRST-EVER
CT6

CT6



UNVEILING

CADILLAC

Cadillac unveiled its new 2016 CT6 sedan at the Duggal Greenhouse, marking the auto giant's long anticipated return to the luxury sedan market. There could not have been a more fitting environment than the Duggal Greenhouse, an industrial yet elegant setting to showcase its legacy and global prestige. Duggal also created large format graphics and a high impact outdoor barricade for the event.









REINVENTING THE
LABEL'S HEADQUARTERS

ISLAND RECORDS

Duggal orchestrated the production and installation of a contemporary redesign of the label's headquarters including large-scale dimensional lettering and custom wallpapers for hallways and public areas. Duggal alternated full color and monotone graphics into an engaging display, perfectly suited to Island's diverse roster of artists.

The project renovated the entire mood of the space, delivering a full graphic solution that speaks beautifully to the vibrancy of the hip Island Records brand.



ISLAND RECORDS

July Talk
June - November 07

KILLERS
BOTTLE BORN

REBEL CALLS CHECKS
HIGH FLYING WOUNDS

ISLAND

BON JOVI
LOST HIGHWAY

CRUISE CAB WHERE I BELONG

Laura Welsh

the cranberries

MARIANNE FAITHFULL

Madre

ISLAND

ISLAND



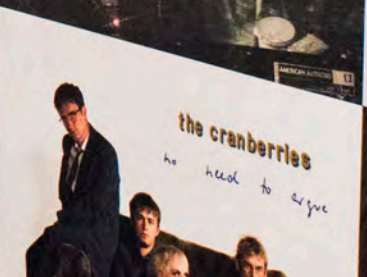
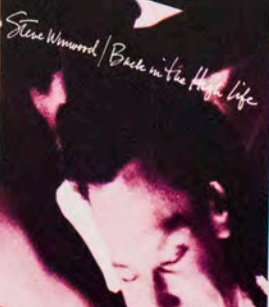
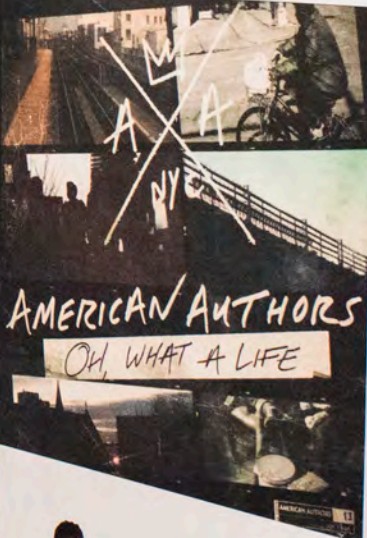
P R I D E



BOB MARLEY & THE WAILERS



ISLAND





PICASSO

FORMA

CUBISM
THE LEONARDO
COLLECTION

A photograph of the Metropolitan Museum of Art building in New York City. The image shows the classical architecture with large columns and a fountain in the foreground. The fountain has several jets of water spraying upwards and outwards. The sky is clear and blue.

METROPOLITAN MUSEUM OF ART

Duggal supports the Metropolitan Museum of Art's mission to "collect, preserve, study, exhibit, and stimulate appreciation for and advance knowledge of works of art that collectively represent the broadest spectrum of human achievement."

Duggal works continually with the Metropolitan Museum of Art to augment the museum's engaging exhibitions. We are proud of our longstanding relationship with the esteemed institution.

UNIQLO

DIGITAL SIGNAGE INSTALLATION

Bright colors and universally fashionable style make Japan's UNIQLO one of the hottest casual wear retailers on the global stage. Duggal continues to grow and flourish with its execution of UNIQLO's vision, to support the retailer in its redefinition of fashion display and store design. We have created digital signage, large precision-cut, self-adhesive banners, double sided prints and a broad range of graphic solutions.



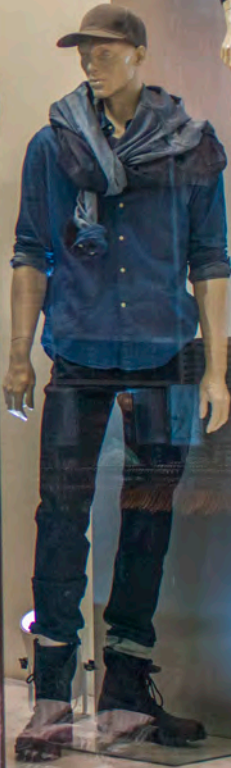


ULTIMATE

ULTIMATE

ULTIMATE

ULTIMATE





SEALED WITH A KISS MONCLER

The 2015 Valentine's Day show, "Love Factory" was literally like opening a big box of chocolates.

