

BMW Championship



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Women's Golf Association
Evans Scholar Foundation



THE FUTURE STARTED HERE
BMW



BMW Championship

CONQUERING THE ELEMENTS

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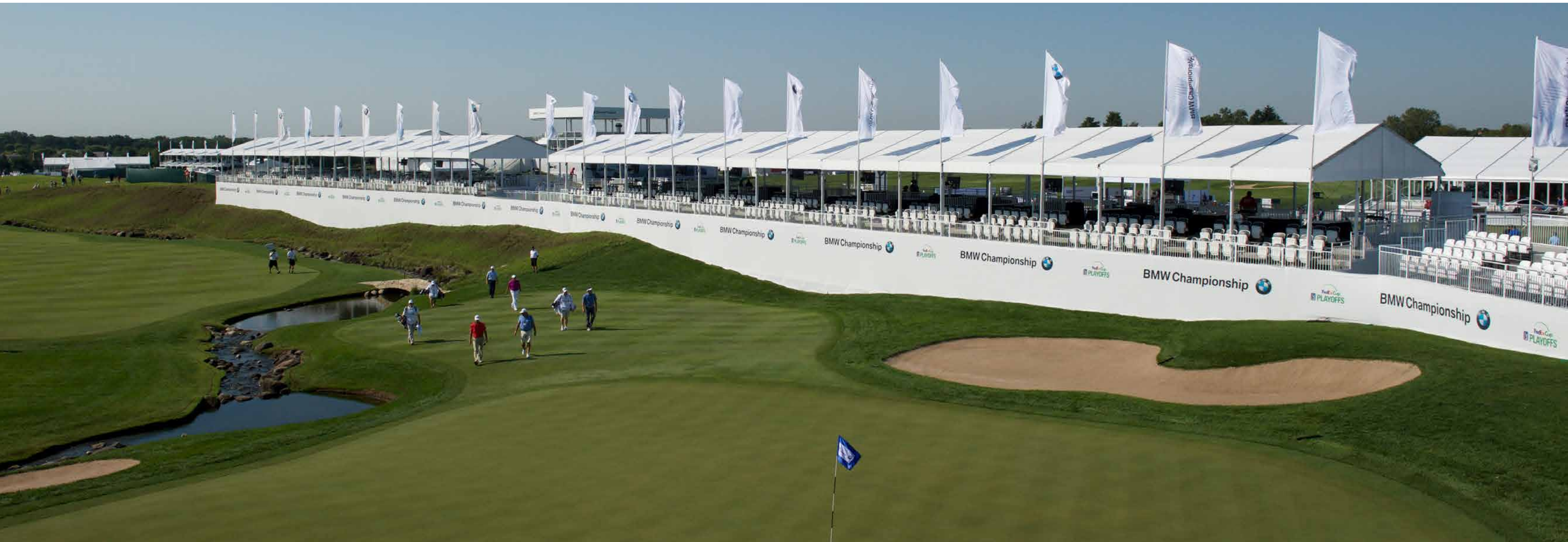


Challenge

To create a premium outdoor environment for the BMW Championship that could withstand extreme weather as well as host multiple engagement touch points in the relatively compact 209-acre Conway Farms golf course.

Solution

The BMW Experience—a highly visible, personalized environment that used the brand’s signature rectilinear architecture and modern design elements to create an inviting yet polished outdoor environment.





Our proprietary post-and-beam architecture solution along with high-end touches created a first-rate environment that could withstand exposure to sun, wind, thunder, lightening and inches of rain—all of which were seen during the tournament.

The redesigned branding and structures on areas throughout the course expanded the BMW message.

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In addition, the BMW tagline letters we designed and fabricated in a nod to the classic Hollywood sign added a dramatic architectural element to a rather remote area of the course.

In 2010, 2013 and 2014, the PGA Tour named the BMW Championship its Tournament of the Year.



Say hello.

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