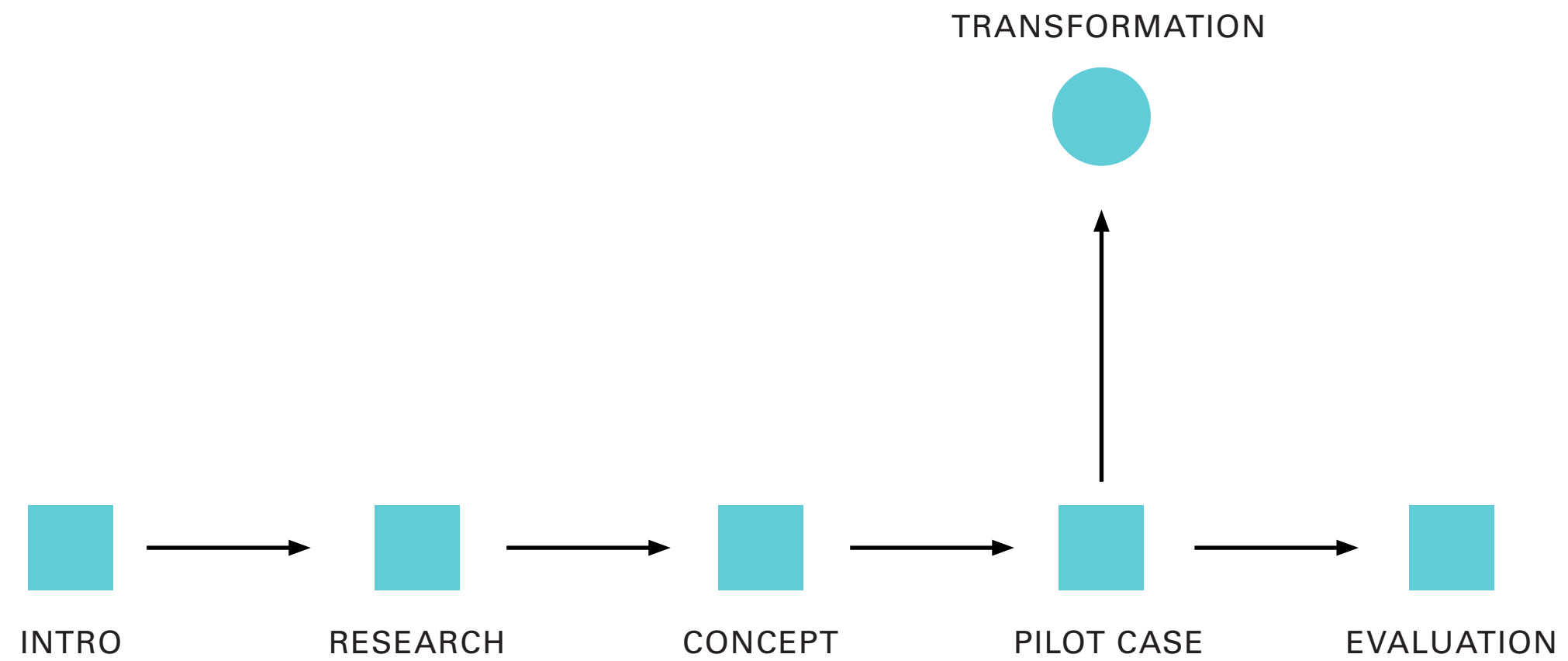


ARCHITECTURAL BRANDING

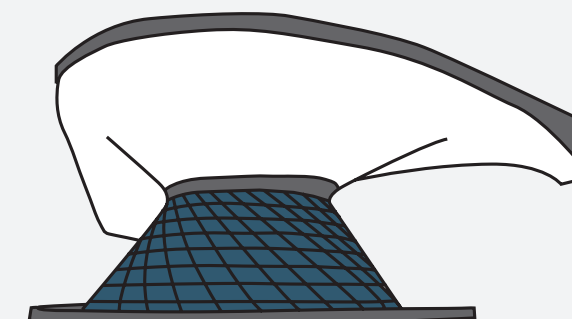
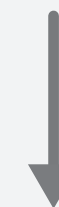
The Improvement of Architectural Brand Communication

By Liza Hidding

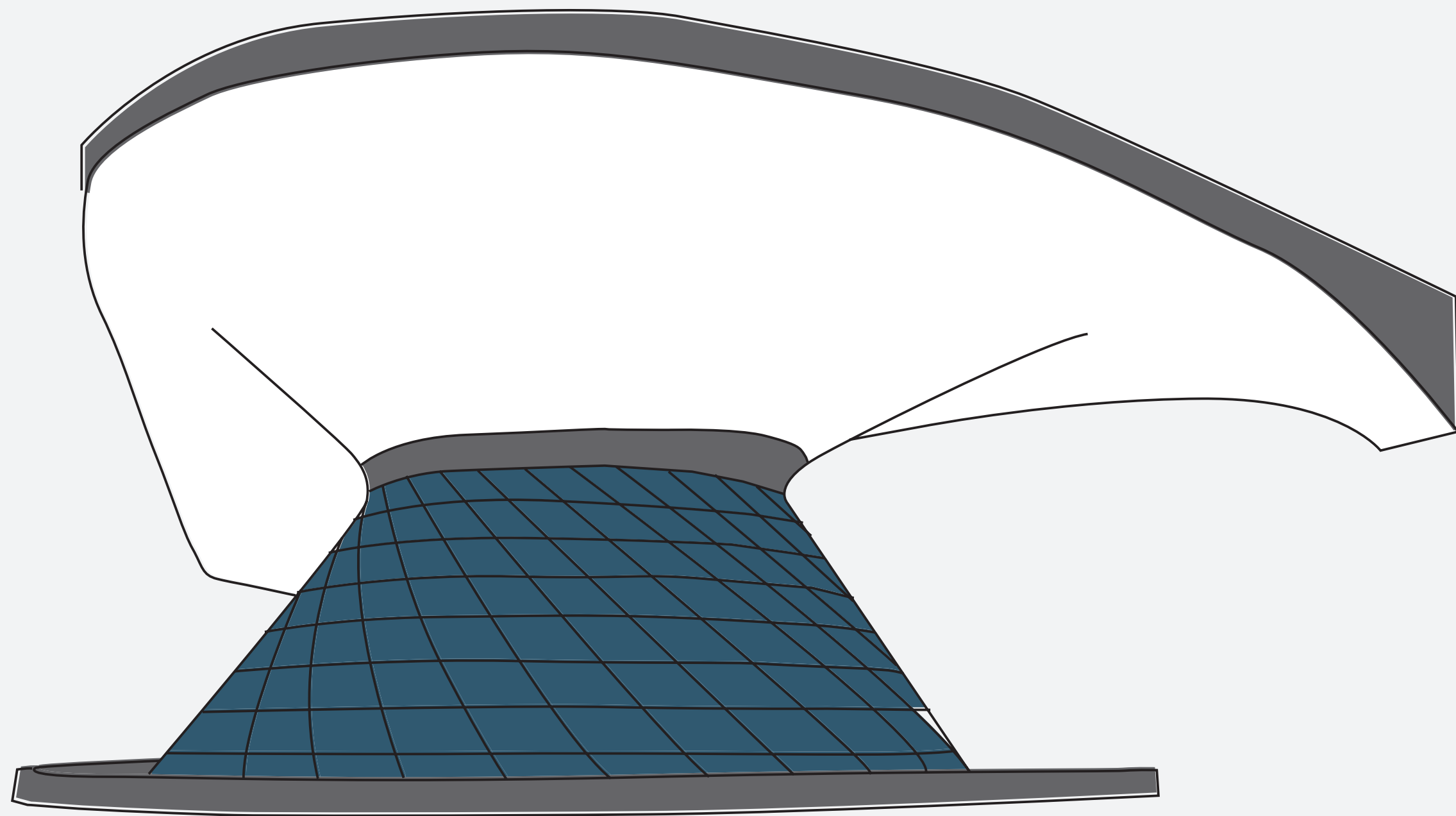




SALES



BRAND COMMUNICATION



EXPRESSING BRAND IDENTITY





HUMMER

The background image shows a vast, modern interior space, likely a car showroom or exhibition hall. The ceiling is a complex, curved structure made of glass and steel, with a large, circular skylight in the center. The floor is polished and reflects the light. Three white cars are displayed on the floor, each on a small, raised platform. The overall atmosphere is bright and architectural.

