

Megalopolis Development

The Influence of Architecture

Art of Place Branding

*- Achieving successful destination
brands for living, work, rest & play*

Kyiv, May 2015

Creating Places where people want to be

Architecture Trends...

Place Branding... Nations...Cities...

Audiences

London Real Estate Marketing Challenge

Offices and Business Centres

Shopping Centres

Creating Communities

SCG International: Real Estate Branding & Design

What we do

Branded Architecture
Branded Environments
Marketing Communication

Who we are

International
Multidisciplinary
Multichannel

Our team

Marketing Consultants
Graphic Designers
Digital Designers
Interior Designers
Architects
Project Managers

“We add value to assets”

What we do - Real Estate



Urban Development Trends...

- 1. Building for Sustainability**
- 2. Technology in Urban Real Estate Development**
- 3. Harnessing Advanced Industries and Anchor Institutions**
- 4. Modernising Urban Infrastructure**
 - **Use of interactive power grids linked to smart appliances**
 - **The installation of high-speed telecommunications lines**
- 5. Preparing for Demographic Trends**
- 6. Creating a mix of housing types to address Mixed Incomes**
- 7. Addressing Population Density**
- 8. Pedestrianisation**
- 9. Eco Transport**
- 10. Incorporating Public Spaces and Amenities**
- 11. Creative Excellence**
- 12. 3-D Printing**

Architecture Trends in 2015

Wooden Skyscrapers



Courtesy of C.F. Møller and DinellJohansson

Collaborative Architecture



A rammed earth zoo in New Zealand by Assembly Architects Limited.

Convergence of public & private space



http://www.standard8.com/img/exhibitions/projects/cs7_icrc_perspectives_1.jpg

Low & mid-rise affordable housing solutions



Paragon Corporate Housing

Green Transformation



Philadelphia Parks Program

3D Printing Buildings



Credit: 3D Print Canal House

Sustainability & Design

...Commercial design without a clear sustainable strategy is doomed to failure

... Green Building design without an effective commercial strategy is likely to be unsustainable ...

The Philips Center for Health and Well-being
Insight Series on Livable Cities **nr. 1**

A livable and lovable city?*

The Philips Livable Cities think tank believes that livable cities are successful cities. They have identified three important and interlinked ingredients of a livable city:

Resilience
focuses on adaptability, flexibility and balance. It is about the ability of a city to 'invent' or 're-invent' itself through shocks and stresses, to harmoniously accommodate old and new values, and to adapt the functions and requirements of the city. It illustrates a city's capacity to balance continuity with change, heritage and innovation, natural spaces and the urban environment to the benefit of its inhabitants.

Inclusiveness
is about creating social integration and cohesion. Inclusive cities are open for participation from the widest range of civil society, irrespective of gender, age, ethnicity, cultural heritage, beliefs, religion and economic status. Inhabitants should have equal opportunities to participate in the activities of a city. Inclusiveness enhances community feelings, the sense of ownership towards the city, the sense of belonging to a place.

Authenticity
is the ability to maintain the local character of the city, the local heritage, culture and environment. At the same time, a city needs to accommodate social, economic and technological changes – and evolve itself. This evolution needs to be sustainable and match the expectations of the citizens.

*Livable cities reference based on a concept by Danke Radovic, Maa University Tokyo, first presented at the think tank meeting in Singapore on 20/01/2011.

Callout boxes in the illustration:

- Resilience: Livable cities need environmental resilience with a low ecological and low carbon footprint. They need to consider energy, food, water and materials.
- Authenticity: An authentic city can create a sense of pride and belonging. "This is my city." It can make a city lovable as well as livable.
- Inclusiveness: In an inclusive city, inhabitants are actively involved from the start of every city initiative. The city is open to political participation from the widest range of civil society.
- Resilience: Resilient cities need economic stability. They should strive for economic diversity to reduce dependence on one economic model, job creation, as well as entrepreneurship.
- Authenticity: Parks and other forms of natural heritage are important for authenticity as it creates a collective memory. Native species emphasize the unique location of a city. Parks function as resilient lungs of a city – improving the air quality.
- Inclusiveness: Everyone in the city is included has rights, and is entitled to a better life. The elderly, disabled and poor are seen as potentially valuable social capital.
- Authenticity: Social cohesion implies that a city is inclusive and breeds cooperation and tolerance between citizens with different values and beliefs.
- Resilience: Resilient cities realize that they are connected and interdependent within a system of other cities and also with the rural environment surrounding them.
- Authenticity: The history of a city makes it authentic. It reflects local culture and local knowledge and reinforces a sense of place and the local identity.
- Resilience: The relationship with the surrounding rural area is important for resilience. Food supply and urban agriculture need to be considered.

Sustainability & Design

Commercial success is based on achieving positive differentiation in a competitive market

Branding is managing your image and reputation to create an added value perception to differentiate

.... a place, product, offer, service and people

Steel & Glass Buildings



Source: http://www.ecofriend.com/wp-content/uploads/2012/08/sustainable-urban-living-hks_0_kxXoC_69.jpg



Source: <http://assets.inhabitat.com/wp-content/blogs.dir/1/files/2012/06/>



Source: <http://blog.cat.org.uk/2013/01/29/sustainable-architecture-future/>



Source: <http://www.ecofriend.com/eco-architecture-project-green-a-sustainable-mixed-use-development-for-austin.html>

CITY OF THE FUTURE



Charging stations
for electric vehicles by the side of each road. Contactless technology allows drivers to pay instantly to recharge

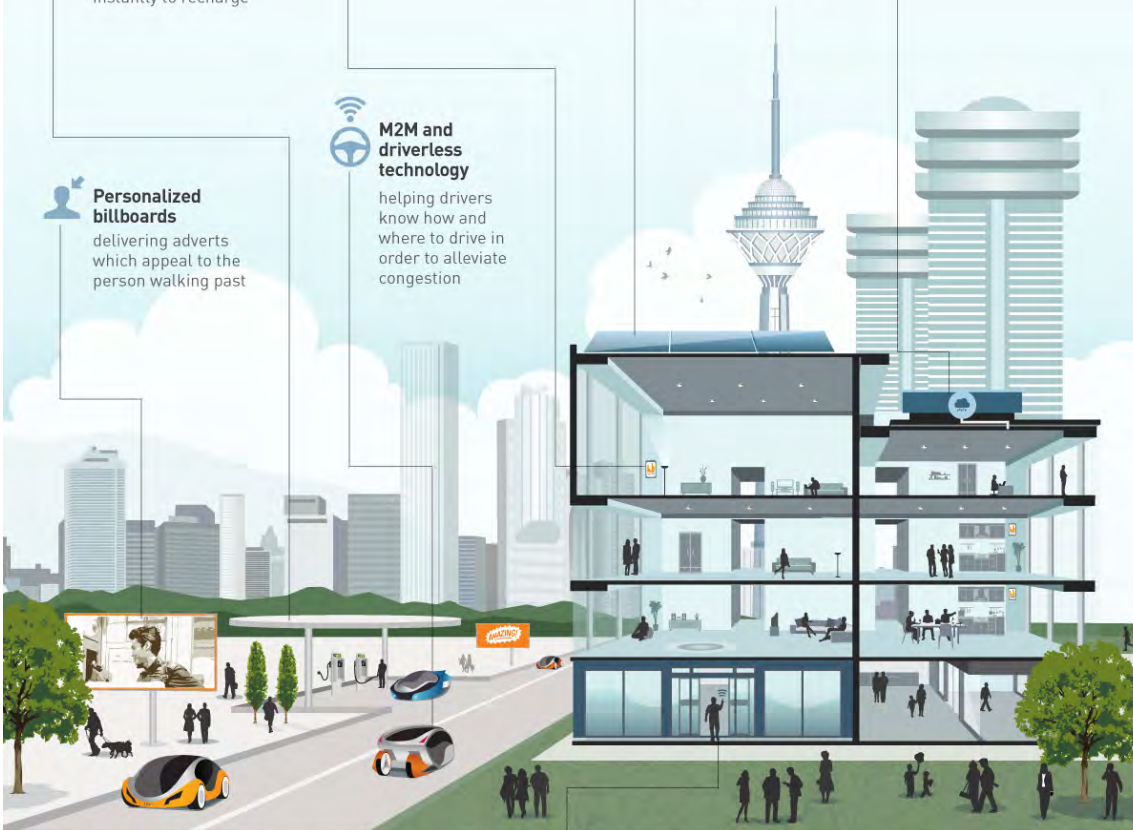
Smart meters in every property
regulating power usage across the day

Photovoltaic panels on every roof
Each homeowner will generate their own power and feed into a city-wide smart grid

Water butts on every roof
providing water for domestic use and ensuring not a drop goes to waste

Personalized billboards
delivering adverts which appeal to the person walking past

M2M and driverless technology
helping drivers know how and where to drive in order to alleviate congestion

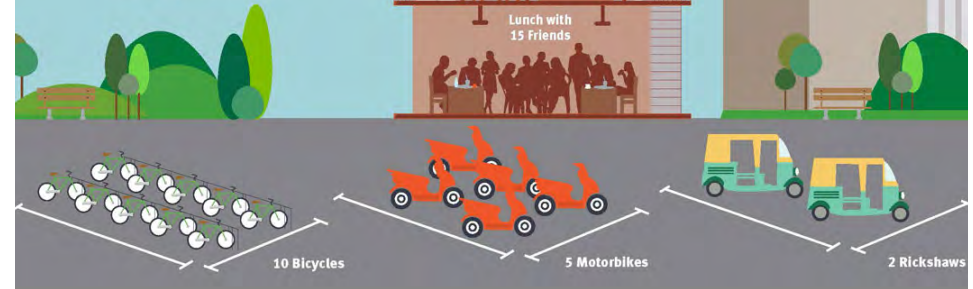


Sizing Up Parking Space

One Parking space is 18m² (220 ft²).

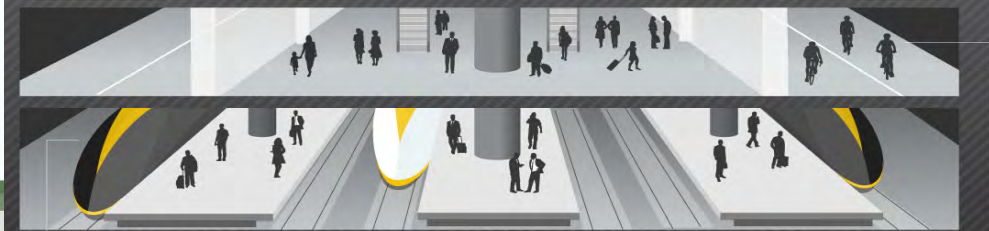


That's equivalent to...



Intra-body communication

allows users to open buildings or car doors with just a touch of their fingers. A small device, carried on the wrist or belt, communicates with the locking system and uses the skin to transmit a signal which grants entry



LTE-connected underground trains

giving workers complete mobility, enabling entertainment services and providing a super-fast browsing experience



Underground bicycle lanes

for growing numbers of zero carbon commuters

Creating Places Where People Want to be

Commercial success is based on achieving positive differentiation in a competitive market

Branding is managing your image and reputation to create an added value perception to differentiate a place, venue, product, offer, service and people

Nation Branding

Audience Challenge: Commercial...political...social...
...stake holders...vested interests...individuals...
Engaging diverse international & local audiences.



100% PURE
morethan.com

City Branding

Competition for attention and preference in a globalised world

Enhanced status - a destination - a place where people want to live, work and visit

Challenge:

Destination brand management

Differentiation Coherence Clarity of image

Meeting expectations of different target groups:
international tourists, residents,
and potential investors



City Branding



NEWCASTLE
SEE CHANGE



CITY OF MELBOURNE



SYDNEY



MADRID 2016
APPLICANT CITY



BAKU 2016
APPLICANT CITY



CHICAGO 2016
APPLICANT CITY



PRAHA 2016
UCHAZEJÍCÍ MĚSTO



DOHA 2016
APPLICANT CITY



RIO 2016
APPLICANT CITY



London...brand perceptions

A megacity that defies the simple definition

"When a man is tired of London, he is tired of life; for there is in London all that life can afford."

Samuel Johnson

"There's nowhere else like London. Nothing at all, anywhere."

Vivienne Westwood

London is a fantastic creator of jobs.

Boris Johnson

If you're curious, London's an amazing place.

David Bailey

London has the greatest serious music that you can hear any day of the week in the world

David Attenborough

**A worldwide hub -
"the capital of capitals"**

"I'm leaving because the weather is too good. I hate London when it's not raining."

Groucho Marx

London is a roost for every bird - a modern Babylon

Benjamin Disraeli

London has become the libel capital of the world.

Richard Dawkins

London architecture

A mix of globally recognised architectural landmarks
Full of contrasts - old/modern, traditional/radical



London...Brand Icons

Diverse & quirky mix :

Human...Transport...Communication...Heritage
Innovative...Reinvented...Timeless...Obselete...



London Creative Branding

Knowledge...Culture...Art...



Busking

UNDERGROUND

Could you send them Gaga in Goodge Street?
Belt out Whitney in Euston?
Or captivate Barking with a bit of Bach?

Whether it's London's 'Busking Underground' (open season remains)
Or an award-winning artist performing for the benefit of new or under-used TfL
£400,000 of award-winning 'Busking Underground' (open season remains)
Or an award-winning artist performing for the benefit of new or under-used TfL
£400,000 of award-winning 'Busking Underground' (open season remains)
Or an award-winning artist performing for the benefit of new or under-used TfL
£400,000 of award-winning 'Busking Underground' (open season remains)

MAYOR OF LONDON

Transport for London

Transport for London

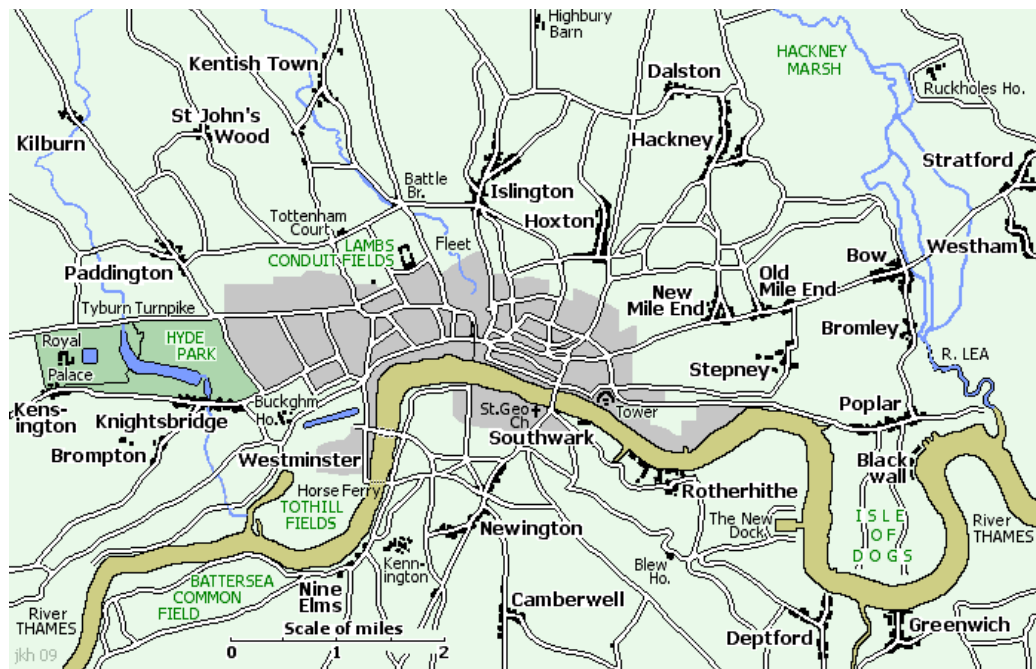
UNDERGROUND	UNDERGROUND	UNDERGROUND
TRAMLINK	BUSSES	COACHES
DIAL-A-RIDE	D L R	OVERGROUND
RIVER	STREETS	TAXI-PRIVATE HIRE



London...Brand Attributes

History... geography. A sprawling cluster of joined up villages contributes to its unique diversity of character

History... New zones



London, 1746



Social & Functional Analysis of London, 1943

London...Brand Attributes

Neighbourhoods?

Many outer London boroughs are artificially branded neighbourhoods.



They don't pass the *"I come from..."* test- the sense of place

London boroughs...Brand Attributes?

The outskirts - names not places!

Outer London
Boroughs identity crisis?

Rebranding/reinventing
themselves in attempt
to differentiate and
create stronger
sense of place



Lambeth



Audiences ...

