THE CUSTOMER

The Postural Restoration Institute® (PRI) was established to explore and explain the science of postural adaptations, asymmetrical patterns and the influence of polyarticular chains of muscles. Our mission is based on the development of an innovative treatment that addresses the primary contributions of postural kinematic movement dysfunction.

We are committed to the ongoing search for improved pathways of physical medicine. PRI creates resources, educational opportunities, patient-care programs and research to assist those who wish to maximize their knowledge and skill in respiration, myokinematics, neuromuscular applications and postural imbalances.

THE DILEMMA

Bizco's client, Postural Restoration Institute, was in the process of building a new facility and Jennifer Platt was faced with the task of choosing someone to create the Audio Visual resources they needed. As a company that teaches almost 100 courses a year, consisting of both live courses that people attend and home courses, it was imperative to have a multi-functioning space utilizing the latest Audio Visual capabilities.

"With Bizco I was able to see the big picture all before committing to anything. They went above and beyond in the beginning and initial meetings that helped me see my vision for this project and that it could be put in place."

Jennifer Platt, PRI

THE FIX

Postural Restoration Institute came up with the idea to separate the building into two sections; one side would be geared towards hosting seminars on site, while the other side would focus on the ability to communicate more easily with faculty located across country. Bizco came up with the solutions to make both of these spaces not only function on their own, but created a cohesive space to interact in all together. Bizco worked with Jennifer to create an entire design plan; showing drawings, placement of products, type of products that would be used, and more, all before she even agreed to take on Bizco as their partner.

THE BIZCO DIFFERENCE

The design team at Bizco was able to create a seamless functional space for Postural Restoration Institute. Bizco designed the perfect seminar space to fit their needs; with speakers, microphones, cameras to record seminars, projectors, and a podium to manage all the interaction, PRI couldn't be more pleased. One of the neatest aspects of this room that they enjoy most is the different quadrant and frequency speaker system the design team at Bizco helped them create. With four quadrants for speakers, they are able to control volume and frequency, demonstrating how your body reacts to different sounds. On the opposite side of the building, Bizco was able to give them the conference room they needed to create a better flow of communication between their faculty. When you have a company like PRI who has faculty all over the world, communication is key. Now with their new, state of the art building, their company is able to focus on what they do best and continue to grow their learning community.