

BAINUM FAMILY FOUNDATION

MILESTONE WALL

Design / Environmental



ABOUT

The Bainum Family Foundation offers educational programs and services that help children living in poverty gain resources to rise above their circumstances. After growing up in poverty, earning an education, and succeeding in business, founder Stewart Bainum dedicated his life to giving children opportunities to follow in his footsteps.

CHALLENGE

Novak Birch was brought on board to update the foundation's office to reflect its new brand and prepare for an upcoming event. We were also tasked with creating a tribute to Mr. Bainum, who had recently passed away, using hundreds of mementos collected over the years.

SOLUTION

To update the office and create a welcoming space for visitors and staff, we incorporated the new brand in the common areas, providing a cohesive look with a glass shelving system, lighting, fixtures, awards display, branded elevator lobby, and reception graphics.

To create a tribute to Mr. Bainum, we conducted an audit of the 100+ pieces of memorabilia and used them to tell his story through a milestone wall, so staff and visitors could be inspired by his legacy every day. Novak Birch conceived, designed, fabricated, produced, and installed the wall.

- We organized the artifacts into phases of Mr. Bainum's life, telling a compelling story and enabling the foundation to add future milestones.
- To create visual interest while conserving space in the hallway, we used mixed media to mount three-dimensional memorabilia.
- With clean lines, white borders, and neutral tones, the design brings Mr. Bainum's story to life by letting the three-dimensional memorabilia shine.
- The bubbles incorporate the new brand and introduce pops of color, helping the artifacts stand out and softening their edges.
- The lighting ensures readability and enhances the memorabilia.

RESULTS

The foundation was pleased with the office update and milestone wall and has received positive feedback from staff and visitors. They subsequently contracted Novak Birch to create more wall components—business card plaques—which they gave as holiday gifts.