Consumers... Citizens

Changing needs and Aspirations

Millennials

Connecting Challenge

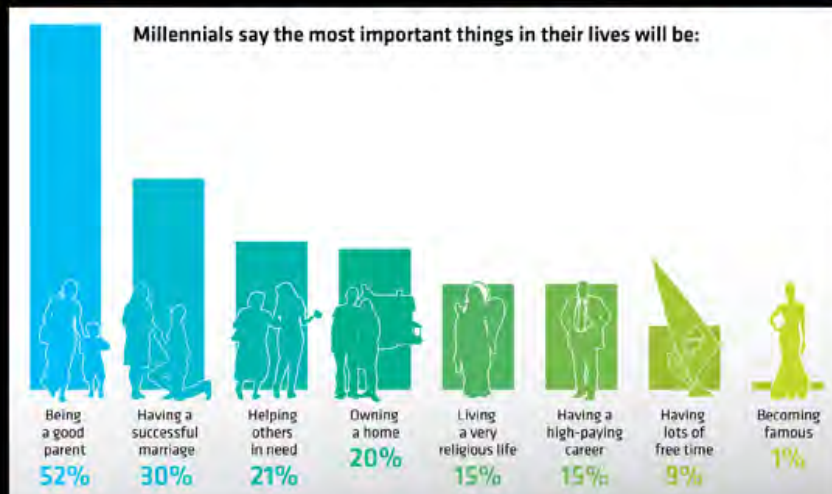


Connecting Challenge

Engaging...Inspiring...Informing

WHO ARE THE MILLENNIALS?

THE DEMOGRAPHICS

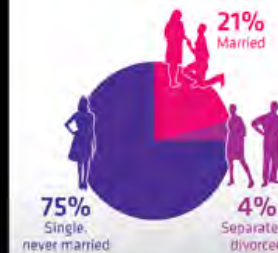


Other names for Millennials:

- Generation Y:** Refers to the generation to succeed Generation X.
- The Echo Boomers:** Refers to the fact that many Millennials are children of Baby Boomers.
- The Net Generation:** Refers to the internet being a part of their lives that they grew up with and take for granted.
- The Boomerang Generation:** Refers to the tendency for many Millennials to move back in with their parents after going away to college.
- The Peter Pan Generation:** Refers to delaying the rites of passage into adulthood longer than most generations before them.

Marital status

(Millennials ages 18-28)



Top 5 things that make Millennials unique:

(according to Millennials)



Educational attainment

(% of Millennials ages 18-28)



mappiness maps happiness across space in the UK

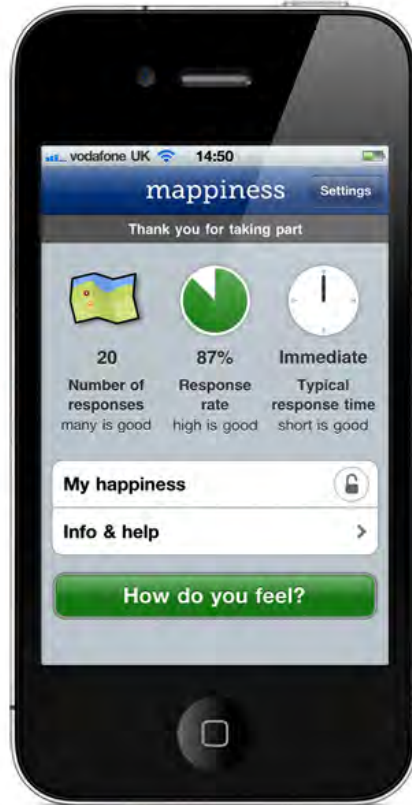
mappiness is a free app for your iPhone

It's part of a research project at the London School of Economics

We'd love to have you on board!

how does it work?

- You [get mappiness from the App Store](#), open it, and sign up
- We beep you once (or more) a day to ask how you're feeling, and a few basic things to control for: who you're with, where you are, what you're doing (if you're outdoors, you can also take a photo)
- The data gets sent back – anonymously and securely – to our data store, along with your approximate location from the iPhone's GPS, and a noise-level measure



1 2 3 4 5

Tweet 1,968 Share 2.2k +1 49

We have **62,066** participants. We'd love more. Please share!

what's in it for you?

- Interesting information about your own happiness, which you can download or see charted inside the app – including when, where and with whom you're happiest
- The warm glow of helping increase the sum of human knowledge

what's in it for us?

- We're particularly interested in how people's happiness is affected by their local environment – air pollution, noise, green spaces, and so on – which the data from mappiness will be absolutely great for investigating
- We'll be publishing the results in academic journals and elsewhere – starting with this [paper in Global Environmental Change](#).

[get the app](#)

[tell me more](#)



London Consumers...Citizens

Diversity of incomes, lifestyles, culture, needs, aspirations

Capital's population is changing not only in its size but also in its composition, distribution and quality of life.

Locations, concentrations and movement of different groups constantly evolving

Upwardly mobile movement to suburbs: ethnic group movements to outer boroughs, suburbs and towns; young people moving into inner diverse areas... Poverty rates in outer London have risen, in inner London they have fallen

Population Drift and Diversity



Real Estate Marketing Challenges

Creating visions

Projecting a lifestyle

Selling a sense of place

Real Estate Marketing - London Property Mania



London's billionaire basement mania

Why are London's richest on a digging spree?

Property - the British obsession

London is becoming a vertical metropolis

Housing market obsession

Is London's property bubble starting to burst?

Britain's obsession with house prices

'Panic Selling' In London

There is one topic of conversation in Britain right now: The insane price of property, both to own and to rent. People on modest, middle class incomes who bought houses for a few hundred thousand pounds in marginal areas like London's East End during the mid 2000s have suddenly found themselves living inside assets worth more than £1 million (\$1.68 million).

A Flawed Plan: Squaring up to London's obsession with square footage

House prices: Bubble? What London bubble?

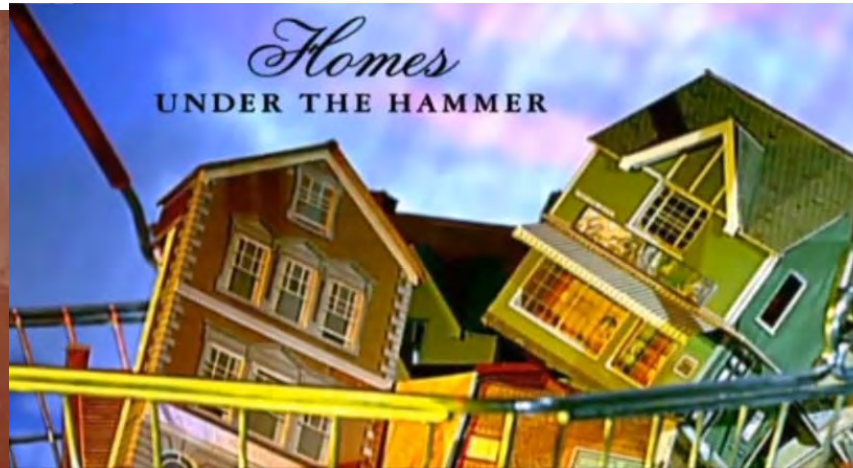
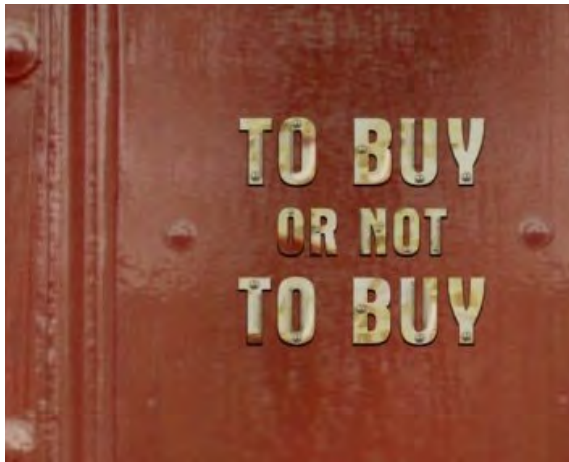
17 ways to tell you are Obsessed with Property

1. You throw away the news and sports section of the Sunday papers and concentrate on the property section. Armed with a thick red marker pen you outline your best buys.
2. Your computer desktop is a picture of Kirstie Allsopp.
3. You calculate you spend more time talking to estate agents than talking to your own children.
4. You are able to sniff out boxes in a supermarket, you can't see them but you know that perfect box to help you with your move is close by.
5. If asked directions you find yourself navigating by estate agents rather than pubs and churches.
6. When walking into a friends house for the first time you enquire about the number of bedrooms and if planning permission has been given for an extension, before asking them how they are. You then quiz them about local amenities and possible flooding.
7. If you're a bloke, instead of enjoying a copy of the latest lads mag you are more than likely to be reading a stack of property particulars at lunch time, muttering to yourself in the corner about period features. If you're a woman, a pile of Heat magazines lie unread in a corner, whilst the local property section is scoured, front to back, as soon as you get your hands on it.
8. You are on first name terms with your local estate agents and even some not so local, in fact you are now the godfather to one estate agent's child.



Property TV Shows


"Media Property Porn"



Real Estate Marketing - London Property Media

LONDON PROPERTY
Magazine

Central & South | October 2014 | Luxury designed for living



You take me to a higher place

London Calling...
Graham Norwood reminds us why London still presents an excellent place to buy

Where shall we put the wheels?
Why is so much fuss made about the garage, when many home-owners use the space for anything but a car

Moving On
We showcase three recently sold or let properties

The Silver Lining...
There's more than meets the eye as Peter Mead unfolds various, stunning shades of grey

Vanessa Brady on open-plan living
We hear how open-plan bathrooms have followed open-plan kitchens in the world of home design

Savills and Aston Chase
Provide our Entraineur from cover property

Welcome to your

area

Central | City & East | North West | South | West & Surrey

FIND YOUR PERFECT HOME
A selection of the best properties to buy and rent in London

Foxtons
November/December 2014



&London
A particular take on property | AUTUMN 2014

LONDON BUT NOT AS YOU KNOW IT



PROPERTY | CELEBRITY | LIFESTYLE

fabric

Death comes for her
Tommy Lee
Dakota



Homes & Property

HOME | PROPERTY NEWS | AREA GUIDES | PROPERTY SEARCH

Here comes Crossrail: the homes hotspots to watch

Property news > | Area guides >



Homes & London
St James

Enjoy life in and around the place you live
Autumn/Winter 2014

The British issue

ENDLESS LUXURY
Choosing London's perfect penthouse

MEASURING UP
The leading names in bespoke outfitting

BY ROYAL APPOINTMENT
What it takes to earn a crest

MADE IN BRITAIN
It's all in the detail



The Hill
resident
November 2014

WILD RECIPES
The Giladwin brothers launch The Shed cookbook

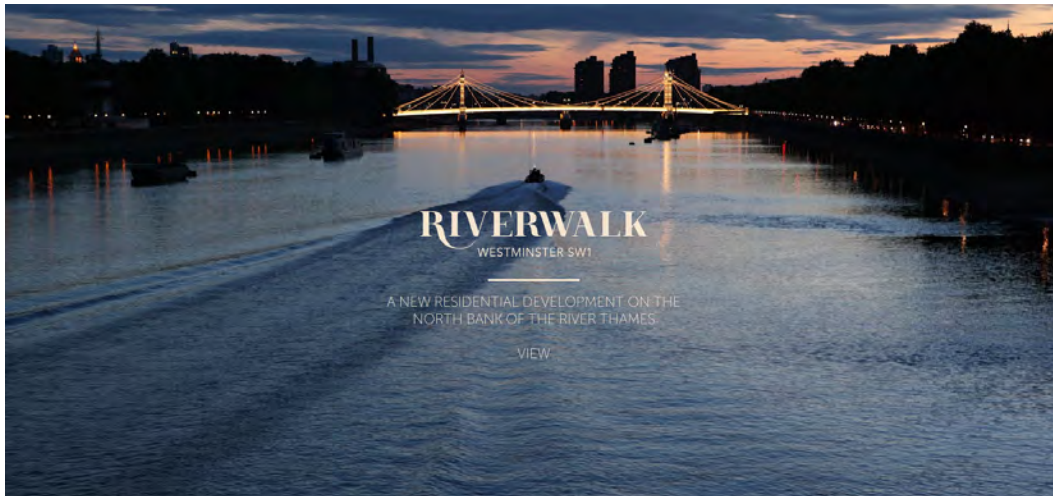
MARIELLA PROSTRUP
on friendship
Elegance & Equality

LIGHT FANTASTIC
ILLUMINATE YOUR HOME IN STYLE



Creating A Vision

Replacing post-war buildings



Previous buildings

Selling Design... Lifestyle

Architectural Branding. Aligning architecture and brand together

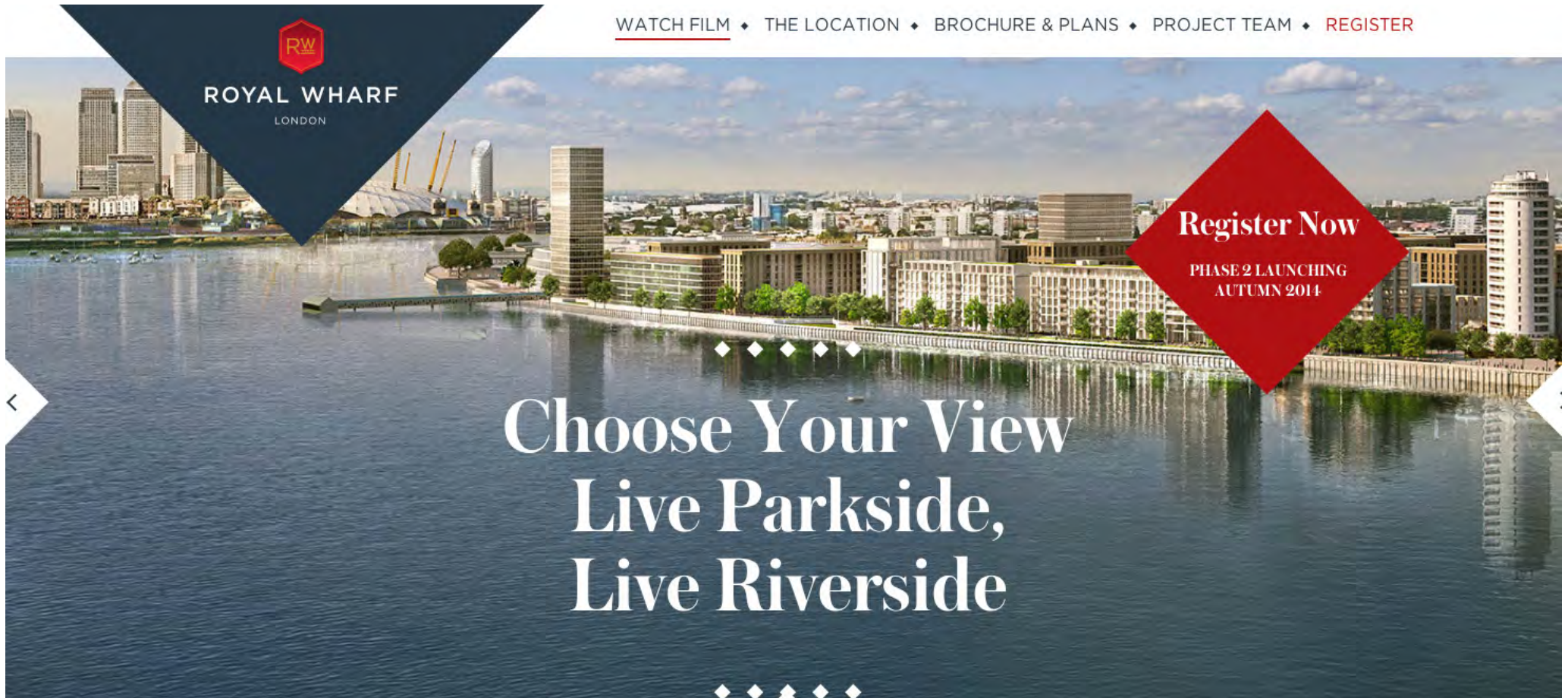


Place Branding -

Creating a traditional sense of place. "New heritage"

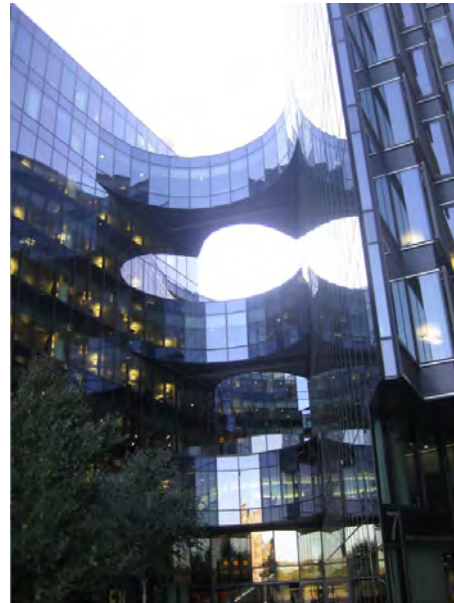
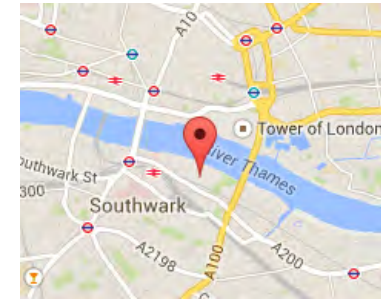
Our intention is that the idea behind Royal Wharf is groundbreaking, rather than any particular building. While much development along the Thames has tended to be somewhat skin deep, our plans for Royal Wharf go much further: it's not that a river runs through it, but a high street, and off the high street, side streets, with the occasional mews. If this sounds familiar, it's because we've taken our inspiration from the way London developed historically, providing the growing population, especially families, with a rich mixture of buildings, with many different functions, but with an organic rather than a planned feel. Our ambition is that Royal Wharf will come to be seen as a model development for future urban regeneration.