LOW 'ARCHITECTURAL-BRAND-FIT'



The background image shows a vast, modern interior space, likely a car showroom or exhibition hall. The ceiling is a complex, curved structure made of glass and steel, with a central skylight. The walls are also curved and feature large glass panels. Three white cars are displayed on the floor, which is covered with a light-colored material. The overall atmosphere is bright and spacious.

HIGH

'ARCHITECTURAL-BRAND-FIT'

RESEARCH

PROBLEM STATEMENT

Lack of knowledge about how to **translate brand identity into architectural design**

QUESTION

How to design 'architectural-brand-fit', driven by brand identity?

QUESTION

How to design 'architectural-brand-fit', driven by **brand identity**?

BRANDING EXPERTS



Prof. dr. Roland van der Vorst

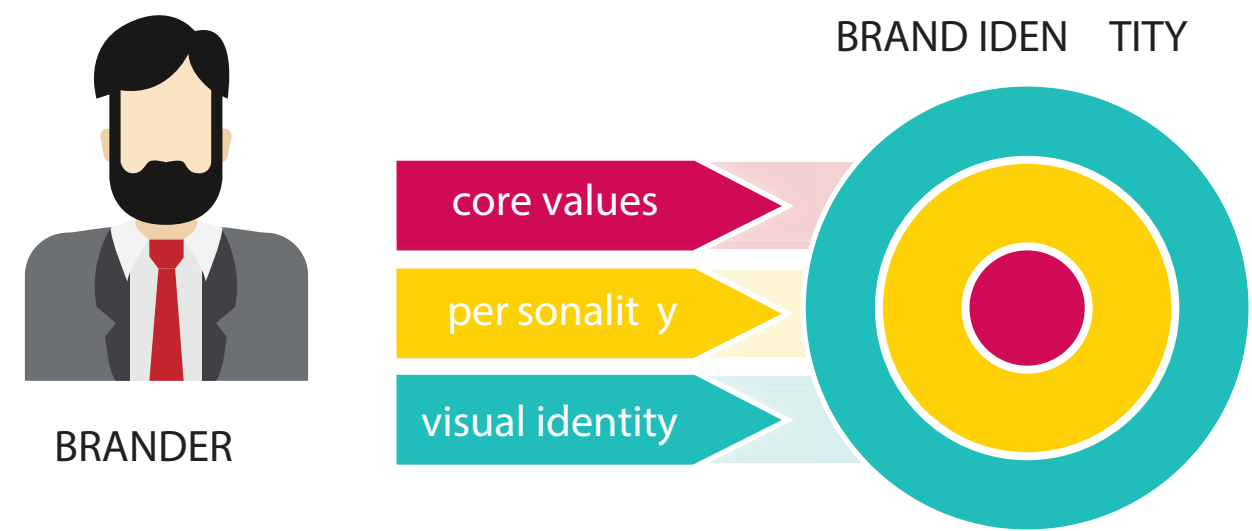


Ir. Sijia Bakker-Wu

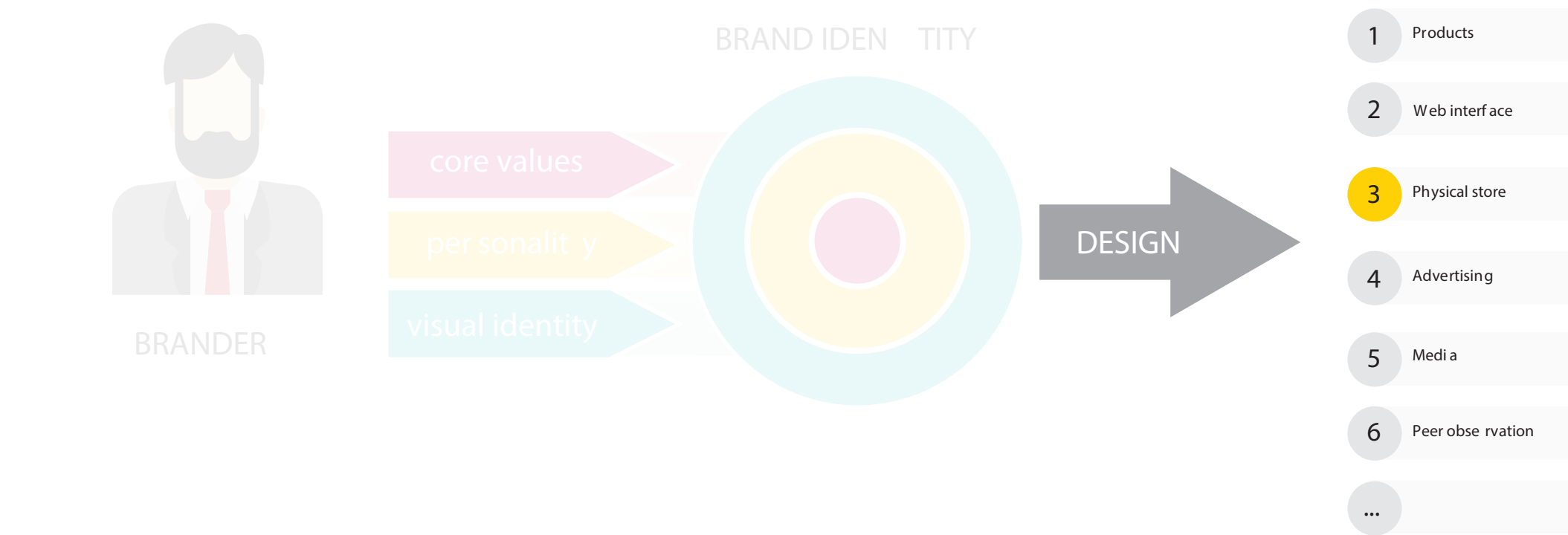


dr. Kim Cramer & Alexander Koene
BR-ND

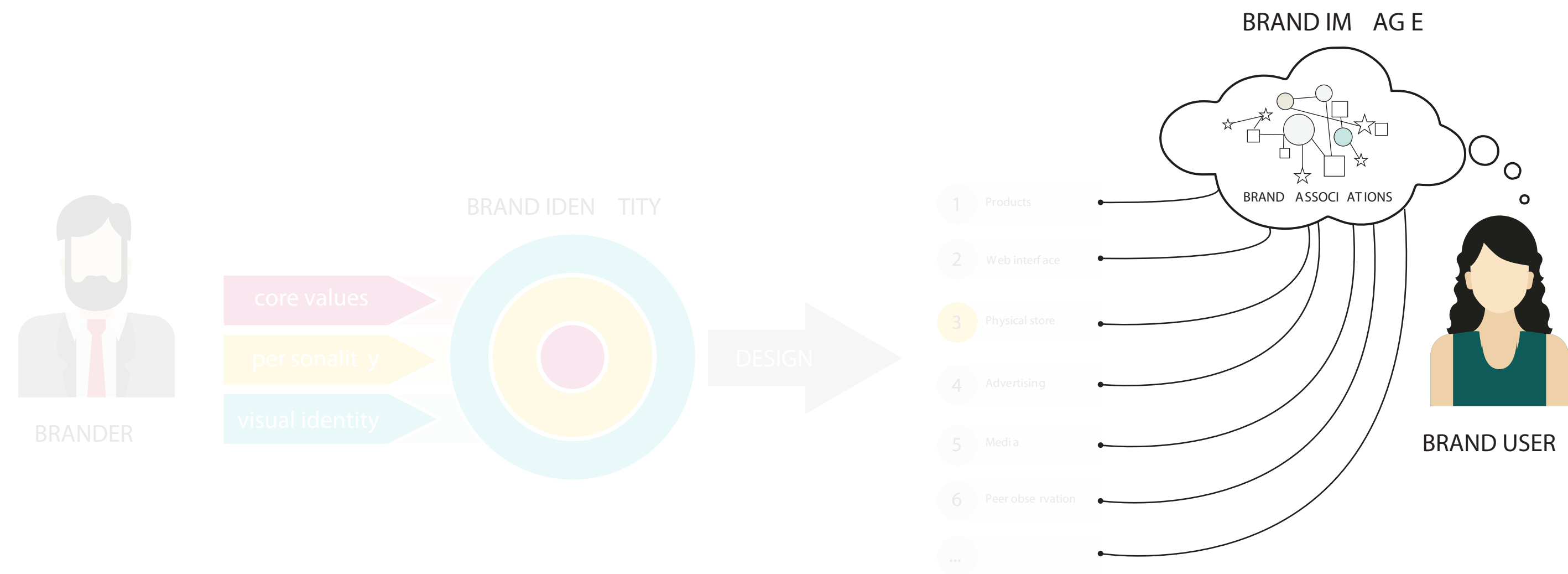
BRANDING PROCESS



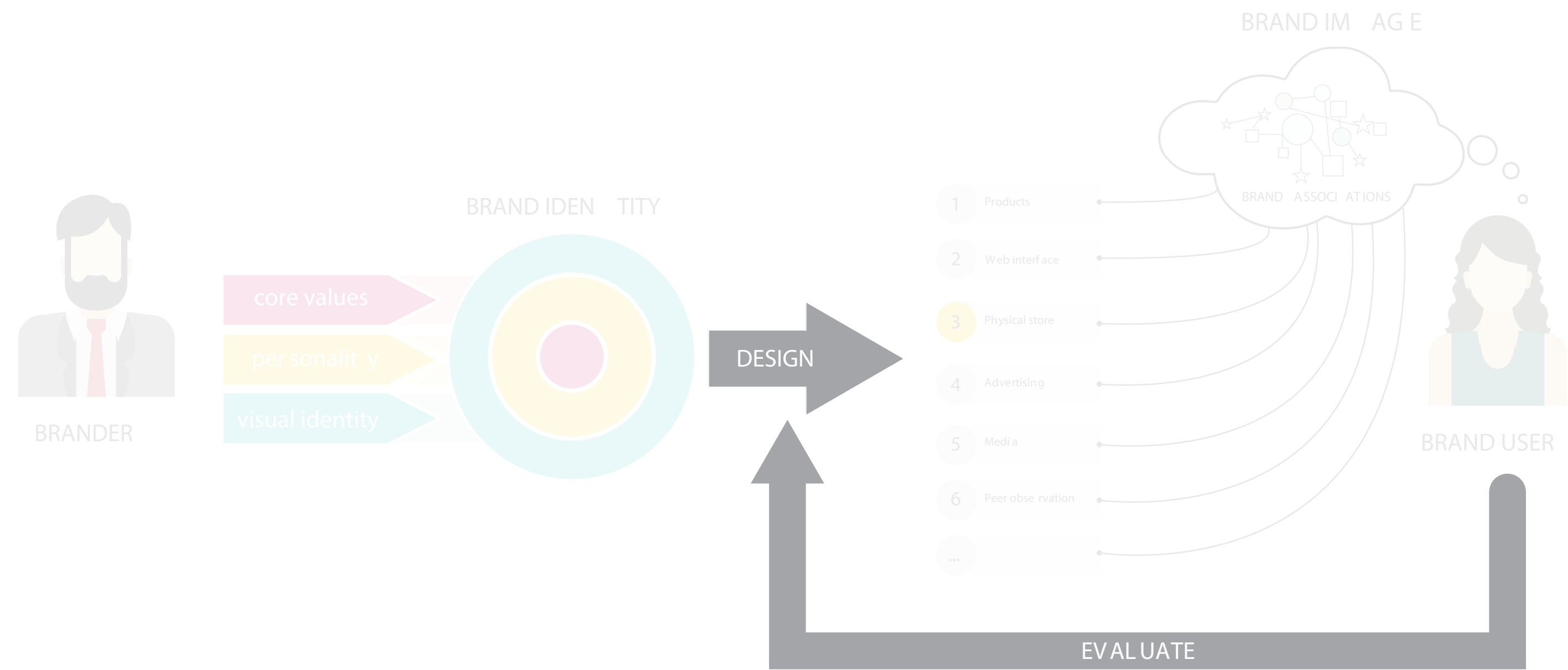
BRANDING PROCESS



BRANDING PROCESS



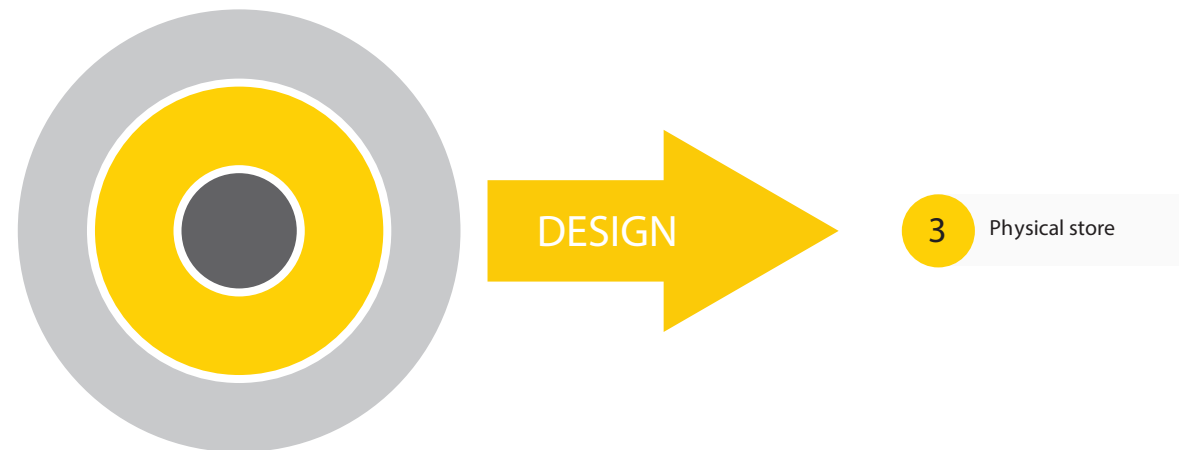
BRANDING PROCESS



How to design 'architectural-brand-fit'?

STUDY 1 + 2

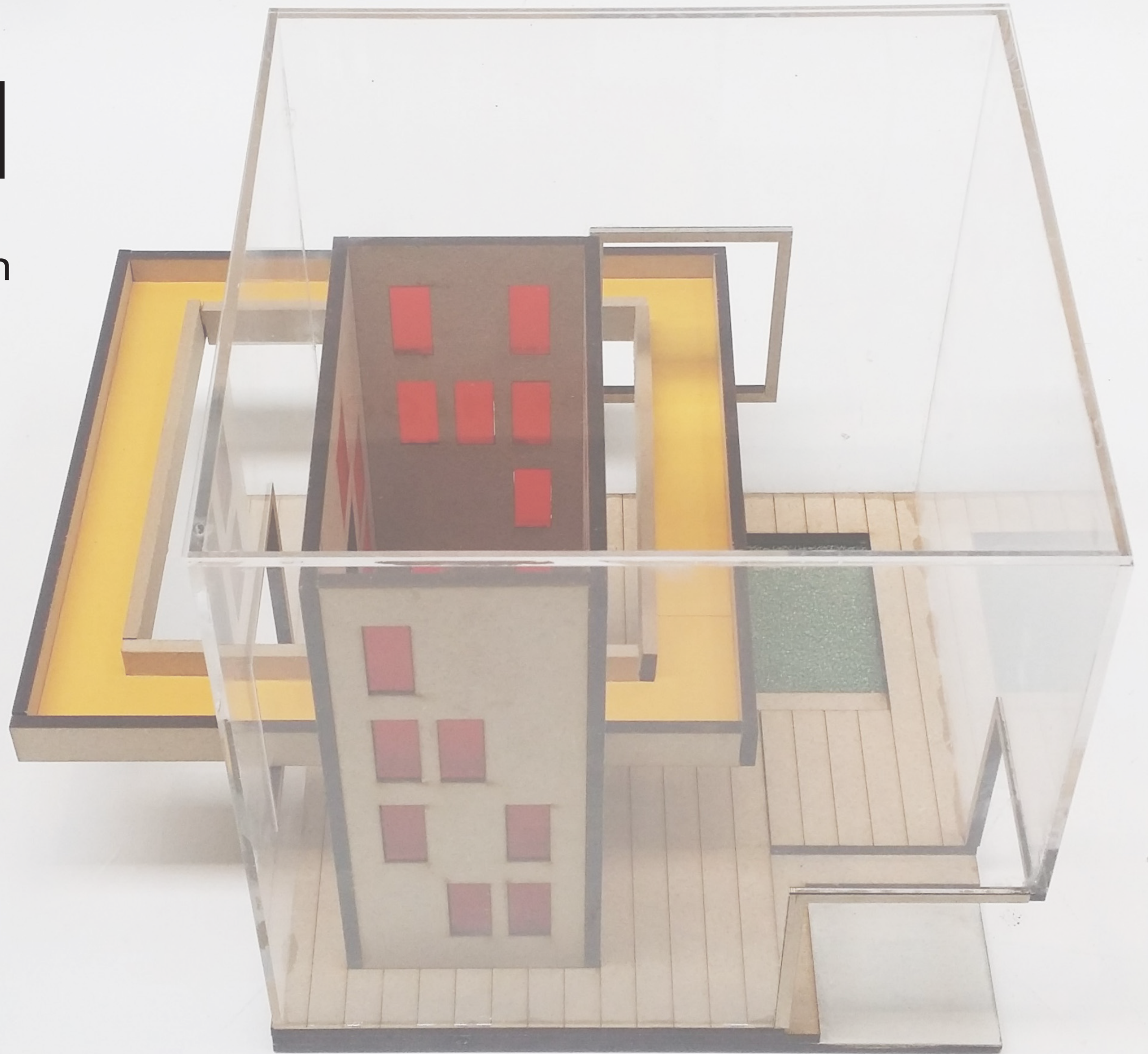
Personality meaning
of design attributes