Within the Duggal Greenhouse, an enormous heart-shaped chocolate box awaited guests at what was more of a Valentine's Day fashion love fest than fashion show. The Supreme's "Baby Love" and other nostalgic love tunes played, the lid of the chocolate box elevated to the ceiling and 25 couples hydraulically lifted out of the box...dazzling.



Want your Love

PREMIER PACKAGING COMPS

ILLY CAFE

For the Illy family, coffee is not just a business and not just a beverage. Coffee is the family's unrivaled passion.

Duggal Packaging Solutions is proud to partner with top brands like Illy to create unique packaging comps that engage consumers to the products they love.

With state-of-the-art digital printing and expert color management, Duggal crafts every feature from intricate spot varnishing to the distinct 'Illy red.' The result is the Illy Extraordinary Espresso Gift Set, Extraordinary Cappuccino Gift Set and Variety Capsule Set.





ESPRESSO™







DREW TAL

WORLDS APART

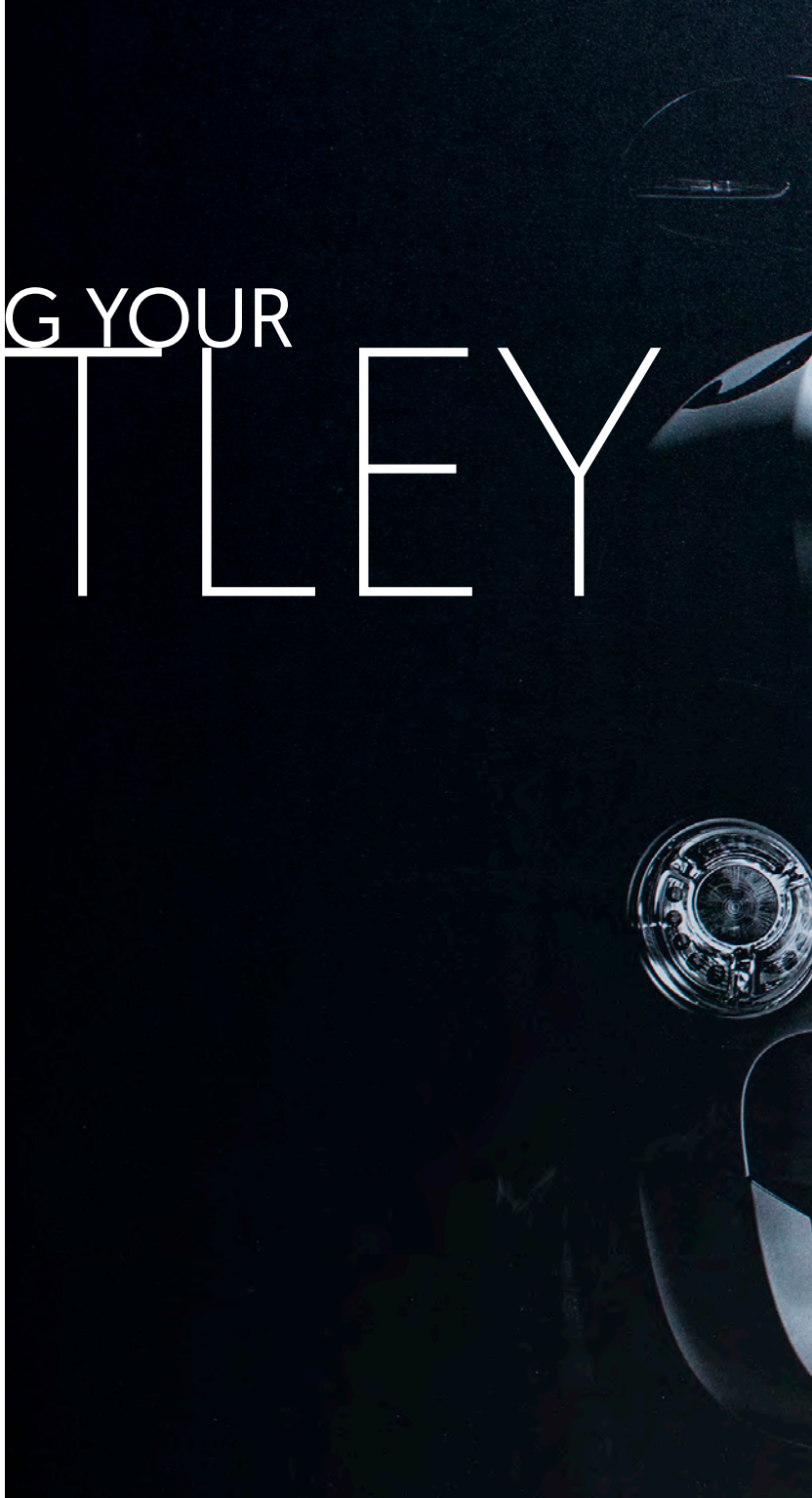
Drew Tal has achieved critical acclaim, with work exhibited globally and in noteworthy permanent collections. Tal has developed a distinctive style through his photographic, digital and mixed media techniques, with a focus on captivating portraits. Duggal partners with Drew in printing his work on a variety of materials including handmade paper, canvas, and silk adding to the mystique of his imagery.