[WATCH FILM](#) ♦ [THE LOCATION](#) ♦ [BROCHURE & PLANS](#) ♦ [PROJECT TEAM](#) ♦ [REGISTER](#)



Place Branding - "More London"

Creating a totally new sense of place



Place Branding - "More London"

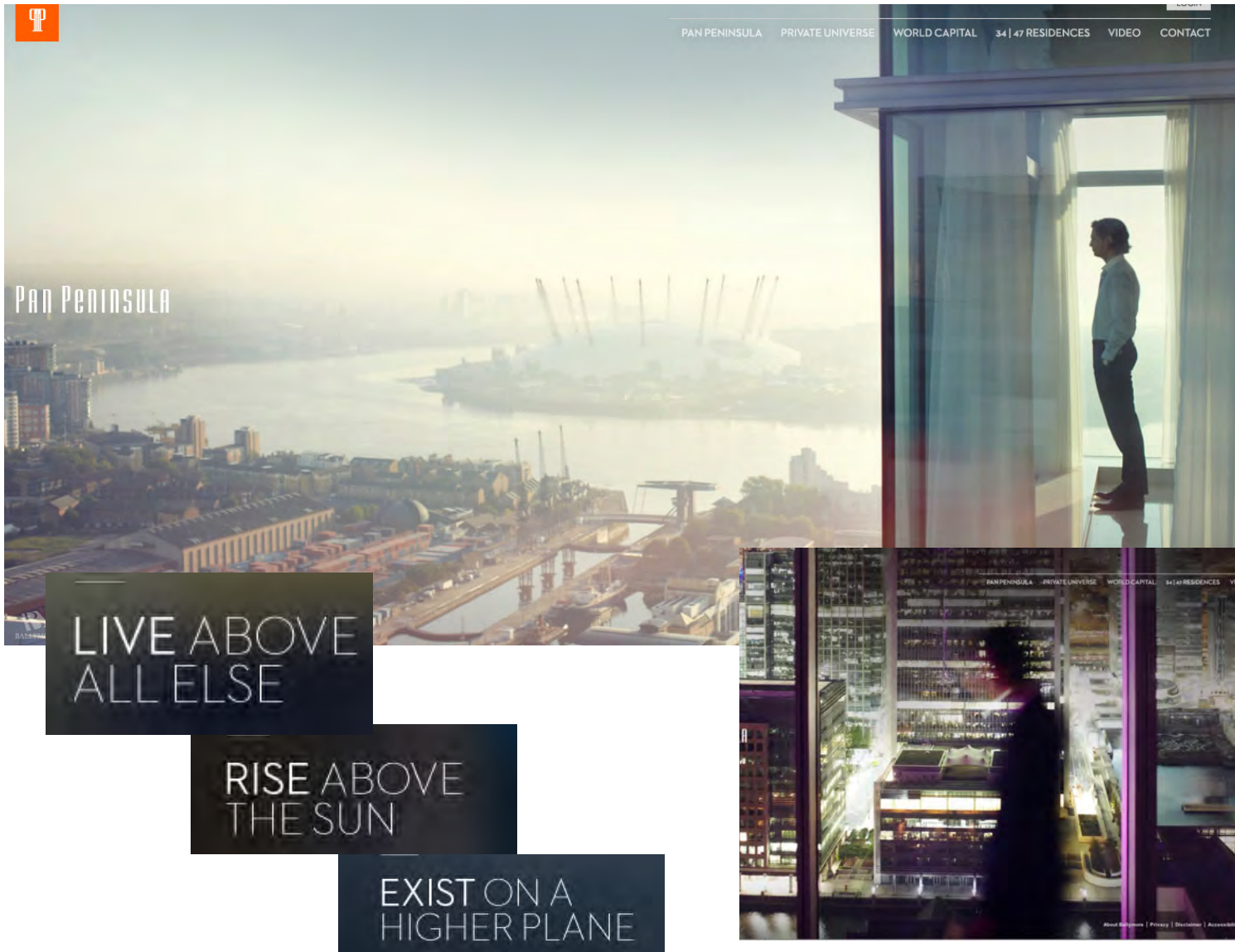
Creating new city spaces



Place Branding - Using location geography



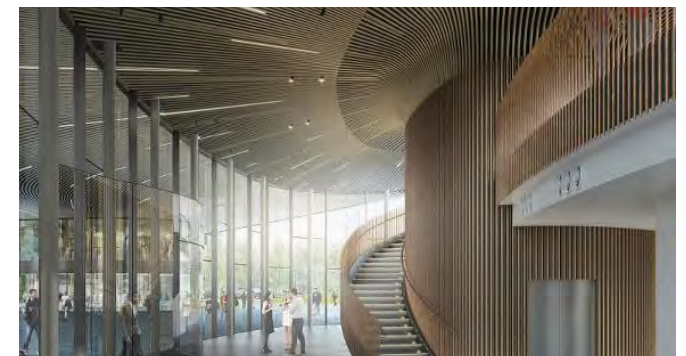
Place Branding - Aspirational messages



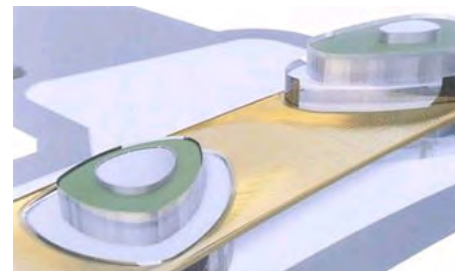
London's highest residential apartments. Rising 500ft above a global financial district: a view that few will share and a heightened sense of being even less will experience. Look down on one of the world's most powerful business centres. Look across the whole of London. Look up to no one.

Place Branding - Art and Architecture

The Greenwich Peninsular Marketing Hub & Art Gallery

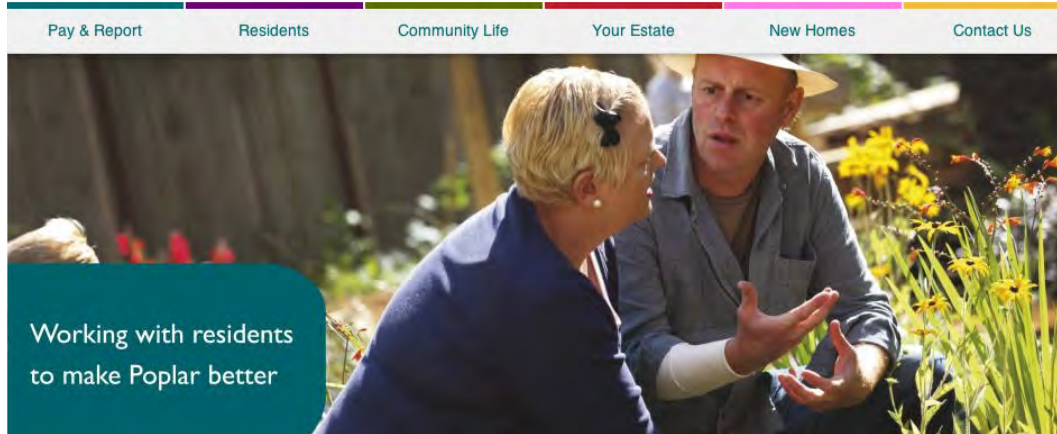


Conceived as part of the on-going regeneration of Greenwich Peninsula, NOW Gallery will sit within the hub as a free, permanent public art space. Its exhibitions will show for three months each, featuring commissions from well-known and upcoming artists and designers.



Community Branding - For "OWLS"

Creating a sense of place and involvement

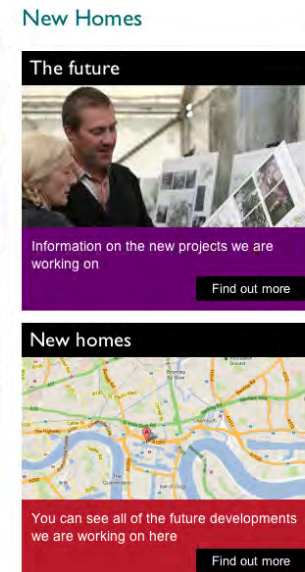


ORDINARY WORKING LONDONERS

A Housing Association that has become a £300 million housing company bringing together, with partners, a £1 billion regeneration project on an area of land the same size as the Olympic Site and almost opposite it. The HARCA are a registered social landlord owning and managing around 8490 homes in East London.

Making Poplar a place where people choose to live, work and enjoy life

Your Estate

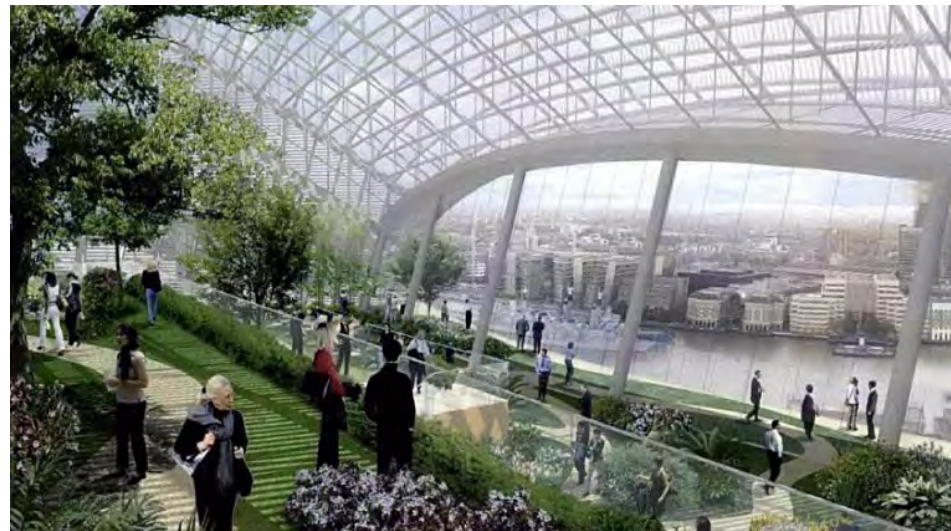


London Architecture / Modern Icons...

- Offices...Business Centres...
- Mixed Use Real Estate
- New market dynamics
- Employer brand challenge

Buildings as brands... Multi Level Public Porosity... Mixed Occupancy

The Shard 'Cheesegrater' 'Walkie talkie'



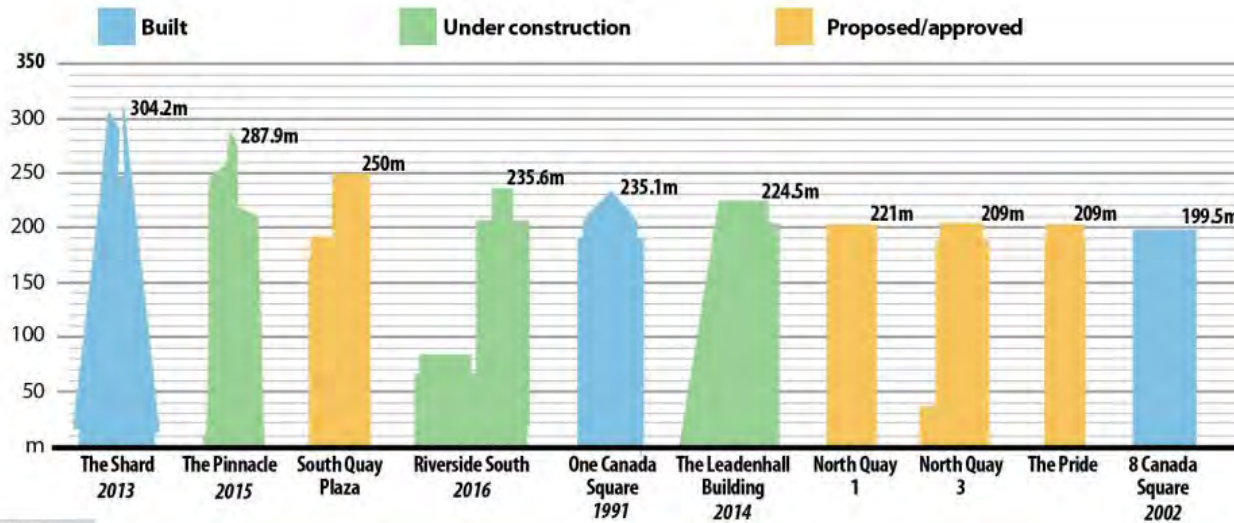
The Shard - London landmark

Architect: Renzo Piano



The Shard- a Vertical City

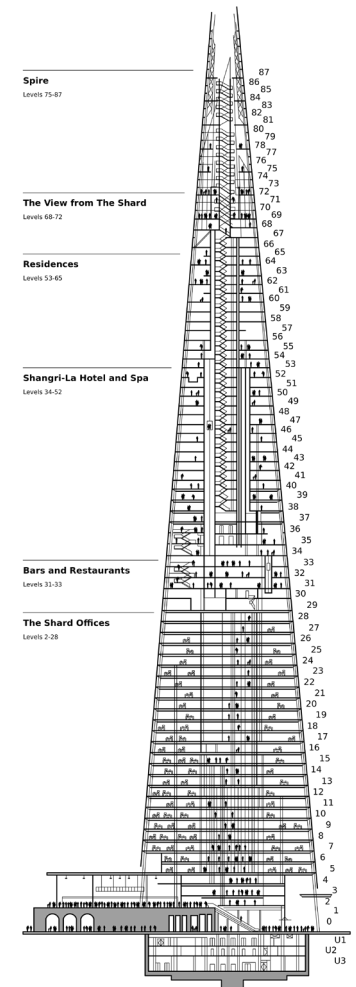
London's 10 tallest buildings



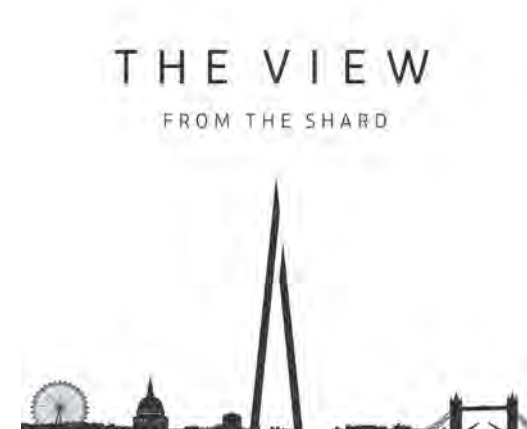
MailOnline

- 309.6 metres high
- 95% of the construction materials are recycled
- 20% of the steel work is from recycled sources
- 72 habitable floors
- A further 15 levels make up the spire

Retail space, offices and wintergardens, international restaurants, Shangri la hotel and spa, exclusive residences, public observation galleries



The Shard - an Iconic Place brand



The Leadenhall Building - "The Cheesegrater"

Architects: Rogers Stirk Harbour + Partners



The Leadenhall Building



THE LEADENHALL BUILDING
CITY OF LONDON



- 737ft high, 47 floors
- 610,000 sq ft of office space
- 18,000 tonnes of steel
- Components made and assembled off site
- The structure has no central core
- External frame provides lateral stability

The Leadenhall Building - A new meeting place at the heart of the city

- The building sits on 16 inclined columns & braces
- Creates 100ft high atrium & public open space
- Includes lawns, seating, trees, shops & event areas



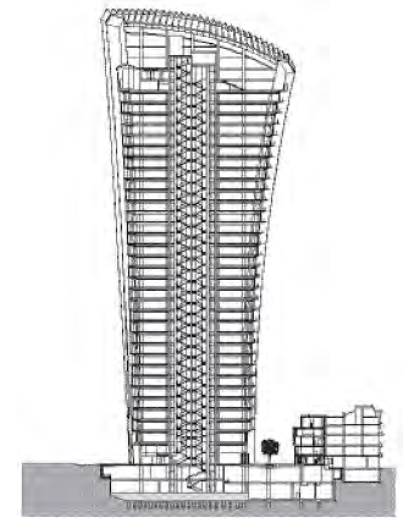
20 Fenchurch Street - The Walkie Talkie (for a while the Walkie Scorchie!)