Study 1

Scale model perception

Expert interview



Study 2

Personality & Attributes

Generative workshop



DESIGN FRAMEWORK

Friendly - Personal		Discover - Explore		Cheerful - Playful	
Attribute	Type	Attribute	Type	Attribute	Type
Shape	Curved	Shape	Angular	Shape	Balloons
	Eyes		Big		Blob
	familiar		Irregular		Circle
	Feminine		Freely curved route		Ductile
	Flag		Labirinth		Loopings
	Heart		Mix rectangular and round		Organic
	Rainbow		Pillars		Slide
	recognizable		Stairs		Spiral
	Round				Vibrant
	Smile				Wrinkled
Material	Window pane	Material	Ancient	Material	Sandy/loss
	Authentic		Bright colors		Chalk
	Blankets		Dark		Colors
	ceramics		Glass		Dirty
	Hospitality		Innovative		Ductile
	Light		Lava		Elastic
	local		Light		Gelly
	Natural		Mix		Glow in the dark
	Pastel		Moon stone		Grass
	Pillows		Recognizable		Hard
Composition	Soft		Semi-transparent	Composition	Mirror
	Sweet		Smart		Modified
	Tea		Stimulating		Paint
	Textile		Stimulating different senses		Plastic
	Transparent	Composition	Active		Rubber
	Warm		Changing		Soft
	Wood		Chinks		Tiles
	Wool		Contrasts		Water
			corners		
			Details		
			Door		
			Hidden		
			Integrated		
			Layers		
	Balance		Multiple spaces		Alterable
	Centred		Mysterious		A-symmetrical
	corners		Off centre		Cartograph
	Cosy		Overlapping		Dynamic
	harmonious		Random		Integrated
	Inviting		Small components		Labirinth
	joints		Sneak peek		Lively
	low ceiling		Surprising		Contrasted
	Open		Wander		Overlapping
	raised floors				Pattern
	Surrounded				Poll well
	scene				Provocative
	Small				Wander

Attribute selection

‘Friendly’

Round, Soft, Wood, Centred, Raised floors, Small

‘Explore’

Angular, Glass, Mix, Smart, Contrast, Layers, Overlapping

‘Cheerful’

Spiral, Wrinkled, Elastic, Mirror, Plastic, A-symmetrical, Pattern

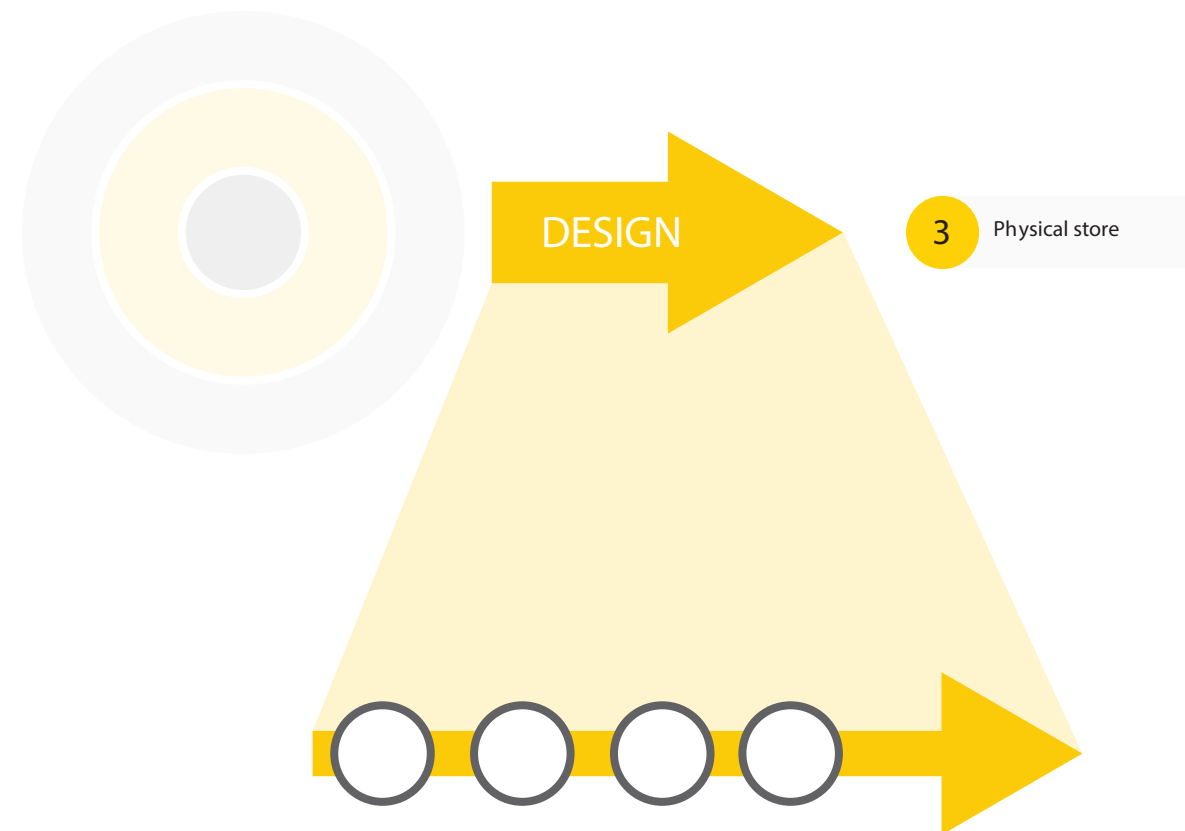
How to design 'architectural-brand-fit'?