COMMISSIONING YOUR BENTLEY

The luxury automaker invited guests to commission their own work of art, a custom Bentley designed right in front of their eyes at a pop-up creative studio in NYC's trendy Meatpacking District.

The Bentley studio showcased the art and psychology behind luxury auto design, taking customers on a wild, image-driven ride through their personal preferences and tastes.

Duggal created a sleek window display giving a Bentley the illusion of beaming headlights which had passersby frozen, dreaming of a luxury joyride down the West Side Highway.







CREATING THE GOOD HUMOR 'JOY FLEET'

Celebrating its new role as the official ice cream of the New York Mets, the beloved brand and summer staple unveiled the Good Humor "Joy Fleet," which traveled throughout New York City giving out free novelty ice cream treats all summer long.

The Good Humor Truck, Duggal graphic pedicabs, and the Good Humor Man himself marked the beginning of the sweetest summer in NYC history.



#Joyride
#NYC

Share Moments of Joy
All Summer Long

@GoodHappz facebook.com/goodhappz

#Joyride #NYC



Share the Joy
New York City



#Joyride #NYC

L'Occitane & THE ART OF LIVING

L'Occitane's rejuvenating fragrances, body care products and facial formulas preserve and perfect the Provencal "art de vivre" – the art of living.

Duggal provided the same level of craftsmanship in visually conveying the brand's message and enhancing the already radiant Flagship NYC and Flatiron boutiques. Duggal created jumbo graphics of L'Occitane's most popular products in sleek handcrafted artisan frames, and a series of translucent, double-sided prints to engage in-store shoppers while also luring passersby from outside.



axing
ritual

OCCITANE
AROMACHOLOGIE
BAIN RELAXANTS
BATH SALTS

Bathes relaxantes à base d'huiles essentielles et de sels de mer. Pour un bain relaxant et revitalisant. Voir liste des ingrédients.

L'OCCITANE
AROMACHOLOGIE

DUCHE TONIFIANT
REVITALIZING SHOWER GEL

ant à
elles
nettoyer
ceur, sans
fium frais
coup de
ur bien
née. Par
efficacité
ée".

Base
elle,
elle,
e, Sa
Menthe,
). Voir liste
édiments derrière le flac

Made with essential oils, this invigorating shower gel revitalizes and gently cleanses the skin without drying. With its fresh scent, it provides an energizing boost to start the day. 100% natural scent with proven energizing effectiveness.

Recipe made with: Naturally derived foaming base, essential oils (orange, grapefruit, mint, lemon, rosemary). See back of bottle for complete list of ingredients.

ml DEPUIS 1976 8.4fl.oz.

Revitalizing
Ritual





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© 2015



© 2014
© 2015



© 2014
© 2015



© 2014
© 2015



Chris Dixon
© 2011 Nikon
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A global leader in the engineering of optics and image capture, Nikon equips photographers of all ages and skill levels with the gear and inspiration to define themselves with the art of photography. At the annual PDN PhotoPlus Expo in New York City, Duggal provided an array of unique and functional solutions to create the ultimate trade show exhibition for Nikon including HD prints, gallery-mounted frames, artist plaques, and large format, suspended stretch graphics.

