

**CLIENT:**

Sidley Austin LLP  
New York Office

**INDUSTRY:**

Legal

**PROJECT:**

100th Anniversary

SIDLEY | Our First **100** Years in New York

## CASE STUDIES

## The Anniversary Company

CELEBRATING BUSINESS MILESTONES

**OBJECTIVES**

- Convey firm's long history of service excellence.
- Demonstrate firm's commitment to clients and employees.
- Generate a sense of pride among employees.

**SOLUTIONS**

- Researched the 100-year history of Sidley Austin New York.
- Produced 23 screens for client event featuring historical photographs, illustrations and facts that intertwined the history of New York City and Sidley Austin New York.

**RESULTS**

- A better understanding of the depth and importance of the history of Sidley Austin New York among employees and clients.
- A permanent record of the 100-year history of Sidley Austin New York.