Architect **Rafael Vinoly**

160m (525ft) tall, 34-storeys

A large viewing deck, bar, restaurants and Sky Garden on the top 3 floors

Top heavy design maximises premium top floor space



20 Fenchurch Street - The Sky Garden

A park in the sky?



The London Eye - City brand icon

Architects: Marks Barfield (Jane Wernick engineer)

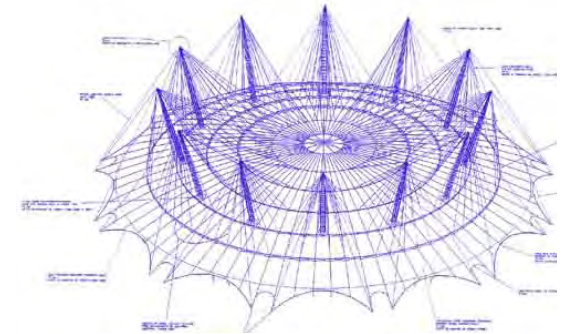
The world's tallest cantilevered observation wheel

"The Eye has done for London what the Eiffel Tower did for Paris, which is give it a symbol and let people climb above the city and look back down on it".

Richard Rogers



The O2 Arena - The Millennium Dome



Architect: Richard Rogers

A tensioned fabric over a skeleton of steel

12 supports represent months of the year and hours on clock face

Diameter of 365 meters represents days of the year

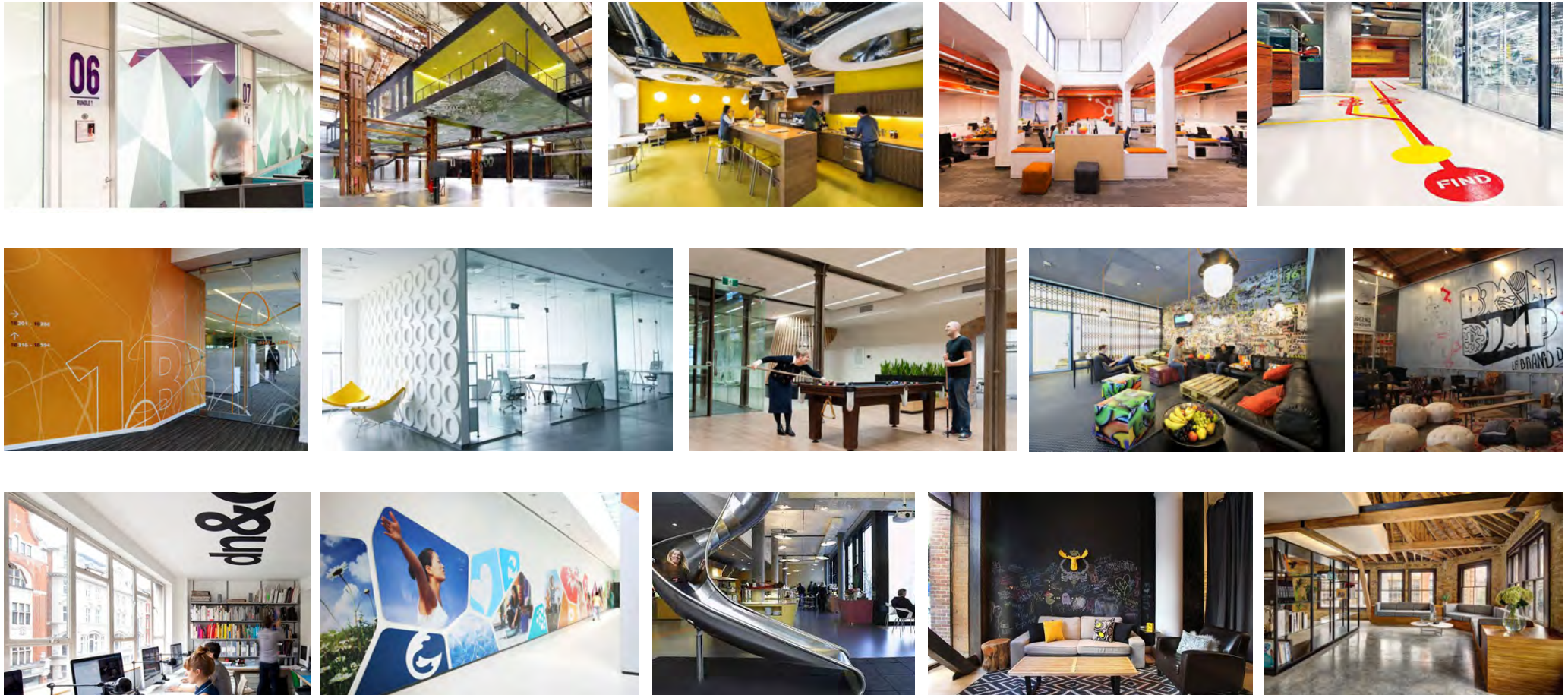
Centre is 52 meters high to represent weeks of the year

Now one of the most successful entertainment venues in the world



Offices come in all shapes and sizes!

- 'Life is work, work is life'



Offices come in all shapes and sizes!

- Work, rest, play



The Consumer Driven office

A new office consumer... TMT sector

New occupiers... young millenials

'Studios' not offices

Blurring of work and play work is life...life is work

- Want funky locations...**place that has buzz...**

squares, parks, restaurants, retail, hang-outs

- Want authenticity...**character**...history

- **Want facilities**...cycles and showers...

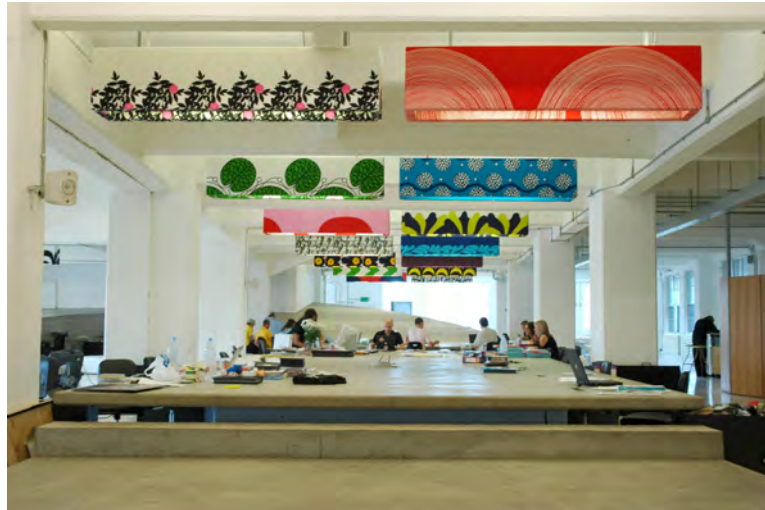
- Want 'value' – flexible space, contract options,
lower 'different' specifications



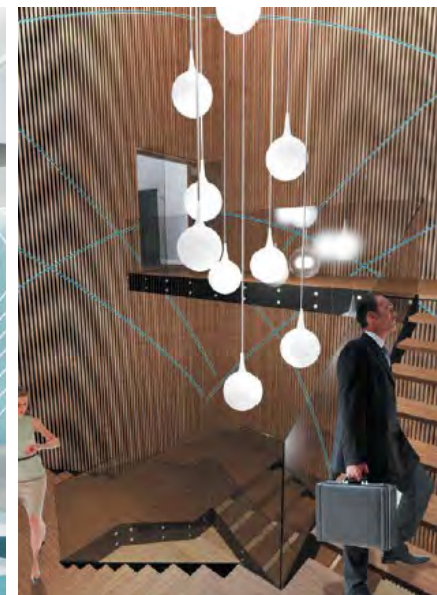
The Consumer Driven office

Tea Building London

The new 'A' Class

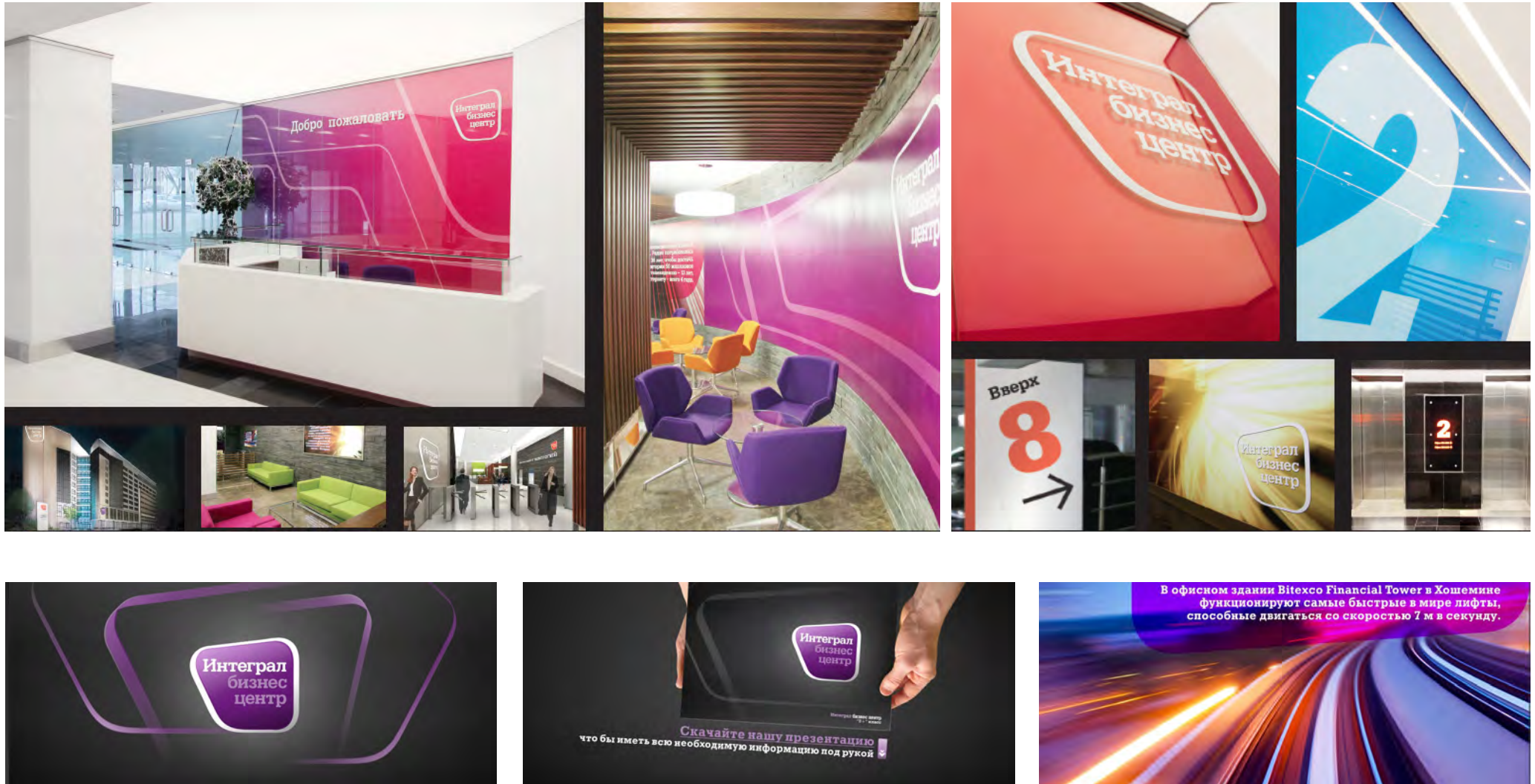


Business Centre Brands - Creating Tenant Communities



Business Centre Brands - Creating Tenant Communities

Integral, Moscow



Group M - Differentiated Worlds

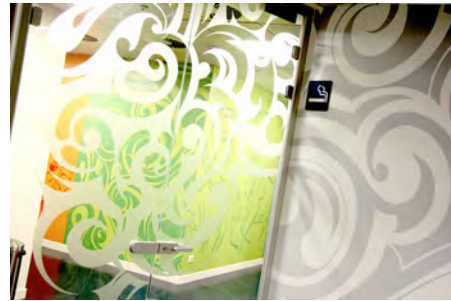
- Group M
- MEC
- Maxus
- Mindshare
- Mediacom



