

CZARNOWSKI.

Gulfstream
A GENERAL DYNAMICS COMPANY

CZARNOWSKI®

STORIES THAT MOVE

GULFSTREAM AT LABACE

Gulfstream at LABACE

WORLD-CLASS DESIGN

1 (800) 247-4302
INFO@CZARNOWSKI.COM



Challenge

To design a space that reflected Gulfstream's philosophy of setting "The World Standard" in business aviation and emphasized the brand's focus on hospitality at LABACE in Sao Paulo, Brazil.

CZARNOWSKI.

Solution

A modern, sophisticated chalet that showed off the quality of Gulfstream's aircraft while serving as a space to build relationships and close deals.





The chalet's footprint was expanded over the previous year's in order to accommodate the show's increasing popularity. **The design ensured that the majority of space was dedicated to hospitality, with smaller areas serving the need for functional meeting places.**

After entering through the streamlined welcome lobby, Gulfstream's invite-only guests were presented with several options to relax and learn more about the brand.

CZARNOWSKI.

The sleek lounge area combined modern furniture elements with minimal décor and pops of color to create a space worthy of any travel-weary VIP. Plentiful tables in the dining area allowed guests to sample food prepared in the chalet's full kitchen and sip a café from the coffee bar.

An overlook patio provided an outdoor retreat with unobstructed views of the three Gulfstream planes parked nearby. When observing from afar wasn't enough, guests were invited to get up close and personal with exclusive access to the aircraft.





The design book station showcased how the aircraft' interior options could be customized with high-end fabrics, finishes, textures and more, and allowed visitors to work directly with Gulfstream's knowledgeable design team. To help close the deal, an eight-seat conference room hosted daily meetings scheduled by the brand's regional sales team.

Associates from the Atlanta and Cologne offices worked with a local supplier in Sao Paulo to take care of every detail and deliver a first-rate international experience.