

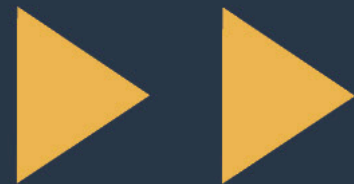


DESIGN EVERYTHING

Lonestar Railway

Inspiration

The Great Northern Railroad was laid in 1871, and the original town of Spring, Texas quickly became an important railway hub at the center of the transportation revolution. The railway was instrumental in connected the sprawling Texas prairies with the burgeoning commercial centers of the North. We felt this would be the perfect meme to transport our members into the future of health.



Lonestar Railway

Spring, Texas

Concept

Because of the city's rich history with the railroad, we felt it natural to develop the fictional "Lonestar Railways" as our theme. This provided a rich palette to creatively retell the history of locomotive transportation in Texas, but with the always fresh Crossover style. We also adapted the finishings to meet railroad standards including boxcar siding, railroad ballet bars, and similar elements.

Artistic Execution

As the Lonestar Railway concept developed, we chose to leverage natural photographic images of various train engines from that era against strong geometric shapes and vibrant colors. This proved to be a fascinating trip through the history of various designs, use cases, and performance variations of train engines used in Texas. Our favorite component of this project, of course, was the graffiti wall.