STUDY 1 + 2

Personality meaning
of design attributes

STUDY 3

Steppingstones

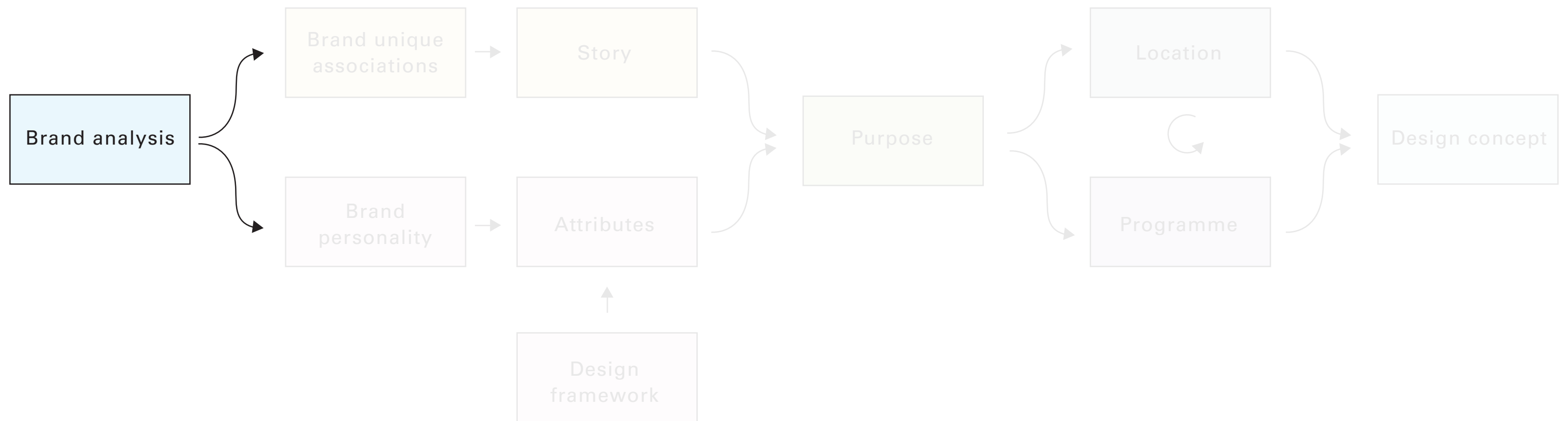




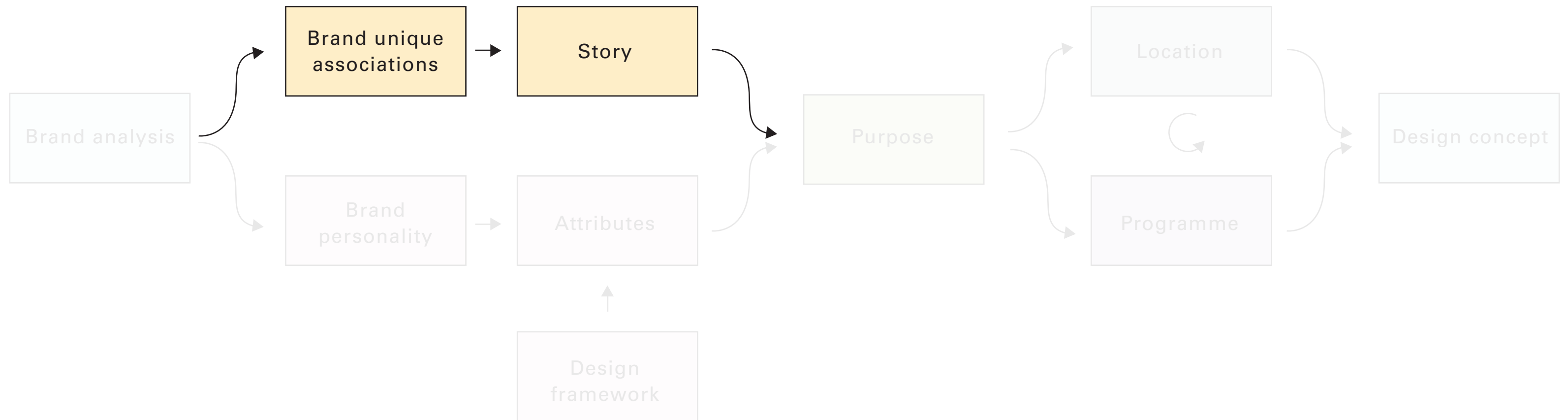
Study 3

Concept development

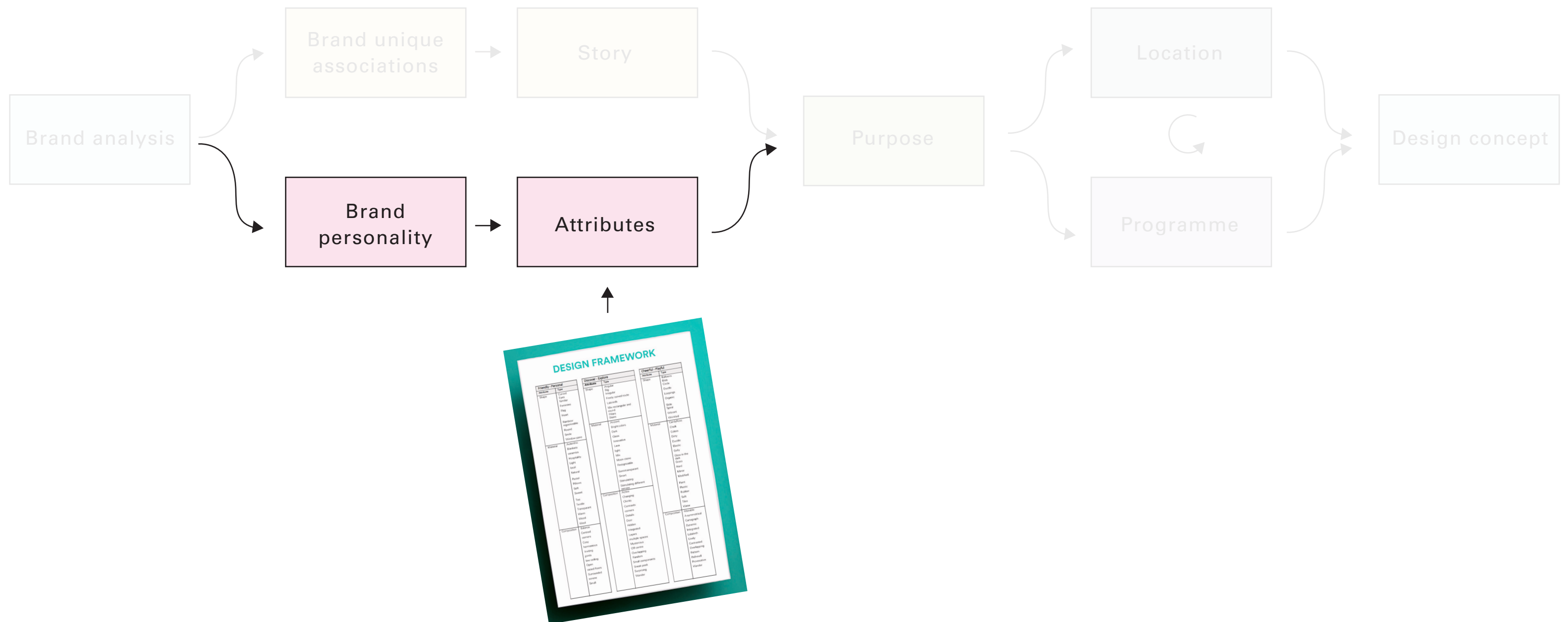
CONCEPT DEVELOPMENT | *Steppingstones*



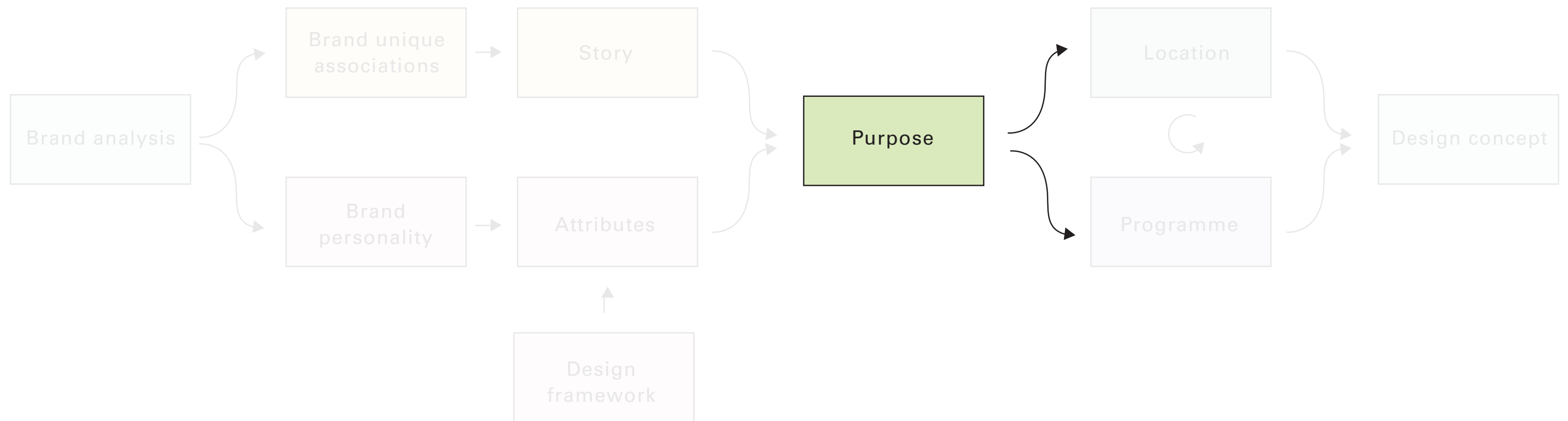
CONCEPT DEVELOPMENT | *Steppingstones*



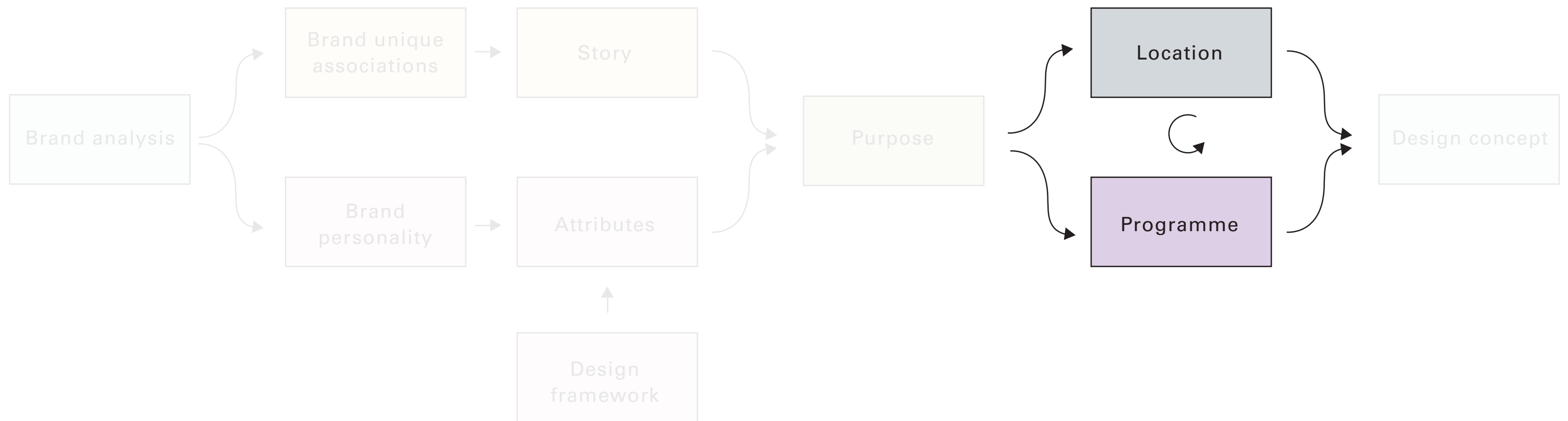
CONCEPT DEVELOPMENT | *Steppingstones*



CONCEPT DEVELOPMENT | *Steppingstones*



