

BEST



PRESENTATION



ROOMS

A look at eleven state-of-art presentation, training and meeting facilities, from the editors of *Presentations* magazine

BBDO WEST

Main Conference Room Los Angeles, Calif.

Dealer/Integrator: Cibola Systems Corp.,
Santa Ana, Calif.

Architect/Designer: Beckson Design Associates,
Los Angeles, Calif.

When remodeling its offices in the Westwood area of Los Angeles, advertising agency BBDO West wanted to create a work environment that supported and encouraged the application of current and evolving media technologies.

Presentation, meeting and work rooms are located throughout the facility and are equipped with sophisticated audio, video and computer display systems for use by the staff in developing, evaluating and presenting media. The rooms themselves emphasize human interaction and the use of digital media, interactive presentation capabilities and intuitive control interfacing.

A centralized system links together the main conference room, a special focus group room, the "student union" — an employee gathering area — and a media wall in the reception area. Each area is equipped with computer, laserdisc, VHS and U-matic video decks, compact disc and audiocassette players, along with direct-view monitors and video projectors. Audioconferencing systems are also provided.