NIKON STANDS OUT

MADE
OF
ICELAND

PUREST
ICELANDIC
GLACIAL
WATER

FILTERED
THROUGH
LAVA
ROCKS

DISTILLED IN
RARE COPPER
CARTER-HEAD
STILL



Emulating the process by which Reyka Vodka is made from spring water that runs through a 4,000 year old lava field in Iceland, Duggal's display is not only visually engaging but actually dispenses vodka.

It is a complex assembly of fine printed Samba and customized fixtures, realizing exceptional vision and a truly engaging experience.



REYKA VODKA



HERE COMES THE SUN BRIGHTPOINT HEALTH

Help/PSI rebranded as Brightpoint Health with a fresh, new look and feel representing the brighter future Brightpoint provides to neighborhoods they serve.

As part of the visualization of hope and empowerment, Duggal created interior design elements, transition signage, and even vehicle wraps celebrating the new community-serving campaign.



BRIGHTPOINT HEALTH

COME TO WELLNESS
ointhealth.org | 855.681.8700

MCC Mobile Climate Control

UNDER ARMOUR

OPENS THEIR SOHO
'BRAND HOUSE'

Under Armour is fulfilling its mission to “make all athletes better through passion, design and the relentless pursuit of innovation.”

Under Armour further demonstrates its commitment to excellence by creating exceptional shopping experiences. Grand format light boxes featuring Under Armour’s stable of world class athletes inspire the Under Armour team and shoppers alike. Duggal worked closely with Under Armour to create the backlit, HD images with ultra-bright, end-to-end illumination, reflecting the brand’s attention to detail in every aspect of its message.



LINDSEY VONN
WORLD CHAMPION
SKI RACER



I WANT WHAT I WANT



Cartier

WISHING YOU A HAPPY HOLIDAY

VISIT OUR NEW FLAGSHIP
59TH ST. & 5TH AVE.



Cartier

Cartier



CARTIER

A MONUMENT OF NYC
FASHION HISTORY

As the Cartier Mansion underwent a two-year interior redesign, Duggal Visual Solutions was entrusted to manage wide format graphics for the house's exterior. A towering weatherproof mesh building wrap wished shoppers a Happy Holiday from Cartier and directs them to the new NYC flagship located just a few blocks north.

At street level, an accompanying vinyl wrap turned a construction zone into a pastel winter wonderland.

Large format graphics of this scope and scale are in Duggal's DNA; in 1992, we were the first company to print and install a photographic quality image large enough to wrap a building.

Work In Progress: Retail

Client: Cartier
Project: Retail
Location: New York City
Year: 2012
Scope: Retail
Services: Retail
Contact: [Redacted]
Phone: [Redacted]
Email: [Redacted]





7

TH

AVENUE
SUMMER
COLLECTION



Buy One Get One
FREE

40%
off

BREAKOUT BRAND

NEW YORK & COMPANY.



New York & Company went bold in choosing one of the largest shopping malls in America for a full-store revamp. Duggal led the production and installation of a new-look, New York & Company.

The redesign creates a “shop-in-shop” experience as eye-catching visuals mark points of interest. From illuminated wall panels, large format prints and vinyl columns to hot pink floor graphics, Duggal’s work spotlights what’s “Trending Now.”



WEATHERPROOF

SINCE 1948

MENS OUTERWEAR COLLECTION

FALL 2015



WEATHERPROOF

FALL 2015
MEN'S BOOK

WEATHERPROOF

For over 60 years, Weatherproof® has grown from primarily a manufacturer of men's outerwear to a mainstay, branded label with men's and women's divisions catering to diverse lifestyles.

In order to create a book that captured the masculine imagery and clothes of the 2015 line, Duggal utilized its digital small-format press department, fine art dimensional printers and hand stitch finishers to produce the cover, binding, and pages, seamlessly matching the brawn of the book's photography. Even the cover photograph of concrete was given the true-to-life coarse texture utilizing Duggal's unique dimensional printing capability.

THE POLO BAR.





“The Polo Bar represents a certain style I love—a sophisticated charm, a spirit of timelessness,” Ralph Lauren shared with Architectural Digest.