CONCEPT DEVELOPMENT | *Steppingstones*



CONCEPT DEVELOPMENT | *Steppingstones*



BRAND SELECTION



Welcome to the world of trips

Airbnb platform

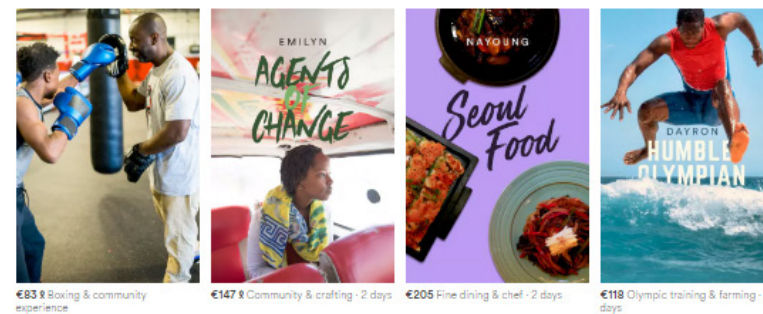
LOCALS

TRAVELLERS

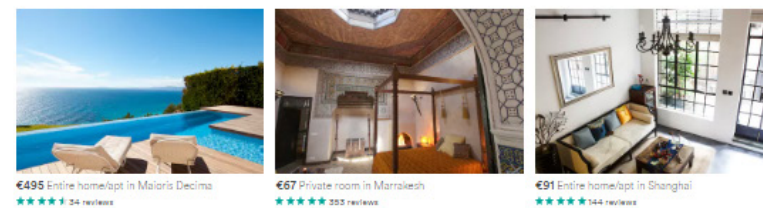
Airbnb Book unique homes and experience a city like a local.

Where Paris, France	When Check In → Check Out	Guests 1 Guest	Search
------------------------	------------------------------	-------------------	---------------

