

TOYOTA TRUCK DISPLAY

Photos by Phillip Thomas



Wiese Hefty collaborated with the Drew/Walker Group to develop an exhibit for the Toyota Motor Manufacturing Visitor and Education Center. The full-size, three-dimensional, multi-sided exhibit showcases the brand's new Tacoma truck and includes a curved wall and a ramp that simulates a roadway. Wiese Hefty helped design the volumes and built components, as well as the interaction between the display's graphic, electronic and interactive elements.

"I needed help creating an exhibit that enhanced my vision, and a friend recommended that I look into a design-build firm. Since it's important to Toyota that we work with local vendors, I reviewed Wiese Hefty's portfolio. I saw a project they'd done for Sweet Leaf Tea that really showed they had creative vision and that they were able to execute it quite well. That's what I needed. Working with Wiese Hefty was great. I gave them the original drawing and they made it better and safer. They were precise, sincere and honest, and I knew we were taken care of."

- Andrew Anguiano, Drew/Walker

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