



NBC POLITICAL CONVENTION BROADCAST STUDIOS

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Through three election cycles, and five national conventions, NBC has retained Valerio Dewalt Train to design and oversee the construction of their broadcast studios. Over this period a brand has evolved, supporting 2 key objectives. First, to generate forms which can overcome the visual chaos of a national convention, and secondly, to support NBC's vision as the primary news network. It is a symbol of the position of the fourth estate - the calm in the storm, a vantage point where perspective can be gained.

