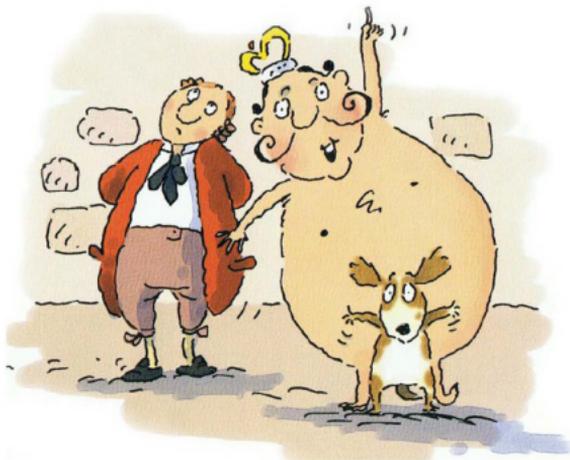


The Emperor's New Clothes...

ONCE UPON A TIME ...

Many years ago there was an Emperor so exceedingly fond of new clothes that he spent all his money on being well dressed. He cared nothing about reviewing his soldiers, going to the theatre, or going for a ride in his carriage, except to show off his new clothes. He had a coat for every hour of the day, and instead of saying, as one might, about any other ruler, "The King's in council," here they always said, "The Emperor's in his dressing room..."



In looking back on our 43 years of wayshowing experiences, we have found ourselves in a position of being the one who must tell the emperor that he's not wearing any clothes. By that we mean that we will be up-front with a CEO, Facility or Project Manager, and tell them that their signage program is not working, represents them poorly or is a negative asset that diminishes Patient Satisfaction.

*So ask yourself,
am I the Emperor
without any
clothes on, is
everyone just
humoring me?*

It's not that we want to insult our potential clients wayfinding program. It's that we don't want them to walk around without any clothes on, being told that their signage is wonderful, when in fact, its poorly designed and programmed, and is the weakest link in their healthcare system.

So ask yourself, am I the Emperor without any clothes on, is everyone just humoring me? If you are, call us and we won't be afraid to tell you that you're naked. We would love to assist you with your signage and wayfinding program, and your clothes too!

TRUST US ... Give us a call!

The Design Office of
Steve Neumann & Friends

*Environmental Graphics & Design Consultants
Celebrating 43+ years of Wayfinding / Wayshowing , Nationally*