



CASE STUDY | Automotive Corporation



A legacy of performance, innovation and luxury is the driving force behind this automotive company. By keeping standards high, the manufacturer maintains a brand that never compromises and strives to outperform expectations.

An automotive manufacturer that approaches every detail as a work of art was renovating its showrooms across North America. The process involved an interior design plan to be implemented by each dealership over the course of two years. Working with a furniture dealer, the automotive company instituted a catalog that included approved furniture and fixtures. The dealerships would make product selections from the catalog to create their new showrooms. The challenge came with finding a line of reception stations that reflected the image of the luxury automobile corporation. The customer could not find a product line that offered the right blend of flexibility and high design characteristics.

Vanerum Studio worked through their user based design process with the dealer and the customer. The result was a line of veneer and granite reception stations and credenzas that transcended the company's image. Developing an entire line of furniture exclusively for the customer, ensured that the needs of every showroom were fulfilled. Success of the welcome area product line lead to more incremental business through the development of exquisite products for sales arenas and service stations. Additionally, Vanerum provided professional installation and project management for every order.

