

To Whom It May Concern

Goettsch Partners had occasion to work with neXt Wayfinding and Design in developing a new identity for a prestigious building in Chicago. This was an extensive effort of which wayfinding and establishing the corporate personality were a major part.

We found neXt to be thorough in their research, creative in their approach, and knowledgeable in the field. We were particularly impressed with their responsiveness to schedule, budget, and program.

We would be pleased to discuss our collaboration further with any interested parties.



Susan G. Pratt AIA LEED AP
Associate Principal