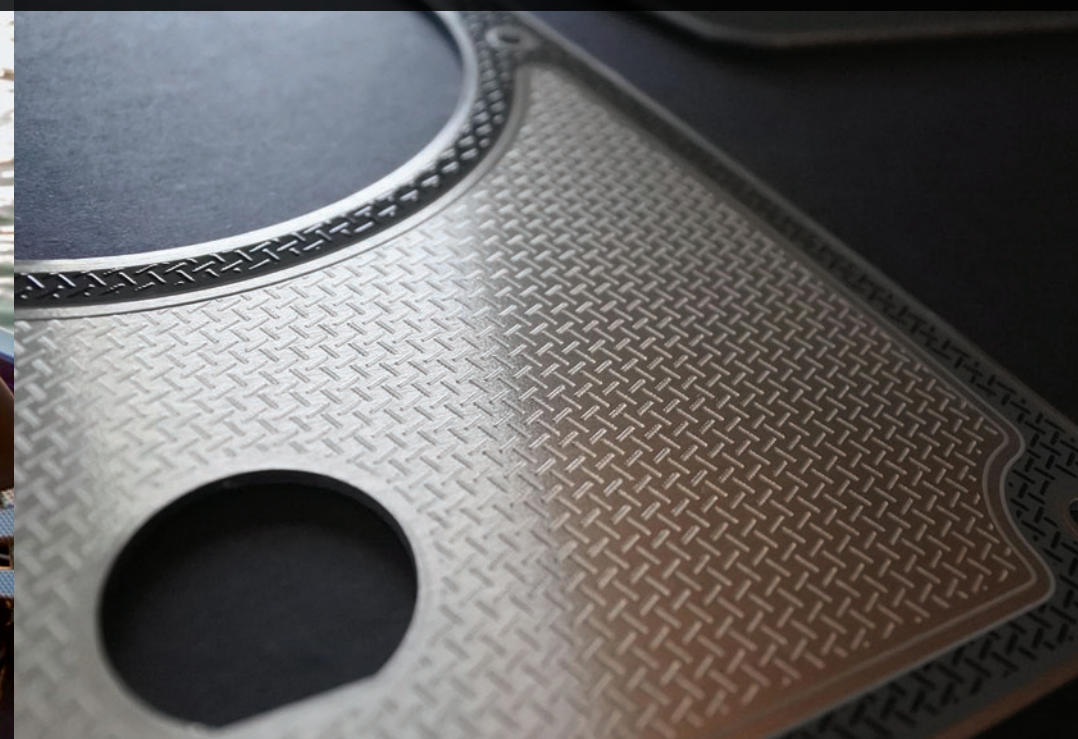


NEW ALUMINUM DASH KIT



CLIENT: LOWE BOAT

INDUSTRY: MARINE

PROCESS: TEXTURED PATTERN

SOLUTION: DASH PANEL

OBJECTIVE

Refresh the look of a console.

CHALLENGE

The main challenge was to come up with a cost-effective way of refreshing the look of a console and to make sure our parts would fit well with the rest of the helm, as well as with the rest of the boat's colors and design elements.

SOLUTION

The first step was to work on a graphic concept that would fit well alongside the different colors and finishes inside the boat. We opted for neutral colors that would blend easily with the helm and the rest of the boat. We also opted for flat parts, to which we added textured patterns for some depth and dimension. Finally, we used aluminum to give the parts a richer look and, also, because this material is a nice fit for aluminum fishing boats. In the end, we were able to deliver a dash kit that added value to the helm and to the boat, while keeping costs down.