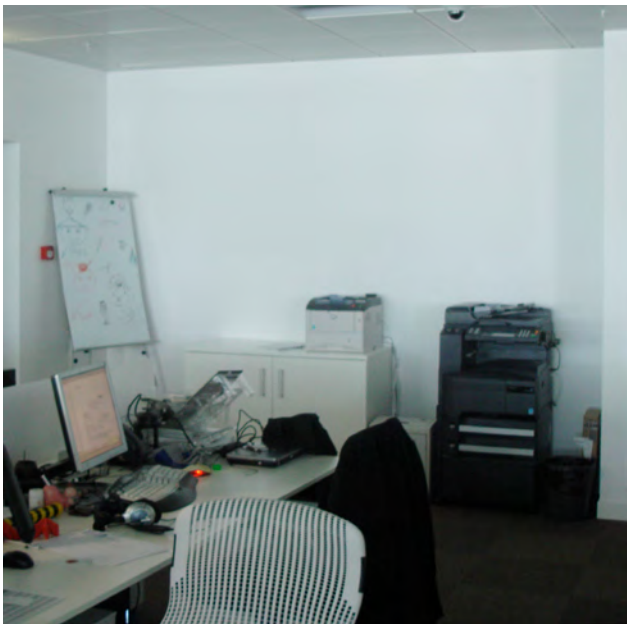
5 levels... 9,500 sq metres

"Legenda Tsvetnogo" Business Centre, Moscow

Group M - Differentiated Moscow Agency Workplaces

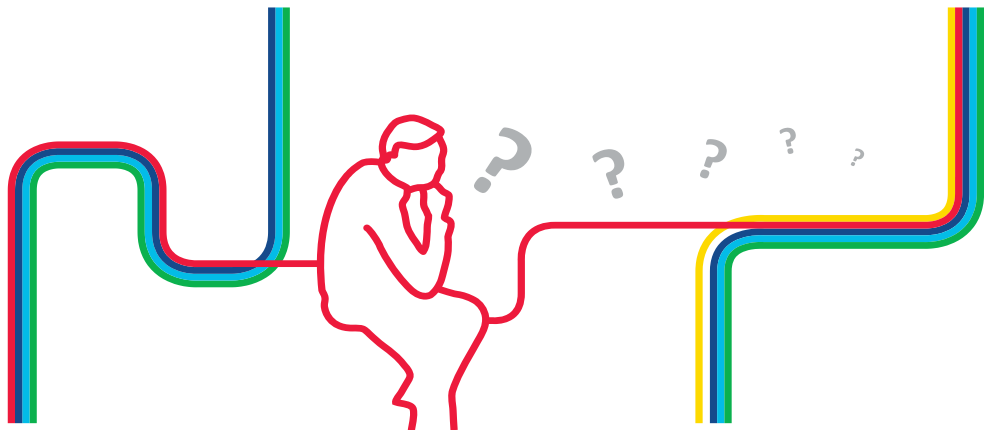


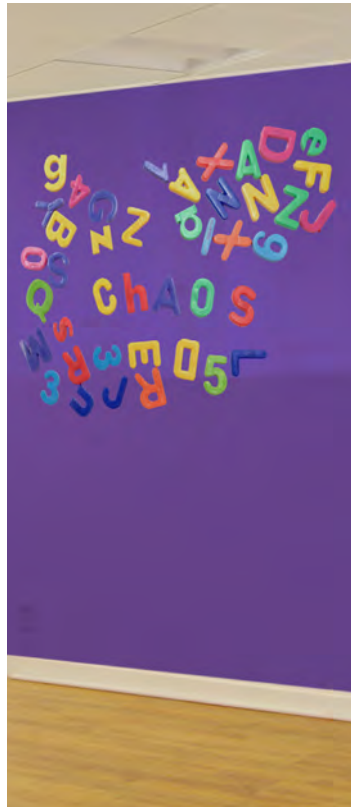
Before and after... Brand engagement





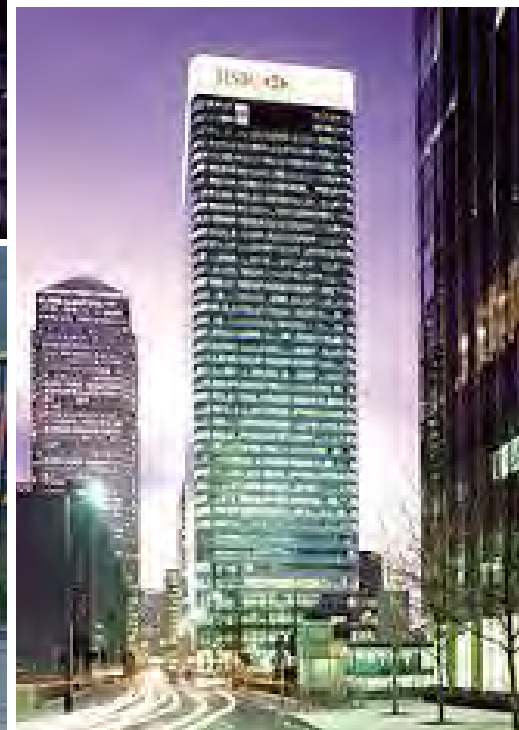
maxus





New Values... New Environments

HSBC



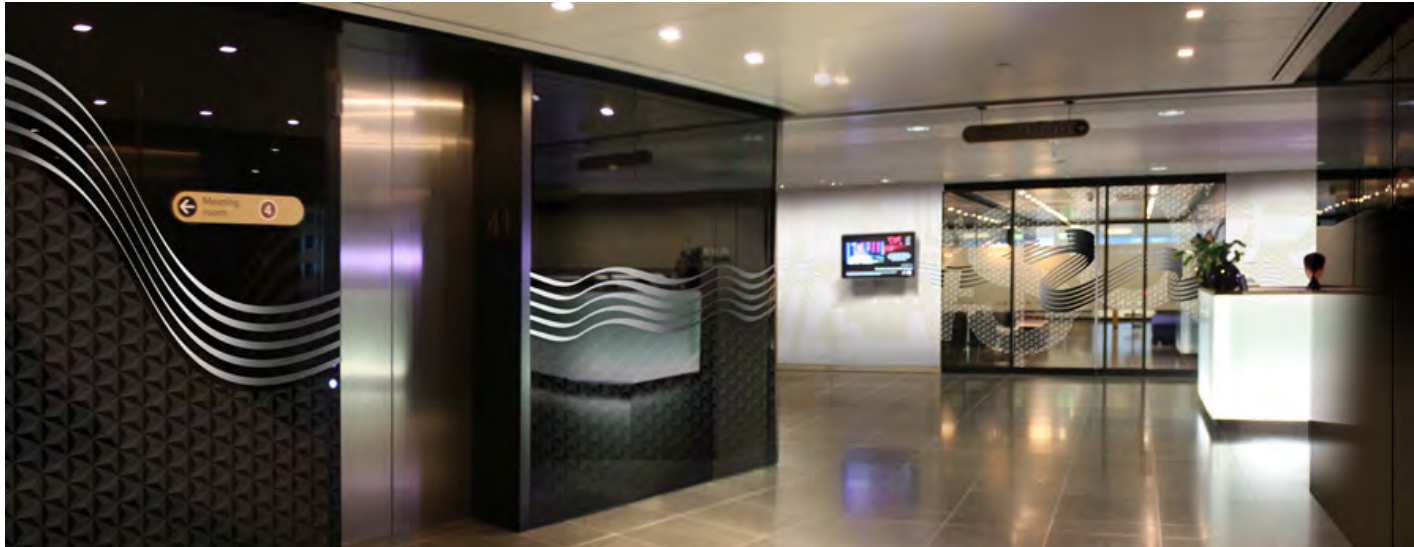
HSBC - New values - new environment



- Branded office workplaces
- To engage... to motivate...
- 750 offices in 87 countries
- Strategic global graphics concept to reflect values and attributes: open, dependable, connected
- A unified look and feel adapted to suit market and cultural mindsets
- For head and general offices, data centres, call centres



HSBC - New values - new environment



Shopping Centres

Where people want to be... again and again

Shopping centres are destination brands

Brand Equity = Image and Reputation = Capital Value

Your brand is an asset... that needs to be nurtured and managed



The Challenge:

To achieve a synergy of branding, marketing and visitor experience

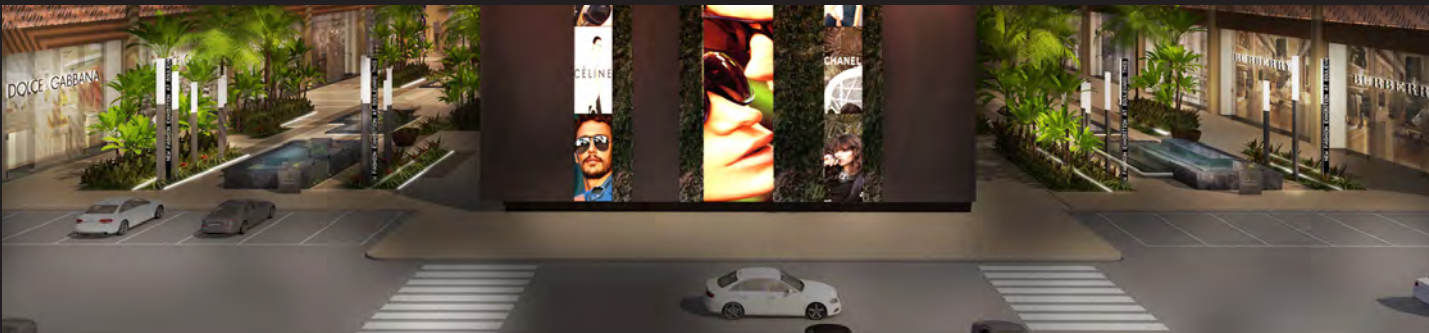
Positive Differentiation... Delivering the Promise... Optimising Resources

Boulevard

Before



After



Luxury fashion shopping centre, located on stylish Kings Road in Jeddah, Saudi Arabia

- 10,000 m2 open-air mall tenanted by top international fashion brands
- Premium, exclusive fashion destination for wealthy, elite target market - both men and women
- Graphic development to make identity more elegant, create monogram and dynamic brand textures
- Transformation of existing building shell structures through adding key features and design elements
- Rooftop 'designer' cafe/restaurants, water features, screens, balustrades, seating, canopies and terraces

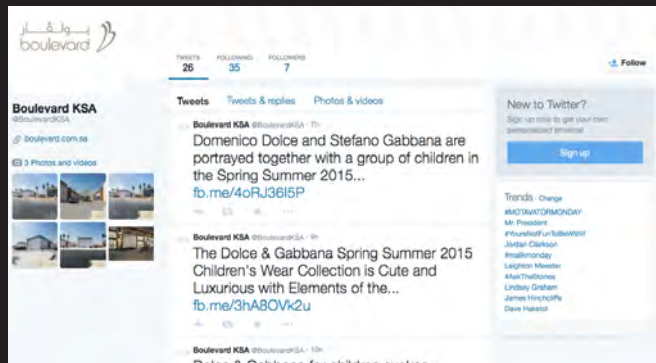
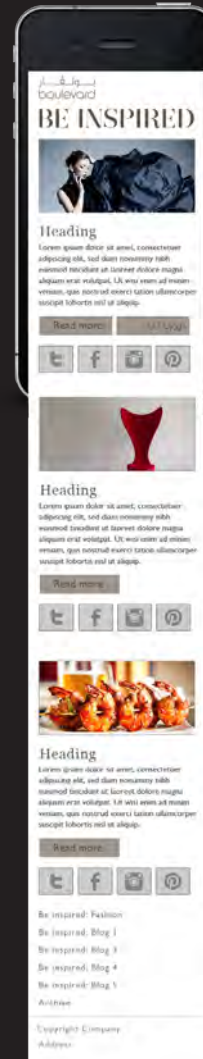
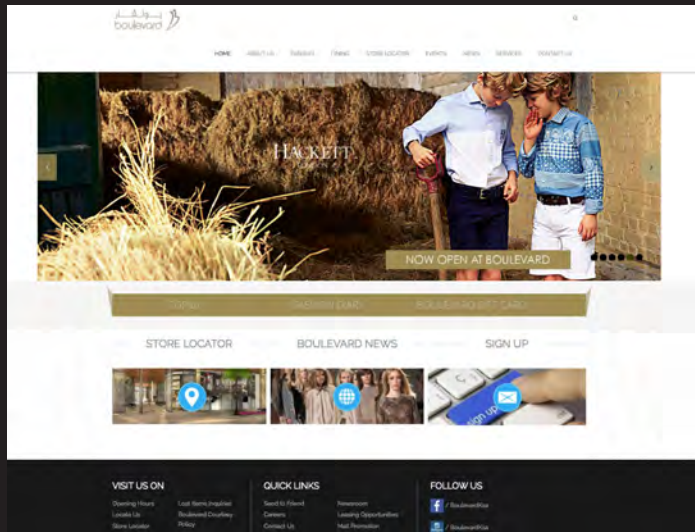
Our Role:

Identity development, signage and wayfinding, brand strategy and social media marketing campaign, shopfront guidelines, lighting, landscaping and design treatments throughout.

بوليفار
boulevard

Boulevard

Brand Concept & Digital Marketing



Fashion Blog



“Exceptional place brand experience”



A vision to turn a sterile site into a first choice place to be...

Before we started...



The vision realised...



The final logo and message

“ Always Different, Always Yours ”



калейдоскоп

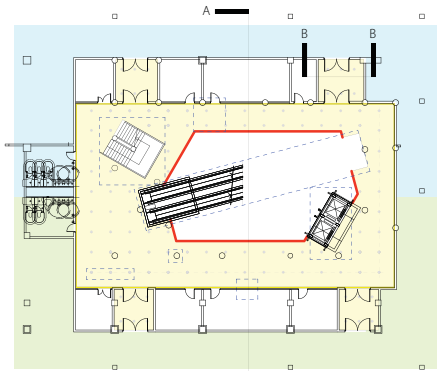
Всегда разный, Всегда твой

Creating a community destination hub...

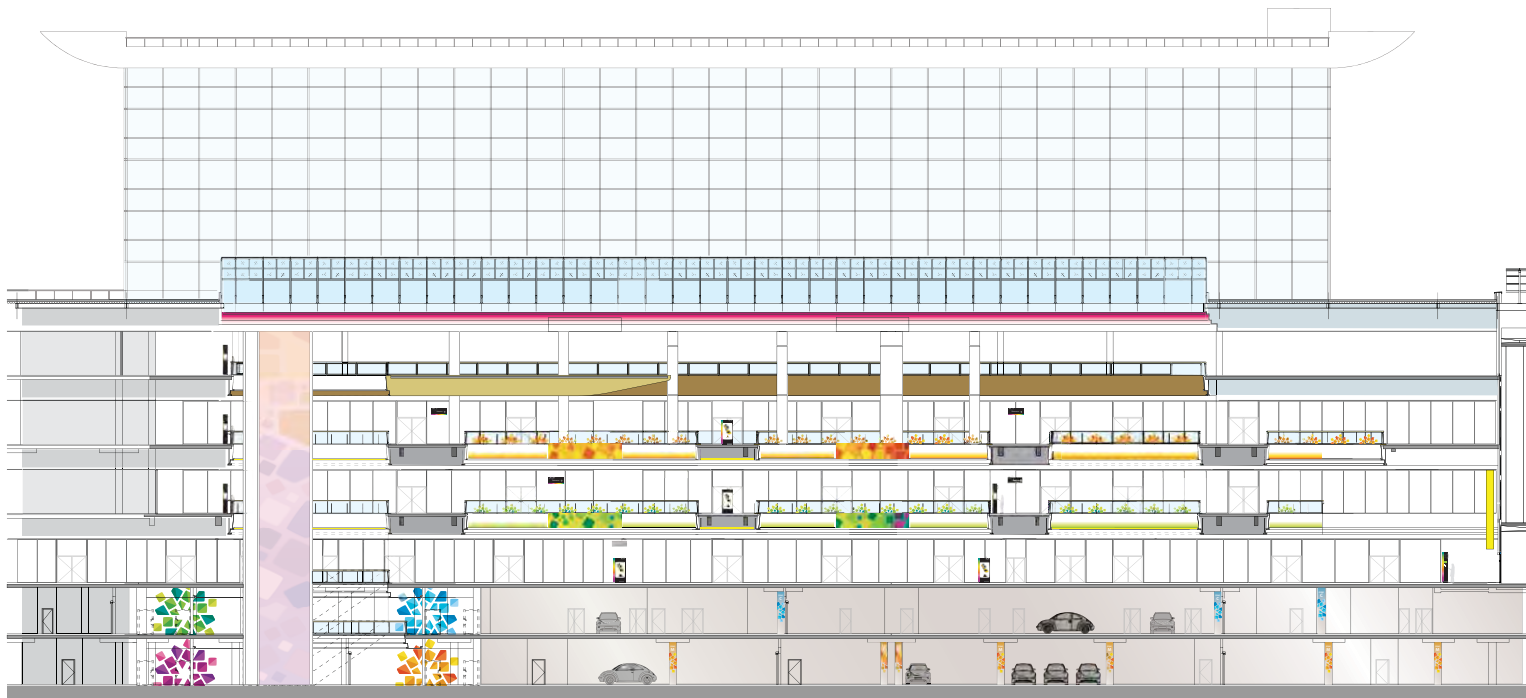
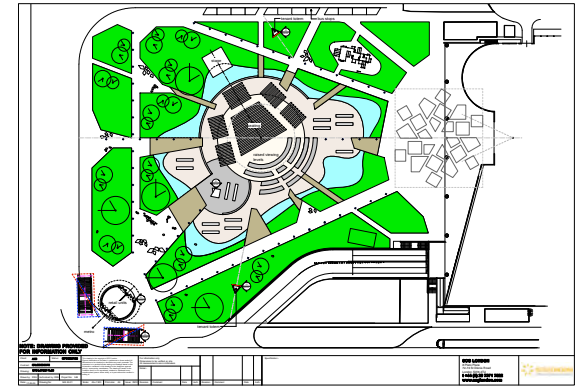
Обзор местности
Site Overview



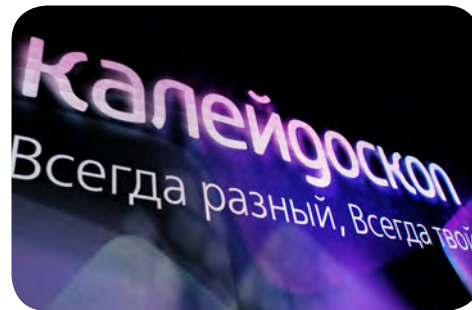
Creating effective zoning



Plan Legend - Car Park Level 2



Distinctive architecture - local landmark



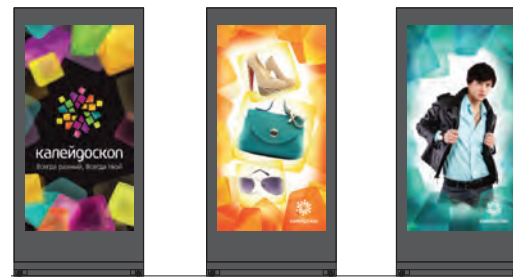
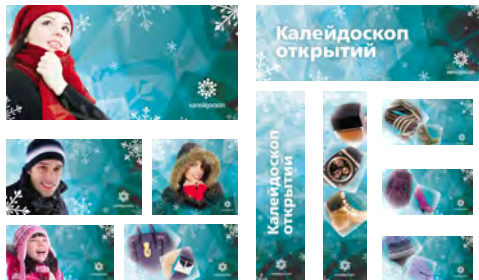
Distinctive architecture - local landmark



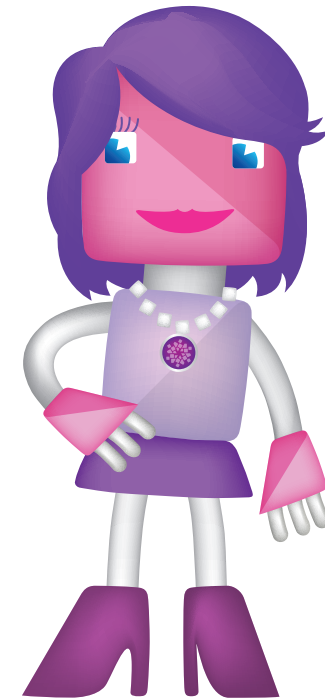
Marketing channels Synergy



Distinctive advertising image



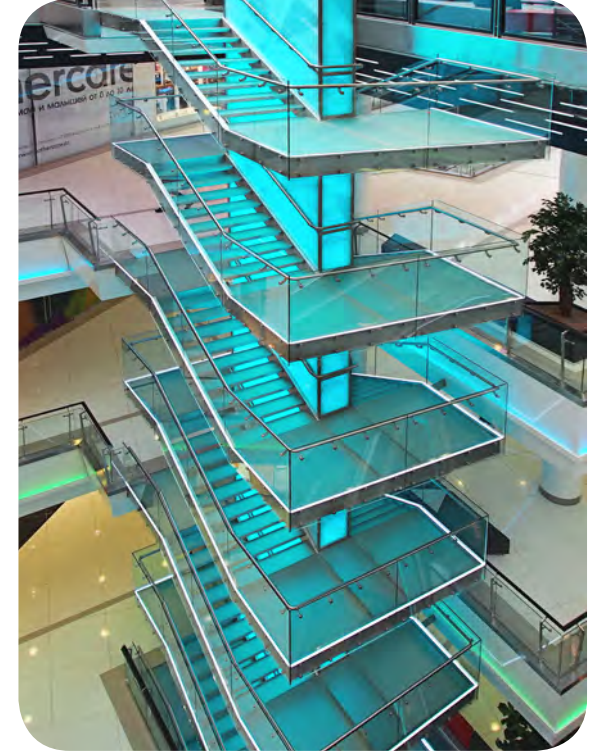
Memorable Characters



Stimulating Interiors



Dynamic easy circulation



Smolenskiy Passage - Transformation

2009

Challenge - Phased upgrading of a well known city centre venue. Replanning tenant space to 'open up' complex vertical mall

Strategy - Creating a premium destination for a two stage development programme - phased identity, communications, environments.