Duggal’s approach to develop a large format, digital graphic for the front window of Ralph Lauren’s first New York restaurant required creativity and class, that the graphic be completely seamless, luminescent both day and night, and appear hand painted directly on the window.

Mr. Lauren’s extensive art collection is represented throughout the restaurant, both original paintings and high-quality reproductions produced by Duggal.

RALPH
LAUREN
POLO BAR

NY RANGERS

STANLEY CUP

New York is Rangerstown. When the Rangers made their first Stanley Cup Final appearance in 20 years, the city was painted blue and red for our team. The buzz was everywhere, with the Rangers logo plastered on everything from construction sites to deli windows to taxi cabs.

Duggal had the privilege of managing larger-than-life graphics for Madison Square Garden, the world's most famous arena. From the sky to the subway, the Garden was absolutely decked for the Stanley Cup Final.





Pennsylvania
Station
Madison Square
Garden
→

Amtrak
NJ Transit
LIRR
Subway



ESCAPE
AND SPEND
YOUR HOLIDAYS

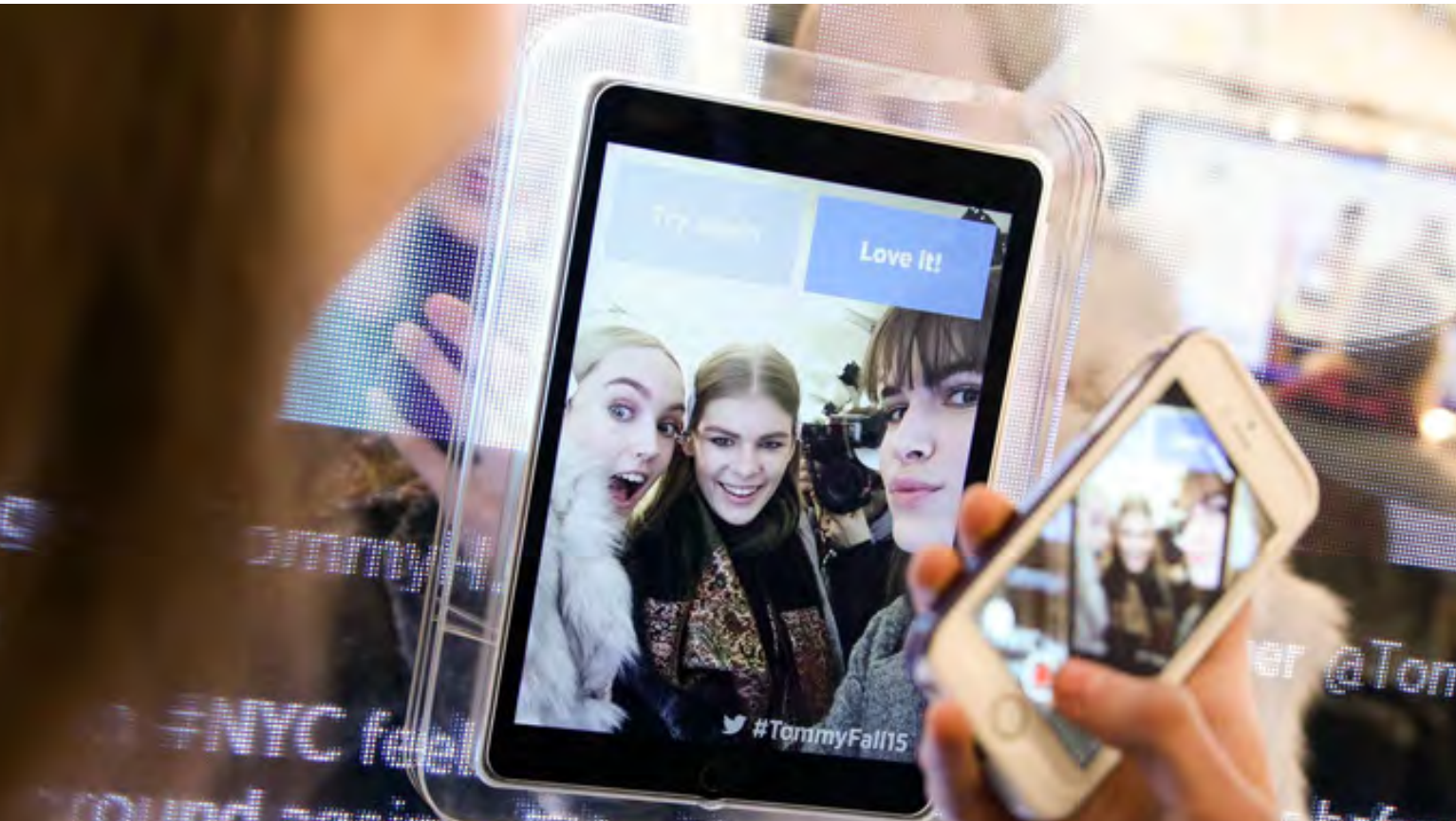
AMTRAK

PROTECT



BEST SELFIE EVER
TOMMY HILFIGER

Social media has changed the landscape of even fashion and Duggal is there with innovative solutions blending digital and physical spaces. Duggal was asked to actualize the client's concept for a sleek digital display that would show a live twitter feed of the images coming from the Twitter Mirror app backstage at Tommy Hilfiger's fashion show. This piece was essential in the client's social media campaign allowing for a popular attraction that was spread over various channels and re-shared by fans.





STEPHEN
30
CURRY

KOBE
24
BRYANT

BLAKE
32
GRIFFIN

MARC
33
GASOL

ANTHONY
23
DAVIS

JOHN
2
WALL

NYC ALL-STAR

NYC
15

VO PENNSYLVANIA PLAZA

a
450 PL



Time and time again, Duggal recreates and redefines the world's biggest and brightest stages in entertainment, sports and fashion.

In the days leading up to the 2015 NBA All Star Break, Duggal collaborated with Electrobot Creative to turn MSG into an All-Star gallery with large murals featuring the NBA's most recognized stars and graphics for the week's NYC subway-inspired theme. Duggal also handled graphics production for the NBA House in Skylight at Moynihan Station.

NBA ALL STAR

INSIDE

www.atrezzobacelona.com

ATREZZO
BARCELONA



ATREZZO BARCELONA

