



CHEVRON CENTER FOR GOLF | HOUSTON, TX | CORPORATE INTERIORS



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## CORE

Influences the speed, distance and spin.

## LAYERS

Increases the ball's spin, enabling greater control.

300  
500  
DIMPLES ON A  
GOLF BALL

LONG SHOTS  
Require a more vertical face

SHORT SHOTS  
Require a more angled face

SWING PLANE

TEE BOX

## GOLF SWING STYLES



## THIS PROJECT WAS A HOLE-IN-ONE!

It's a stroke of genius and a major kid magnet. The Chevron Center for Education and Golf is an inviting space for kids to explore the extraordinary world of STEM—both on and off the golf course. Our interior display exemplifies what can happen when a bold vision—in this case, Chevron's desire to get more kids interested in STEM education — becomes reality through powerful partnerships. The best news? It's one success story with an especially rewarding ending.





## CHEVRON CENTER FOR GOLF | THE INSTALLATION

**CHALLENGE** First, the obvious question. How to inspire young students to see themselves in the fields of science, technology, engineering, and math? Create a fun experience. Relate learning to a game of golf. Finally, drive home the main message: STEM education can propel greatness both on and off the course. Next, who'll create a high-caliber design that'll really speak to kids?

Chevron chose the NYC experiential agency Momentum Worldwide. The agency presented two distinct options. Super enthused about elements of both, the Center's final design became a multi-dimensional hybrid spanning several rooms.

Then, to turn these designs on paper into an amazing physical display, Chevron tapped

2020 Exhibits. Our masterful fabrication experts hold themselves to the highest standards. As the final installation would soon prove, they undertook this project with the same dedication.

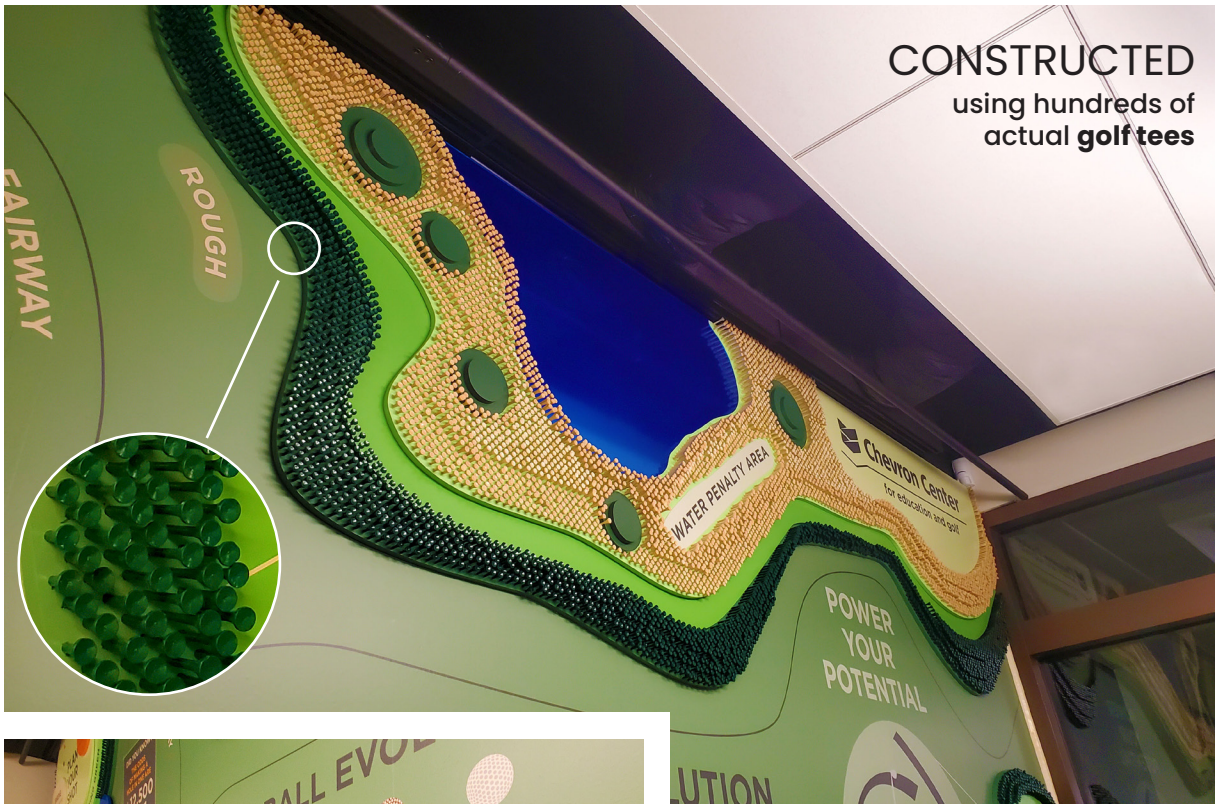
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CONSTRUCTED  
using hundreds of  
actual **golf tees**

WALL-TO-WALL SOLUTIONS  
**HELP YOU SCORE  
BIG RESULTS**

WE ALWAYS GIVE IT OUR BEST SHOT.  
WHICH FITS OUR CLIENTS TO A TEE.

Our award-winning fabrication team took great pains to make each wall of the installation as unique and engaging as possible.

Take the colorful three-dimensional wall display featured on the upper left of this page, for instance. Our fabrication & installation crew drilled hundreds of holes at precise + conscientiously calculated, specific depths to insert golf tees one by one to replicate the terrain of the golf course. Was this a time-consuming process? Roger that. Does our creative, tactile approach grab kids' attention and encourage them to linger and read what's on the wall? You bet.



Pictured lower left, this wall is a perfect example of our fabrication pros' keen eye for dimensionality, proportion, typography, and total takeaway on the viewer's part. Here, kids can't help but gravitate to the three-dimensional golf ball illustrating its different layers. They're a tactile group. Anything kids can touch or perceive to touch wins the day.

CREATIVELY BUILT WITH  
**DIMENSIONAL  
ELEMENTS**



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TELL A STORY THROUGH  
**INSTRUCTIONAL  
 WALL GRAPHICS**



HOW WE WENT *FORE* IT

Not everybody can swing bringing designs to life. But 2020 Exhibits executes vibrant, dimensional designs flawlessly. Each wall here told part of a story. To capture kids' interest and enhance that story, we brought out the best in every single visual and textual element.

By holding ourselves to exceptional standards, we hope the work we created here inspires young people to be exceptional, too—whatever their area interest. Science, technology, engineering, and math especially. Our sincere thanks to Chevron for asking us to play.



**EDUCATE**  
 with diagrams and graphics in **every room**

DESIGN IMAGERY TO  
**SIMPLIFY  
 LEARNING**