Smolenskiy Passage - скучный, захламленный и беспорядочный



Smolenskiy Passage - построен на названии

Smolenskiy Passage reflects and communicates the special history and traditions represented in the name.

'Smolenskiy'

Historic Russian City

- 882** Smolensk mentioned by Russian Primary Chronicle as the capital of the Baltic Krivichs tribe.
- 950** Emperor Constantine Porphyrogenitus described Smolensk as a key station on the Road from Varangians to Greeks.
- 1054** Principality of Smolensk was founded in 1054. 12th century the principedom one of the strongest in Eastern Europe.

Smolenskiy Passage is located on the site of Smolenskiy Square, a market place at the start of the original route to Smolensk.



'Passage'

The Passage – from French word 'Passage'.

- 1798** Passage du Caire, Paris.
- 1823** Galeries Vivienne, Paris.
- 1847** Galeries Royales, Saint-Hubert, Brussels. Passage inaugurated by King Leopold in 1847 attracted people of fashion with an ambience of luxury retailers.
- 1848** The Passage, elite department store on Nevsky Avenue, Saint Petersburg, Russia, one of the world's first shopping malls.
- 1865–77** Galleria Vittorio Emanuele II build on the northern side of Piazza del Duomo in Milan.

Synonymous with premier shopping and culture.



Smolenskiy Passage - посыл бренда

'contemporary'



СМОЛЕНСКИЙ
ПАССАЖ

'classic'



'New Traditions'

Future success - rich history
We believe in the best - contemporary...classic

Creative, inventive, innovative
Творческий, изобретательный, авторский

Enlightening, inspired
Просвещающий, вдохновляющий

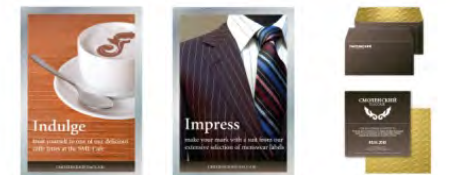
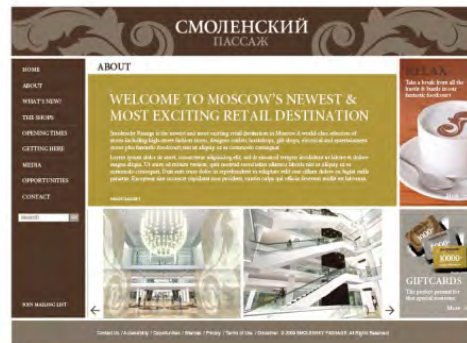
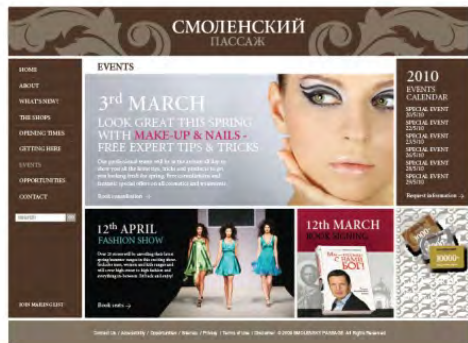
Fashionable, stylish, chic, sophisticated
Модный, шикарный, утонченный, стильный

Distinctive, exclusive
Эксклюзивный, отличающийся

Lively, eventful
Оживленный, насыщенный событиями

Cultural, artistic
Культура, искусство

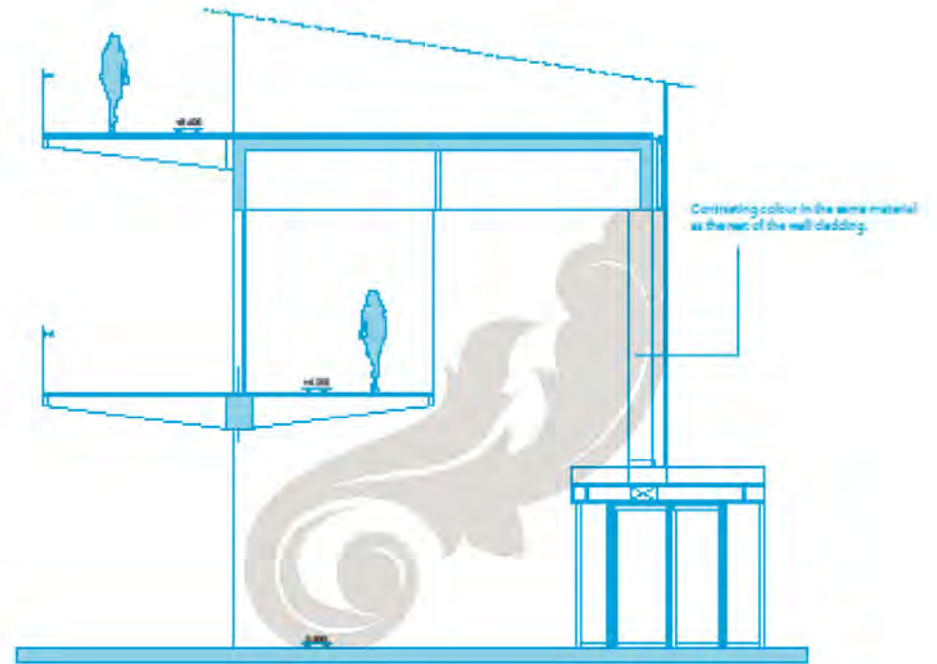
Smolenskiy Passage - медиа точки



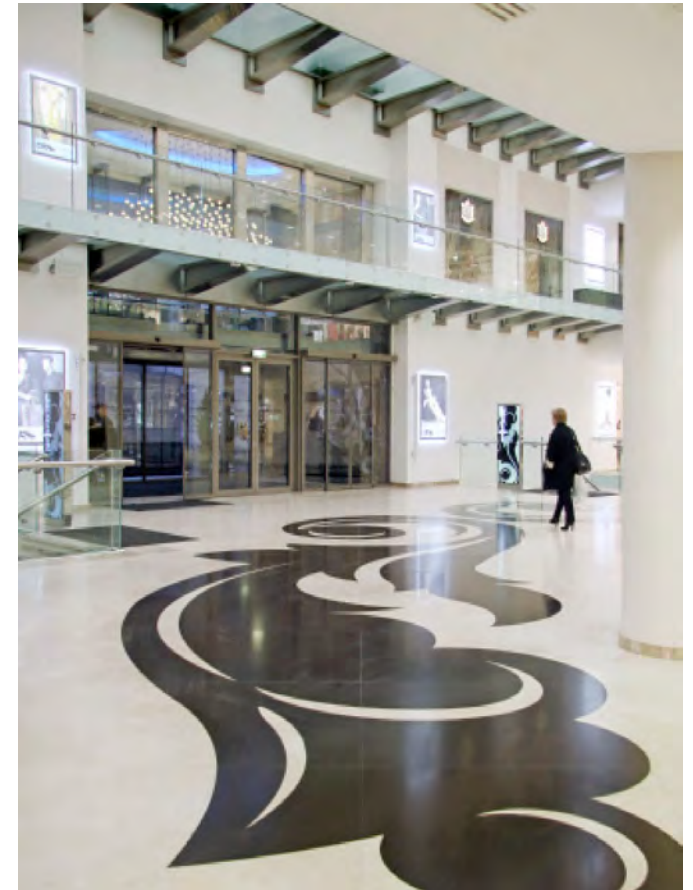
Smolenskiy Passage - первое впечатление



Smolenskiy Passage - First Impressions

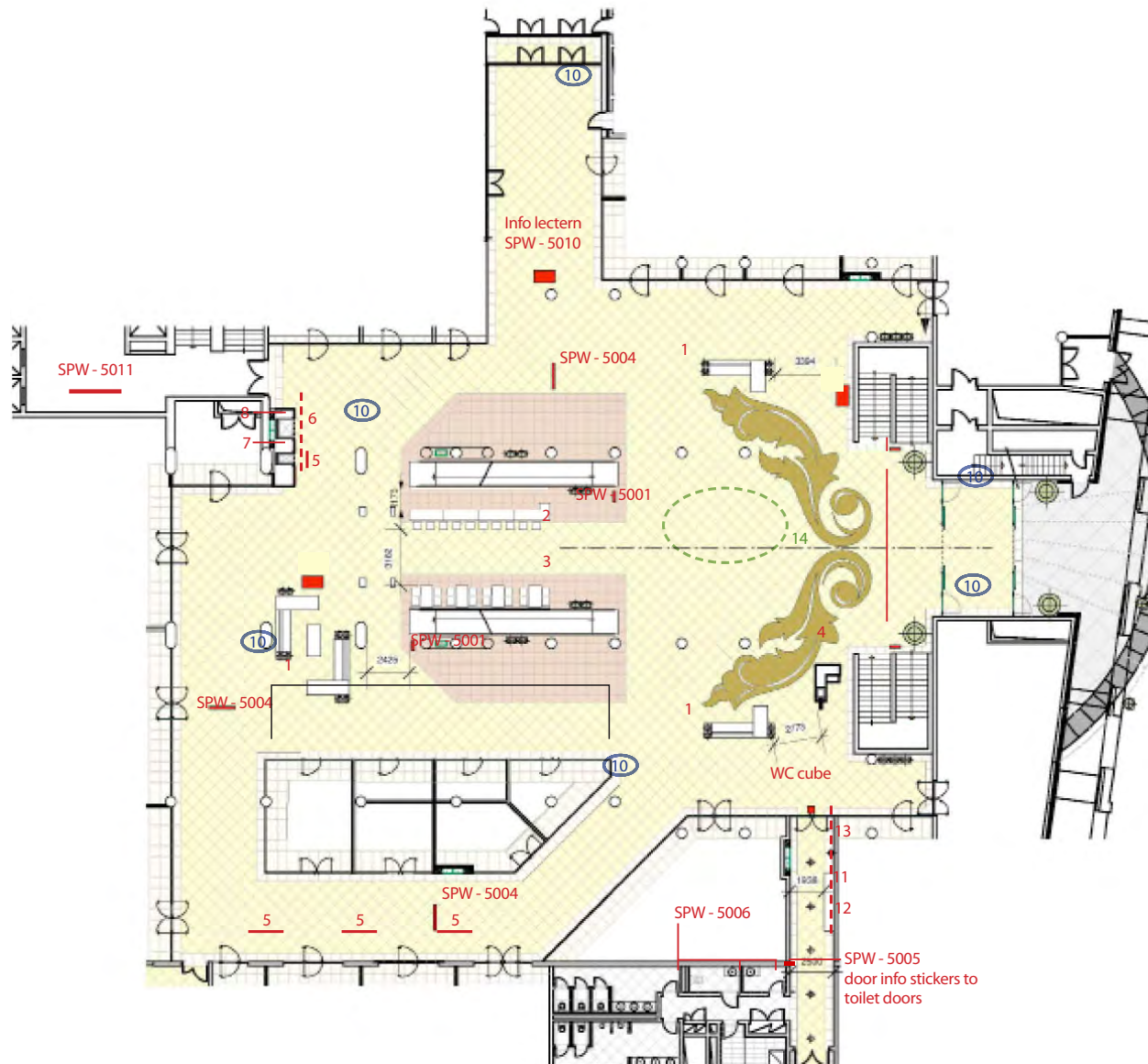


Smolenskiy Passage - Piazza на входе



'A vibrant city space –
always something happening'

Smolenskiy Passage - новая планировка



First floor plan option A
not to scale

Key

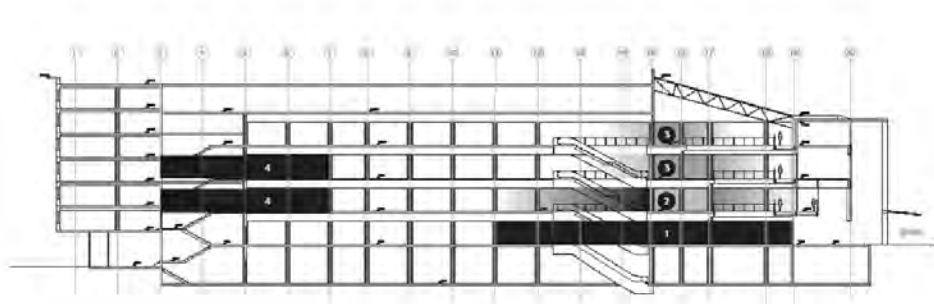
- 1 SCP banquette seating
- 2 Champagne bar with moveable screen
- 3 Champagne bar table seating with moveable screen
- 4 Info reception
- 5 Advertising
- 6 Graphic wall treatment
- 7 ATM
- 8 Parking ticket machine
- 9
- 10 Secondary promotion
- 11 Segis bench
- 12 Toilet wall graphic
- 13 Floor standing lamp
- 14 Big event / exhibition

- SPW - 5001 Main totem directory
- SPW - 5002 Freestanding - floor directory
- SPW - 5003 Wall mounted - floor directory
- SPW - 5004 Ceiling sign 1500x300 - directional
- SPW - 5005 Wall/column 400x300 sign - directional
- SPW - 5006 Wall / column 200x200 sign - directional
- SPW - 5010 Info lectern
- SPW - 5011 Business directory

Note

All furniture elements (including champagne bar) to be moveable to allow for special events, i.e. fashion show

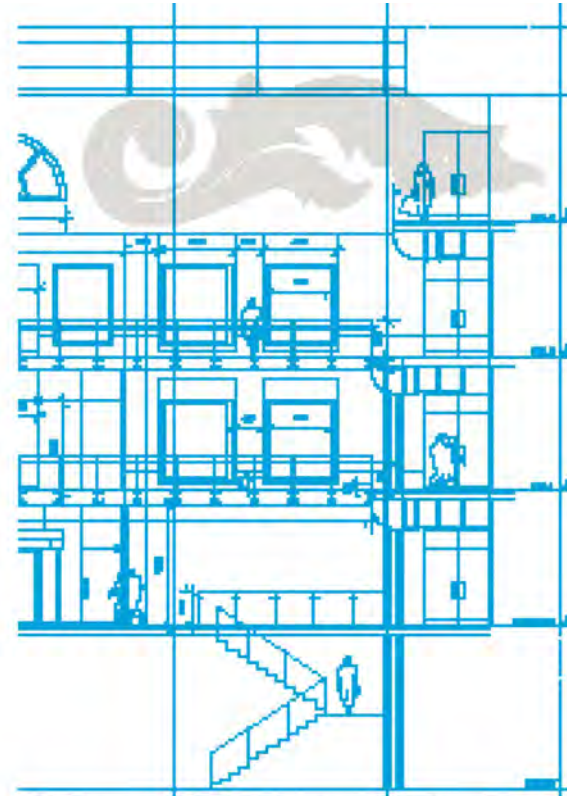
Smolenskiy Passage - зоны активности



- 1 Plaza
'a vibrant city space - always something happening'
- 2 Mezzanine
'fashionable place to take a break'
- 3 Terrace
'a special place to eat, drink and socialise'