Experiences



Homes



Featured destinations



Social impact experiences



HOMES



EXPERIENCES



PLACES



HOMES



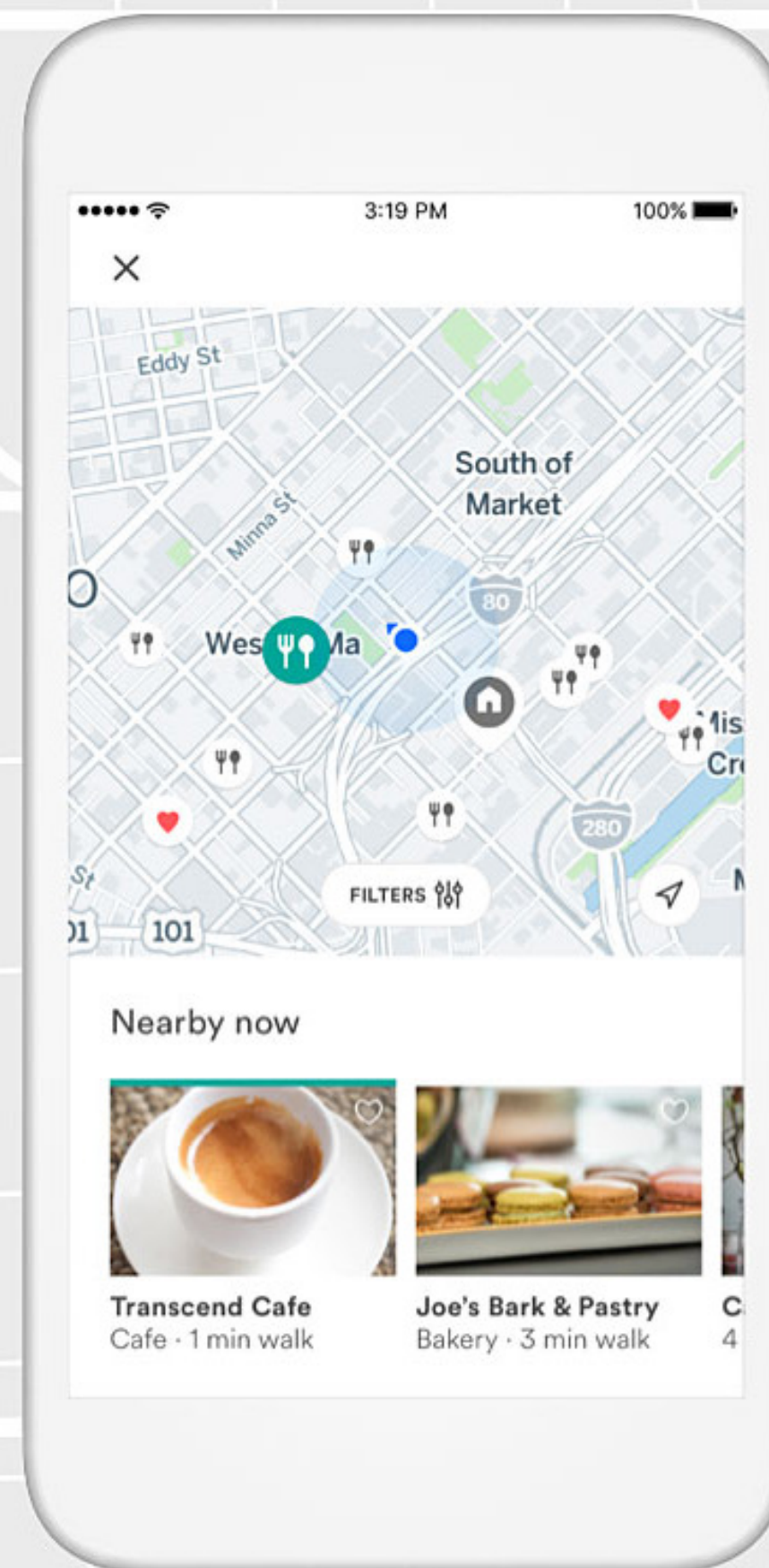


EXPERIENCES





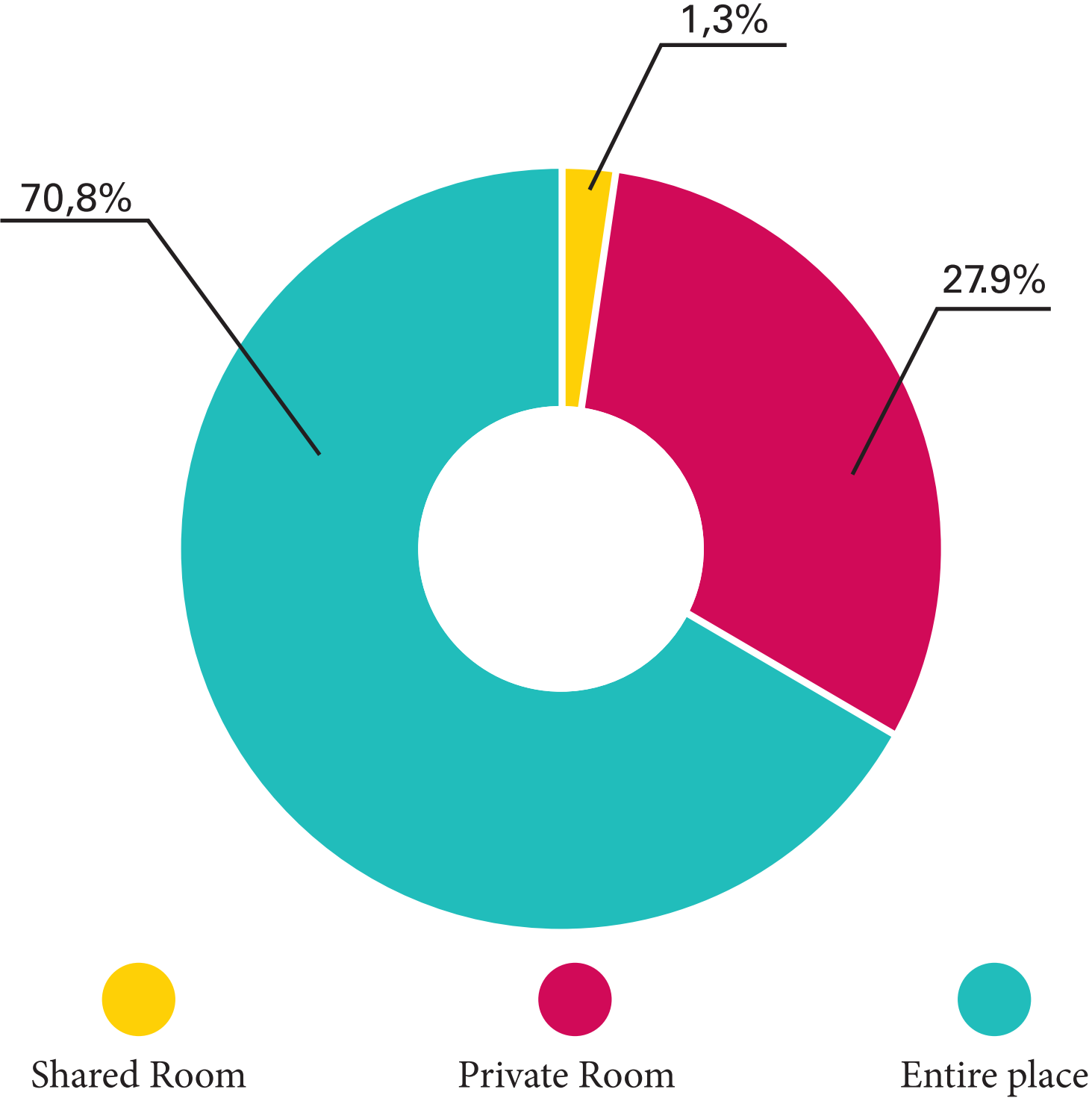
PLACES



The magical trip



CURRENT INTERACTION



Amsterdam
Rotterdam
The Hague
Utrecht

source: www.airdna.co





NO HOST, AT ALL

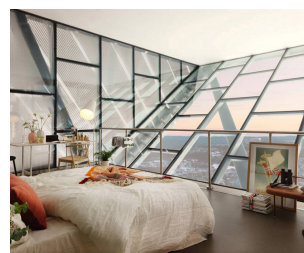
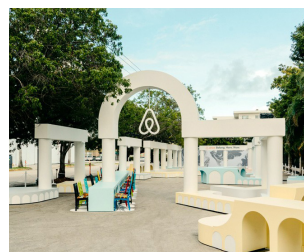
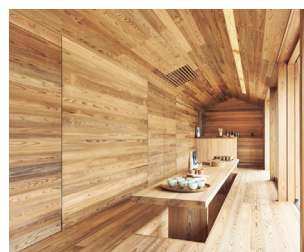
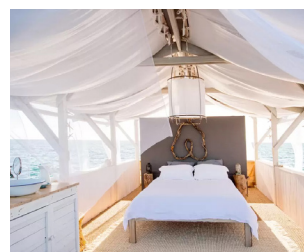
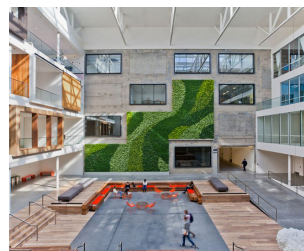