Atrezzo Barcelona, one of the world 's leading manufacturers of mannequins, sought significant presence at Global Shop, the only show in the world where you can find the largest, most comprehensive array of store fixtures and in-store solutions.

It was important that Duggal deliver a display solution that would create a sense of mystery, generate interest in the Atrezzo brand and draw attendees into the space. From there, Atrezzo's mannequins would sell themselves.

The booth needed to be sheer, lightweight and inviting. Duggal recommended appropriate finishing options and the use of Sheer Flag material, ensuring that the design intent was upheld.





PROPERTIES

When Janus Properties converted the former Taystee Bakery complex into a state-of-the-art commercial hub, they called on Duggal to transform a neighboring raw space into a visual showroom and presentation center. Over the course of six months, the collaborative creativity and expertise of Janus and Duggal were on full display.

Duggal executed an intricate design on CAD Cut vinyl, and floor-to-ceiling branding on vinyl window film. Gorgeous images and renderings of the future Taystee Building and surrounding area lead visitors through a gallery-style exhibition. A seamless, double-sided banner serves as a patterned backdrop for business meetings and interviews, while a large “TAYSTEE” wordmark anchors the foreground of the space. Bringing the project full circle, two custom glass panels printed direct, complement the back wall.

Duggal’s level of expertise and meticulous attention to detail accentuated the overall success of this project.





adidas

get ready
for battle

05.14.14
05.20.14

BUY

BUY

BUY

BUY

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BUY

BUY

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BUY

BUY

new balance

05.16.14

get
ready
for
battle



ADIDAS

WORLD CUP

The official 2014 FIFA World Cup sponsor rolled out a global campaign celebrating the world's most widely viewed sporting event.

In World Cup competition, it's "all in or nothing." Anything less than a superhuman level of passion is unacceptable. Duggal was "all in" with Adidas, rising to the occasion with full focus, dedication and inspired performance in visually connecting the brand to a frenzied global audience.

From towering, block-long window displays with adrenaline-pumping competitive mantras and spotlight images of soccer's grittiest stars to custom-built panels for featured World Cup apparel, Adidas was the heart of the 2014 FIFA World Cup.



ADIDAS WORLD CUP

a d i



O

adidas