Smolenskiy Passage - "New Architecture"



Riviera New Moscow destination

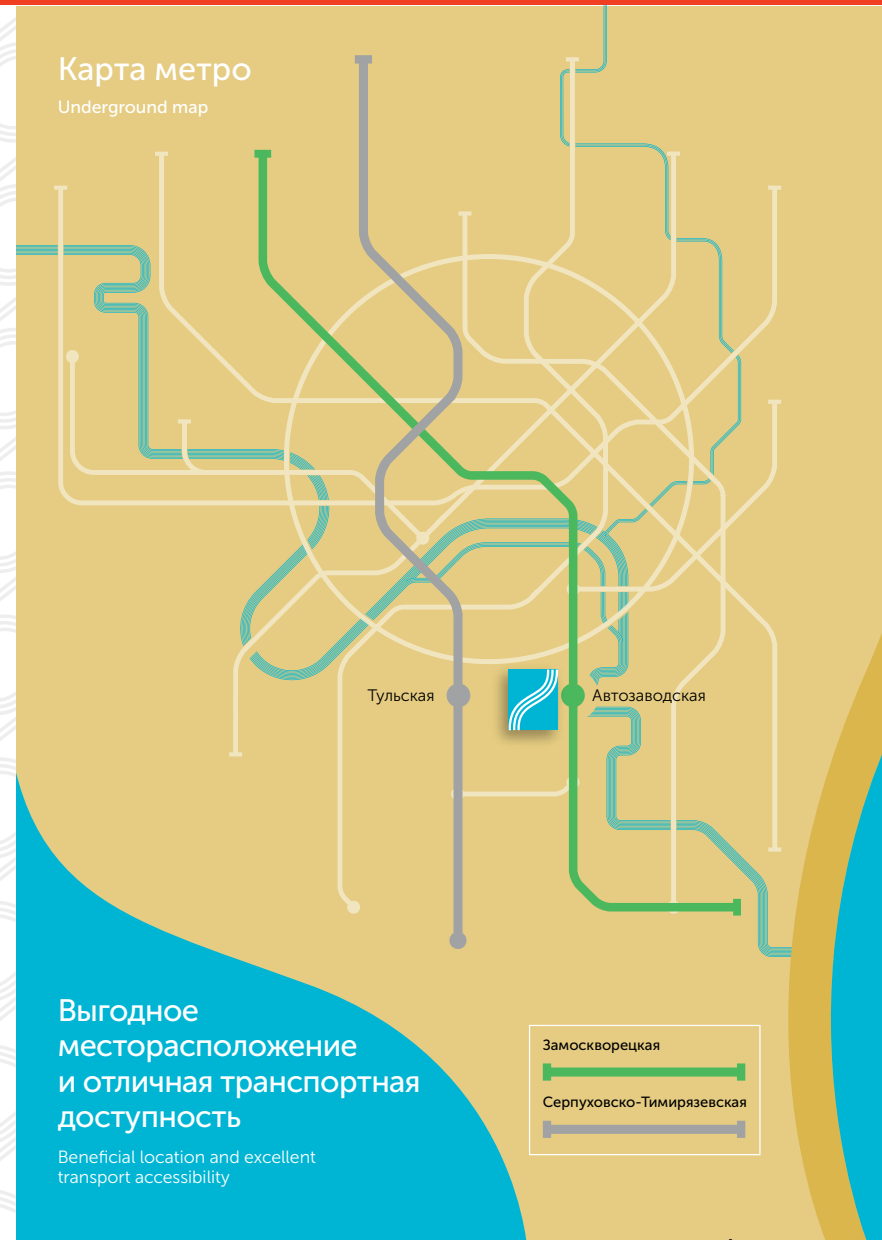


РИВЕР МОЛЛ RIVER MALL

Торгово-развлекательный центр
Открытие: VI квартал 2015

Shopping & Entertainment Centre
Opening: Q4 2015

Карта метро
Underground map



Выгодное
месторасположение
и отличная транспортная
доступность

Beneficial location and excellent
transport accessibility

Riviera Transformation challenge

Concrete fortress... Regeneration catalyst



Riviera

Creating a special sense of place

Optimising the unique river front



Riviera

Creating a vision



Creating communities

Market challenge

Meshcherskiy Park

'Creating spaces as places'

Rublevo - Arkhangelskoe

Putting on the map

Creating a sense of place and community

Residential development challenge

Creating communities not “housing”



Market challenge

Creating Communities not ' Housing '

**Successful Placemaking is all about People...
the Consumers!**

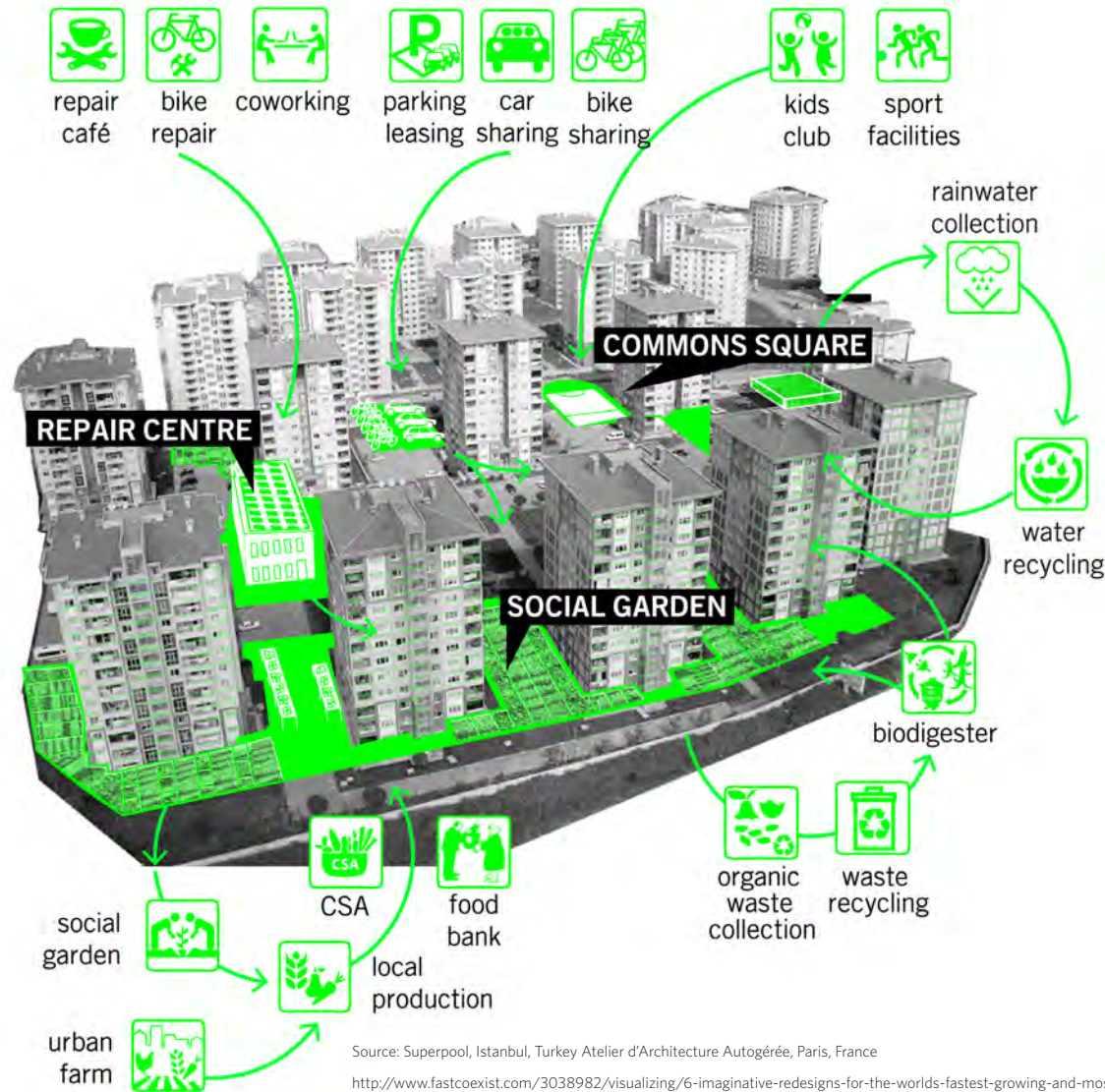
Challenge :

**Creating a sense of place where people feel they belong ...
where they want to stay ... a community they want to engage with**

**Developers need to create the ' hardware ' -
the physical design and attributes of the location, architecture, spaces,
infrastructure and facilities that will be a catalyst for activating the '
software ' -
the people, experiences and activities that will define and create
an exceptional local culture and sense of identity**

Residential development challenge

Creating communities not “housing”



Source: Superpool, Istanbul, Turkey Atelier d'Architecture Autogérée, Paris, France
<http://www.fastcoexist.com/3038982/visualizing/6-imaginative-redesigns-for-the-worlds-fastest-growing-and-most-unequal-cities>

Market challenge

Creating a Sustainable Community A Successful Place Brand

Checklist Criteria

Local Identity

.... Creating a sense of place ... narrative ...naming / icons - district, streets, buildingssignage communications...

Distinctive Character

....Sense of uniqueness...design personality - architecture, site, landscape and feature treatments

Adaptable Public Spaces

...Multi functional ... accessible ... focal points... human scale

People Friendly Circulation

...Priorities for pedestrians... cyclists... walkable ...safe... ' streets ' not roads...footpaths...

Market challenge

Creating a Sustainable Community A Successful Place Brand

Checklist Criteria Cont...

Safety and Security

...Natural surveillance ...interesting populated spaces

Local Facilities

.... For all ages and interests social lifehealth....education...

Resident Integration

....Mix of social groups ... activities ...sports ...shopping ... clubs...

Proactive Local Management

...Community residents and business involved and engaged ...

Wellbeing and Happiness

... Neighbour interaction ...social events...activities ... day to day contacts...

Market challenge

Creating a Sustainable Community A Successful Place

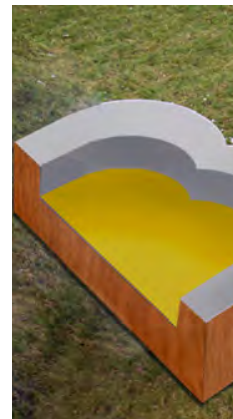
Creating Spaces as 'Places'

Optimising the spaces between buildings to ...

- enhance the visitor ... resident experience
- encourage positive interaction of people ... activities ... nature ... landscape ... facilities.... features
- to give pleasure ... recreation ... a sense of well being

Meshcherskiy Park - Creating a sense of place

Odinzovo, Russia



TOILETS



PLAYGROUND



BALL GAMES



NATURE TRAIL



PICNIC AREA



CYCLING TRAIL



POND AREA



HORSE RIDING



Мещерский

ПРИРОДНЫЙ ПАРК



Place brand strategy

Brand Platform

Brand Messages

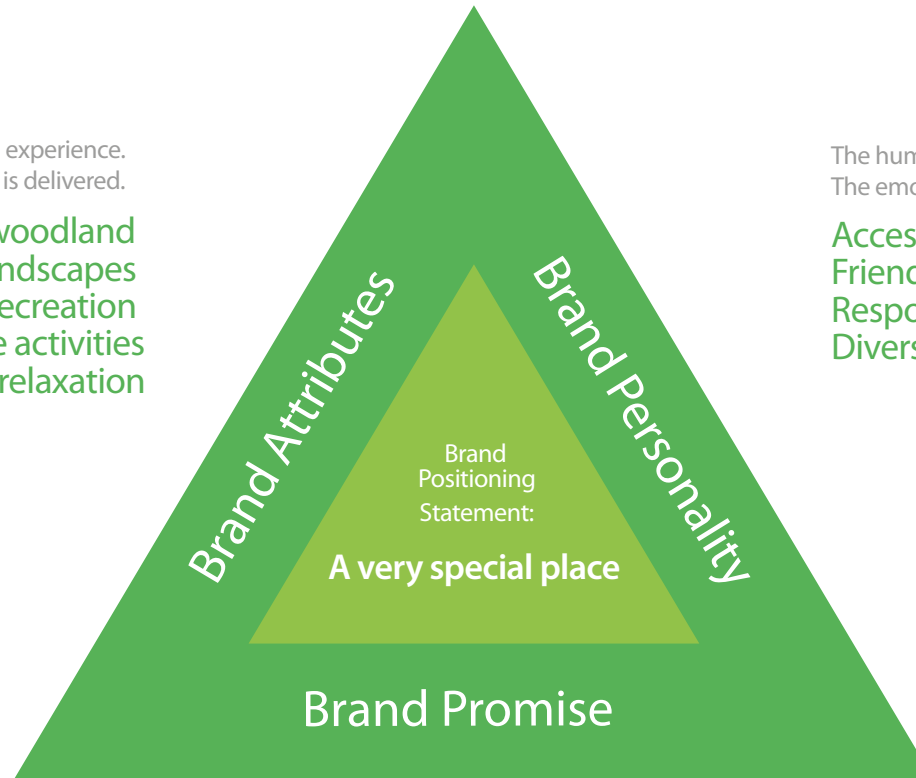
Life's simple pleasures
Our natural heritage
Nature for everyone
Enjoyment for all

Tangible features that visitors experience.
How the brand promise is delivered.

Natural woodland
Enhanced landscapes
Open air recreation
Sports and leisure activities
Entertainment and relaxation

The human characteristics that the brand expresses.
The emotional connection between the visitor & the brand.

Accessible, open, welcoming
Friendly, sociable
Responsive to different moods
Diverse, interesting, exciting



The essence of the brand and the benefits pledged to the visitor

The countryside on your doorstep

Opportunity Examples - Architecture



Wooden structure blends in environment



Unintrusive covering



Observation structures/shelters



Pods

Imaginative architectural structures can enhance the environment and make the park a distinctive, memorable place.



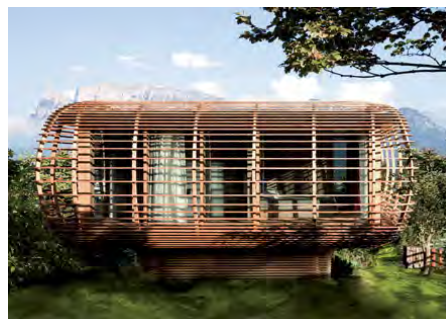
Large scale structures for cafes



Small huts or tree houses



Wood structure viewing platform



Observation structures/shelters



Modern Viewing tower



Modern Cafe

Opportunity Examples - Sculpture Trail (Natural)



Using twigs from the woodland



Wooden tree sculptures



Winter ice sculpture



Colour painted logs



Creating inspiring and organic sculptural features out of the natural elements within the park - wood, snow, ice, stone.



Character painted logs



Large interactive sculpture



Winter ice sculpture



Using branches



Rock Sculptures create impact



Hedge figures

Opportunity Examples - Sculpture Trail (Man-made)



Colourful wind turbines (+sustainable energy source)



Play sculptures



Intriguing trail



Colourful and bold sculptures create impact, enhance the environment and can be fun



Interactive/playful



Scattered and random



Interactive for kids



With nature



Small but fun



Large Scale impact

Opportunity Examples - Seating



Surreal bench



Changing long bench



Stone painted

Creating different types of environments and atmospheres through seating – fun, intriguing, visually exciting, unexpected, unusual.



Natural Wood



Marble



Relaxing Pod



Abstract Seating



Playing with scale creating fun



Melting structure



Hanging lightweight seating

Opportunity Examples - Playgrounds



Swings



Soft molds in the ground



Large wooden playground



Water features

Playgrounds can add an important imaginative dimension to the space. They should fit well with their surroundings.



