Howard Hughes Corporation Hosts "Extraordinary" Leadership Conference Thanks to Thomas Printworks' Out-of-the-Box Large Format Graphics Ideas and Solutions

The Client

The Howard Hughes Corporation owns, manages and develops commercial, residential and mixed-use real estate throughout the country. The company is comprised of master planned communities, operating properties, development opportunities and other unique assets spanning from New York to Hawaii. They have approximately 1,000 employees, over half of whom are dedicated to the growth and service of their master planned communities.

The company's operating properties are primarily retail and include South Street Seaport (Manhattan, NY), various properties in Columbia Town Center (Columbia, MD), Landmark Mall (Alexandria, VA), The Outlet Collection at Riverwalk (New Orleans, LA), Cottonwood Square (Holladay, UT), Park West (Peoria, AZ) and Ward Centers (Honolulu, HI). Currently, several of the operating properties present significant opportunities for redevelopment.

The company also has an exciting and diverse pipeline of strategic opportunities for near, mid and long-term development. These range from air rights and surface parking lots to aging properties poised for redevelopment.

The Howard Hughes Corporation's mission is to be the preeminent developer and operator of master planned communities and mixed-use properties. They create timeless places and memorable experiences that inspire people while driving sustainable, long-term growth and value for their shareholders.

The Challenge

The Howard Hughes Corporation knew they had some challenges when it came to creating an innovative meeting venue for the annual leadership conference of a national commercial real estate developer attended by 160 people.

The theme for this year's leadership conference was "Make Extraordinary". The event, to be held at the Woodlands Resort and Conference Center was four weeks away. The Conference Center received a call from a New York marketing agency representing the customer. "Do you know a print graphics company that can handle a challenge," the agency asked. Based on previous successful projects with the Conference Center, they recommended Thomas Printworks.

The agency rep flew in the next day for a site tour and planning meeting with the Conference Center and Thomas Printworks. There were out-of-the-box ideas and much discussion of what might be possible. The major point of emphasis from the customer was, "we need real partners on this project that can deliver and live up to the 'Make Extraordinary' theme of the meeting."

The Solution

Within a week a blueprint had been developed and requirements defined. Over the next few weeks, the project would expand as the Customer better understood what Thomas Printworks could deliver. Ultimately, Thomas Printworks produced and installed a customized solution designed to emphasize the theme of the event:

- **Main Conference Room (5,000 sq. ft.):** All walls covered with removable vinyl signage

- **Stairwells:** Two stairwells leading up to conference room fully wrapped

- **Stage Backdrop (800 sq. ft.):** Graphics wrap on a custom stage surrounding dual projection screens

- **Café Divider Chalk Talk Wall:** Non vinyl chalkboard film wall on which attendees could write

- **Pool Mat:** Underwater signage placed on the bottom of the conference center pool

- **Outside:** "Make Extraordinary" theme spelled out in 5'x60' lighted block lettering on golf course

- **Individual Rooms:** Static cling signage mounted in every attendee's room

The Results

Thanks to Thomas Printworks solution, the meeting venue was turned into an innovative and engaging work of art. The Howard Hughes Corporation can rest easy knowing they have a dedicated design, production, fulfillment and installation partner in Thomas Printworks for all of their future conferences.

"The messaging was everywhere around you; in the auditorium, on the golf course, in our own rooms. Even in the swimming pool. How could anyone not get the point?"

– Conference Attendees

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