



FULL COURT PRESS

Professional Sports
League Headquarters
New York, NY

StudioCraft was given the opportunity to work with a professional sports league to create custom solutions for a significant portion of their NYC headquarters. Our dealer partner brought us on to the project to help extend to help deliver the unique solutions requested by the architect.

What began as an integrated branding experiment to re-purpose game-used basketball court sections into gallery panels, evolved into a suite of design elements including showroom displays, sculptures, and desks.

The displays that StudioCraft created showcase key elements of their brand - including basketballs, memorabilia, and trophies. Each element was meticulously crafted to championship standards.