Small playground



Climbing



Interactive wall



Figure/character playground

Opportunity Examples - Pathways



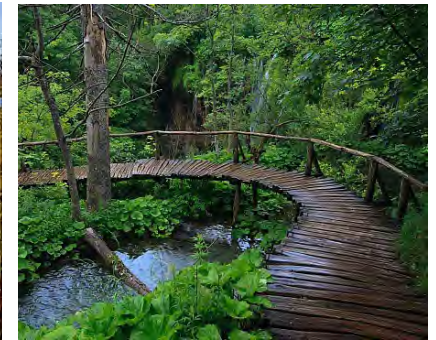
Tree top bridges



Simple wood trail



Pond walkway

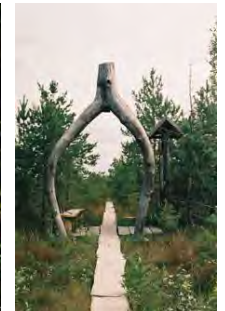
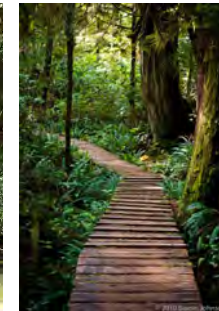


Woodland trail

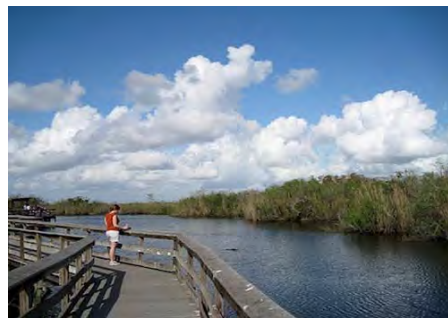
Exploring the park can become an adventure through different types of feature pathways which enhance the local topography.



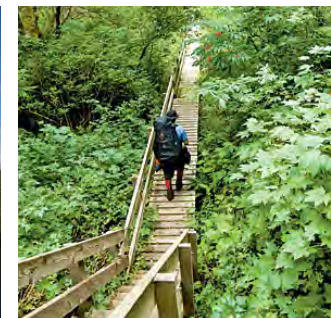
Rope bridge



Sculpture trail – traditional,



Viewing platform



Rope bridge

Opportunity Examples - Gardens



Low maintenance stone work



Tree Tunnel



Bridge Garden

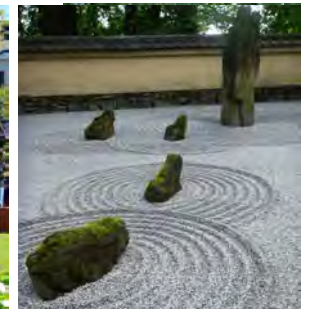


Stone pond work

Gardens can be manicured or low maintenance, architectural or natural, social places or quiet retreats.



Open Beer garden



Japanese Stone garden



Cafe garden



Children's garden



Rockery / Wildlife garden

Opportunity Examples - Lights/Projections



Small lights wrapped around trees



Colour projects



Lights on ground



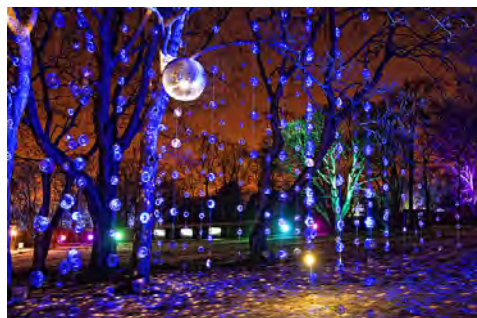
Lighting and projections can create enhanced effects and a seasonal atmosphere.



Lights on structures



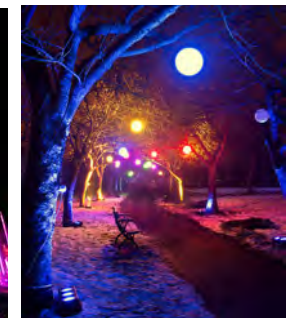
Trail lights



Magical effects



Sculpture with glow lighting



Opportunity Examples - Signage (Natural)



Fretcut signage



Woodcut signage



Hedge signage

Use of natural materials to create organic feel to signage that blends with surroundings.



Natural rock



Message on steps



Simple but effective



Using old wood to create sign



Simple flags can be used for direction



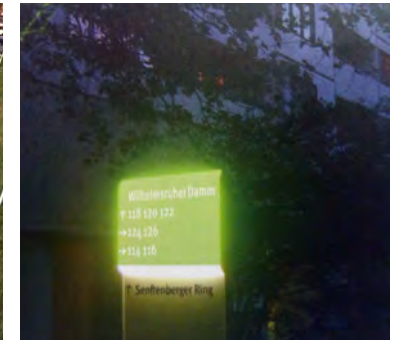
Opportunity Examples - Signage



Banner signage



Signage can be used for interesting seating



Signs that glow at night

Signage can create inspiration as well as communicate information.



Nature info panel



Information on the ground



Impactful and playful



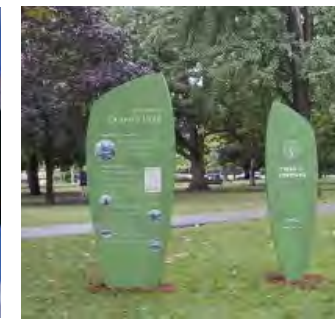
Large scale for impact



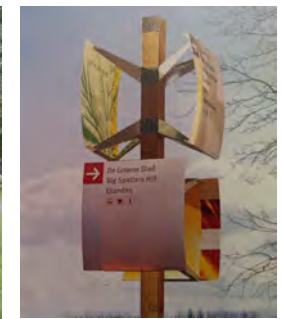
Small info ground panel



Large scale signage



Simple yet effective





РУБЛЕВО АРХАНГЕЛЬСКОЕ

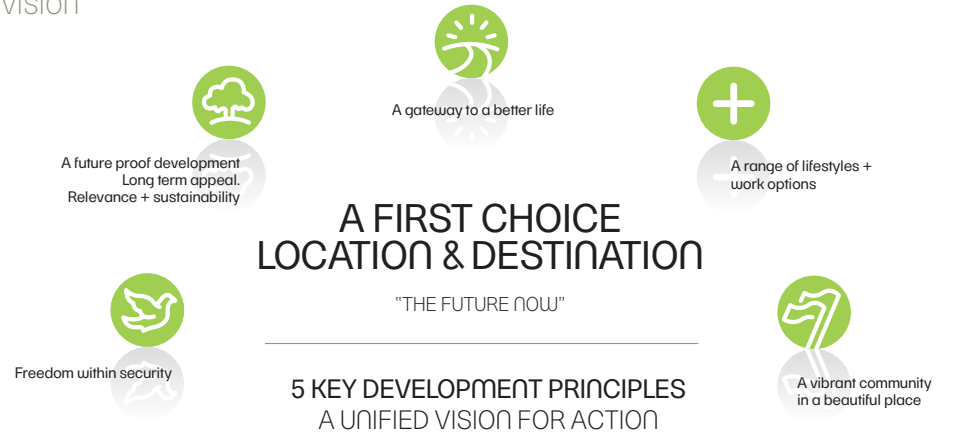
ВИДЕНИЕ И СТРАТЕГИЯ БРЕНДА
BRAND VISION & STRATEGY

БРЕНД РУКОВОДСТВО



ВИДЕНИЕ

THE VISION



ЭЛЕМЕНТЫ

ELEMENTS

OPTIMISE KEY ELEMENTS



LOCATION
20 minutes from central
Moscow but a world away.



PLANNING & INFRASTRUCTURE
Distinct districts.
Individual character & appeal
within an overall coherence.
Experience of space and quality.



ARCHITECTURE
Fusion of contemporary,
heritage & traditional values.
Memorable skyline.



LANDSCAPE
Green, fresh, natural, diverse.
Outstanding hard & soft
landscaping.



WATER
Surrounded by water;
the freshest part of the
Moscow river.
Water features: fountains,
bridges, ice sculptures,
skating.
Changing character &
perspectives.
Cool, fresh, calm, reflective,
inspirational/dynamic,
energetic, lively.

ТЕМЫ, ОБРАЗЫ, СООБЩЕНИЯ

THEMES, IMAGERY, MESSAGING



SECURITY

'A Sure Future'
'An oasis of freedom'
'In safe hands'

Safe, protected, watched over, cared for
Comfort, confidence, calm, seclusion, Privacy assured, no worries/carefree
Openness, freedom, liberty, unrestricted
Oasis, haven
Like minded community



SUSTAINABILITY

'New generation experience'
'A new way of life'

Responsible, nurture, long term view, preserve, protect and conserve
Embracing latest sustainability and environmental values -
maximising natural light, materials and green technology
Environment, natural materials, greenery, water -
Community
Future Proofing

ТЕМЫ, ОБРАЗЫ, СООБЩЕНИЯ

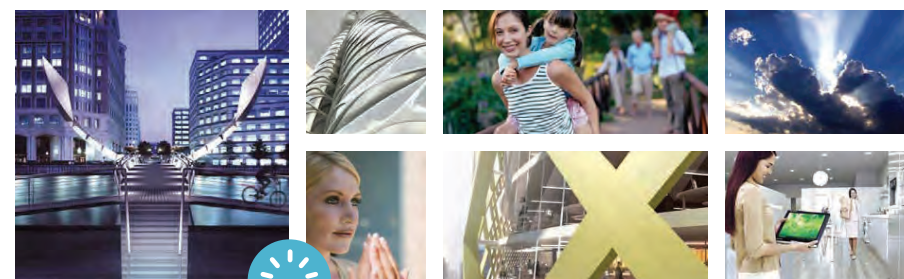
THEMES, IMAGERY, MESSAGING



HEART

'A vibrant community'

Pulse, buzz
Spirituality, shared beliefs and values
Community hub/amenities, traditional core, central focus



DREAM GATEWAY

'The future now'
'Enter into a new world'

Realisation of the dream,
Idyllic, ultimate, best
Opportunity beckons

СТРАТЕГИЯ БРЕНДА

BRAND STRATEGY

CITY BRAND

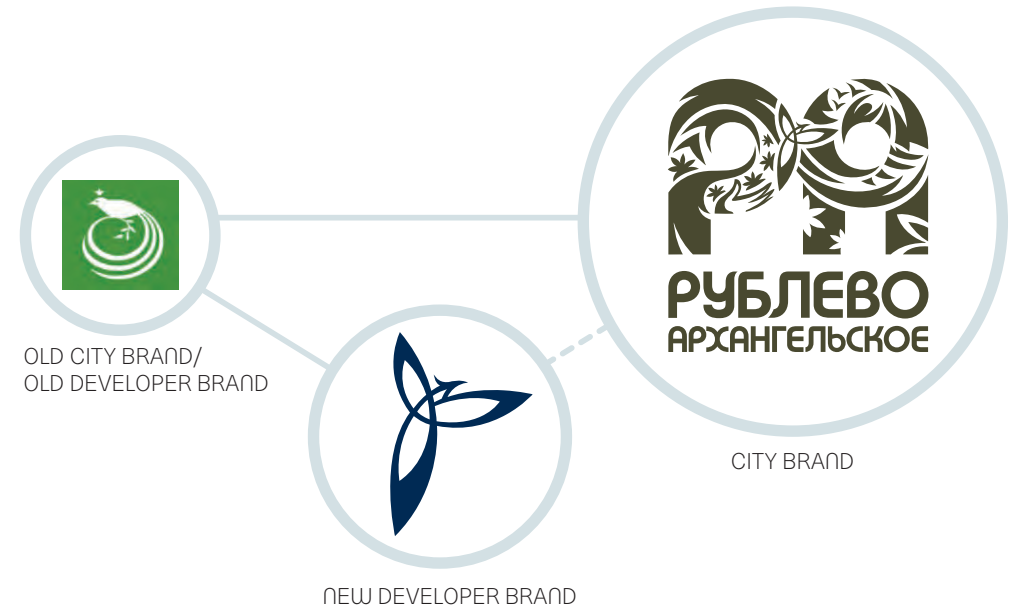
The brand concept for the original scheme was based on the bird of paradise, drawing on the bird's mythical status as divine, never needing to land and coming from a terrestrial paradise – heaven on earth. The bird of paradise image was accompanied by the name Рублево-Архангельское signifying the location. This single image identity was however limited in scope, application and appeal. There was a need therefore to develop the identity to create a new concept to meet new challenges and criteria.

The new identity brings together the key elements which make this a vibrant and exceptional development. It reflects the scale and diversity of the project, signals a new management approach and communicates a modern ethos, appealing to a range of different audiences. The distinctive use of imagery within the name initials achieves a strongly differentiated approach that reflects the variety and complexity of the city concept.

It is a unique, memorable and contemporary mark that creates a multi-layered approach, allowing positive flexibility of application and usage in keeping with the diversity of communication requirements.

DEVELOPER BRAND

The Developer Brand takes the unifying and dynamic graphic symbol at the heart of the City Brand as a single branding device. A clear synergy and relationship is therefore established between the two. The Developer Brand has strength, integrity and authority. It acts as an endorsement to the City Brand and as a corporate brand in its own right aimed at relevant business audiences and stakeholders.



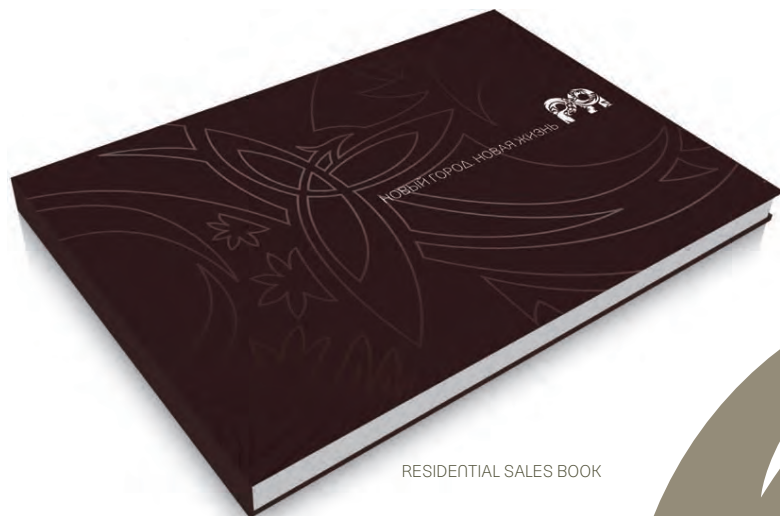
DEVELOPER BRAND



CITY BRAND

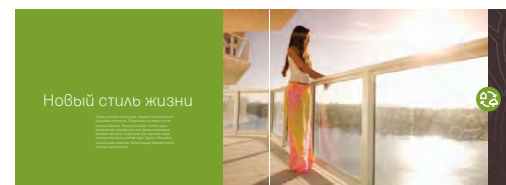
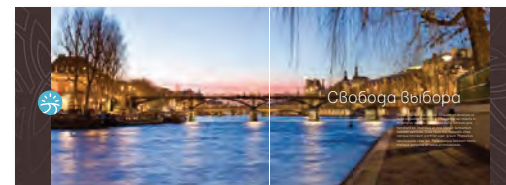
МАРКЕТИНГОВЫЕ МАТЕРИАЛЫ

MARKETING MATERIALS



RESIDENTIAL SALES BOOK

53



Inner page examples

Marketing materials will be produced to a high specification to reflect the premium offer and maximise the creative opportunities that all of the different brand elements provide. There will be both consistency in look, feel and quality, along with versatility in interpretation and application of the brand.

Some typical examples of marketing materials such as a special presentation pack, brochure, invitation, magazine/newsletter, billboard and DVD are shown on the following pages.

BRAND IDENTITY GUIDELINES 54

ПРИМЕНЕНИЕ БРЕНДА

MARKETING APPLICATIONS



Seasonal publication



ПРИМЕРЫ ПРИМЕНЕНИЯ

APPLICATION EXAMPLES



Workwear



Sustainability literature



Billboard



Construction hoarding

BRAND IDENTITY GUIDELINES 70

69

CITY ICONS / BRAND EXAMPLE

СИМВОЛ ГОРОДА КАК ЗНАК БРЕНДА

CITY ICON BRANDS

Within the umbrella concept of the City Brand are destination features that have icon branding status. These can be used to put the development on the map, reinforce a sense of place and give a unique personality to all aspects of the city in a coherent and integrated way.

The first of these is for one of the bridges. This icon brand reflects the dynamic bridge structure and image.

It is a distinctive and memorable mark that has potential for a wide variety of different uses and applications



Рублево-Архангельское



Рублево-Архангельское



Рублево-Архангельское
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