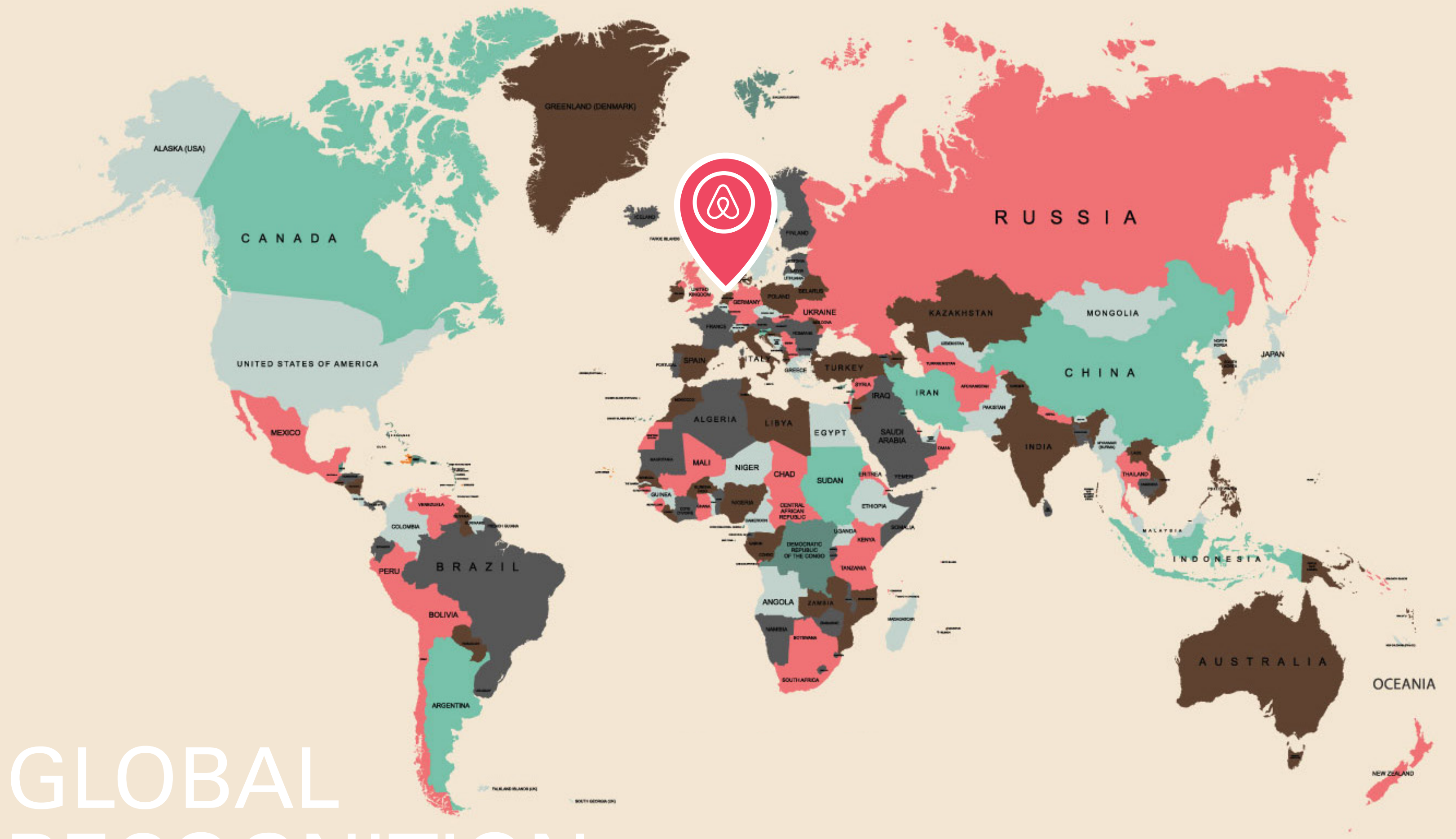
STRENGTHEN
INTERACTION



UNIQUE CITY
EXPERIENCE

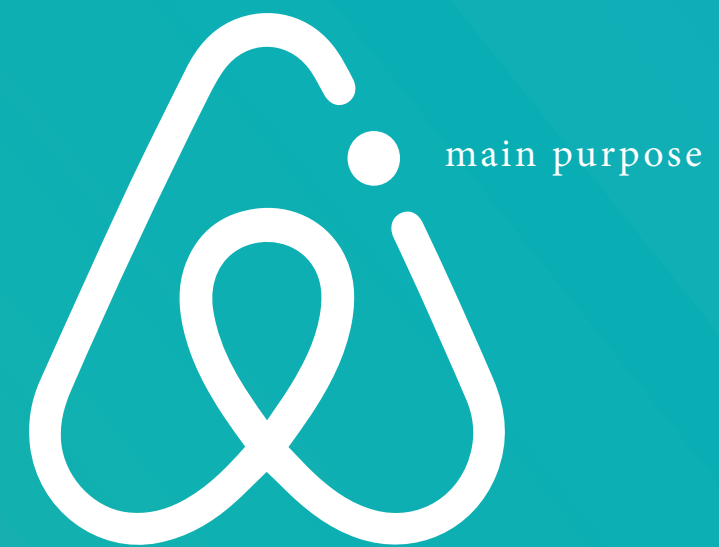
ARCHITECTURAL IDENTITY





GLOBAL RECOGNITION

THE CONCEPT



'THE CITY LOUNGE'



café & bar



events



service & sales



'THE CITY LOUNGE'



High traffic
location



Guest / Owner

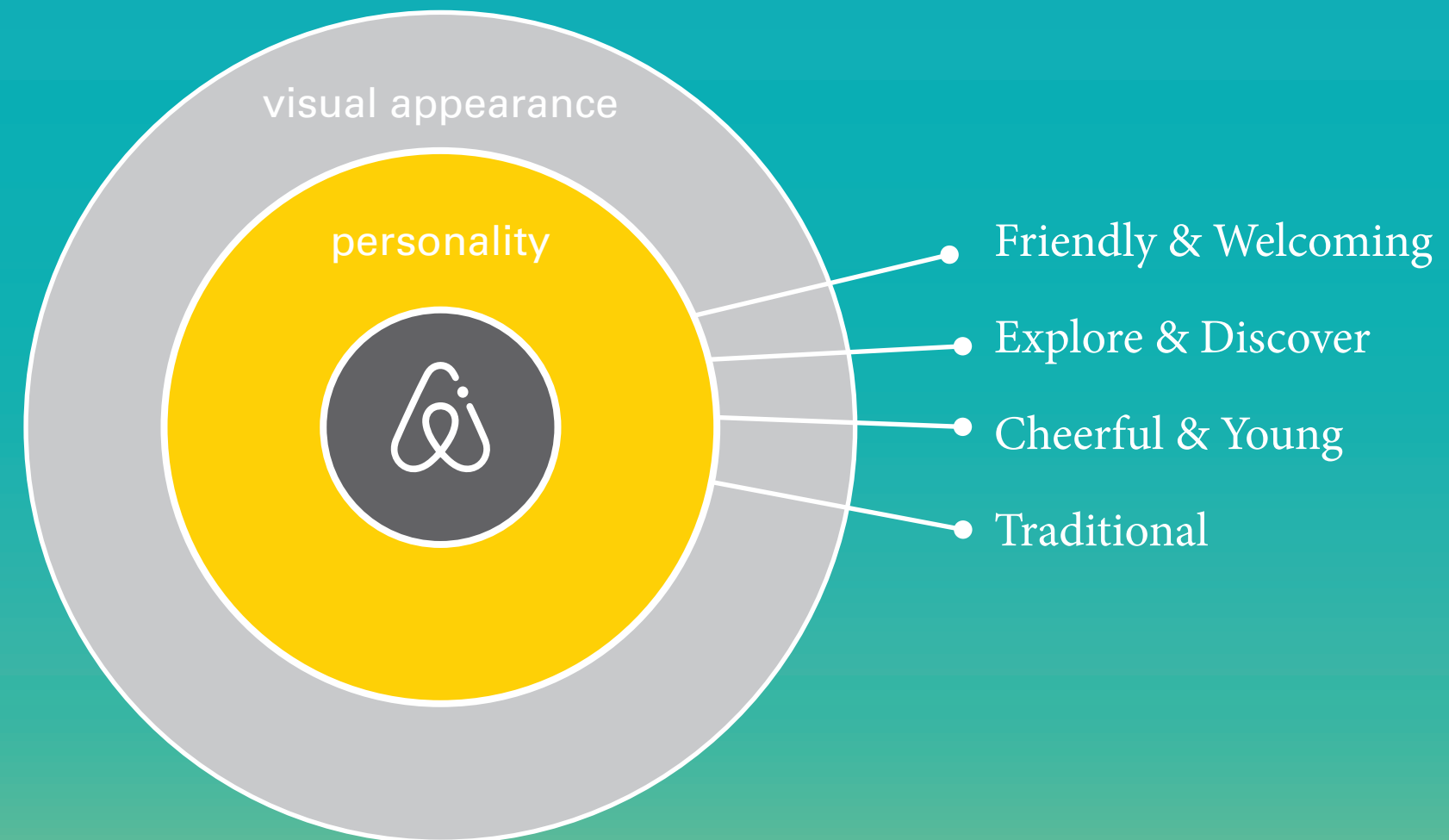


Short / Long term

BRAND IDENTITY



BRAND IDENTITY



ATTRIBUTE SELECTION

FRIENDLY

Centred
Raised floors
Concrete
Wood
Textile

EXPLORE

Dynamic
Layered
Semi-transparent
Smart
Geometric

CHEERFUL

Dynamic
Lively
Perforated
Color
Modified materials

TRADITIONAL

Local building qualities
Cultural patterns/materials

DESIGN FRAMEWORK

Friendly - Personal		Discover - Explore		Cheerful - Playful	
Attribute	Type	Attribute	Type	Attribute	Type
Shape	Curved	Shape	Angular	Shape	Balloons
	Eyes		Big		Blob
	familiar		Irregular		Circle
	Feminine		Freely curved route		Ductile
	Flag		Labyrinth		Loopings
	Heart		Mix rectangular and round		Organic
	Rainbow recognizable		Pillars		Slide
	Round		Stairs		Spiral
	Smile				Vibrant
	Window pane				Wrinkled
Material	Authentic	Material	Ancient	Material	Candyfloss
	Blankets		Bright colors		Chalk
	ceramics		Dark		Colors
	Hospitality		Glass		Dirty
	Light		Innovative		Ductile
	local		Lava		Elastic
	Natural		light		Gelly
	Pastel		Mix		Glow in the dark
	Pillows		Moon stone		Grass
	Soft		Recognizable		Hard
Composition	Sweet	Composition	Smart	Composition	Mirror
	Tea		Stimulating		Modified
	Textile		Stimulating different senses		Paint
	Transparent		Active		Plastic
	Warm		Changing		Rubber
	Wood		Chinks		Soft
	Wool		Contrasts		Tiles
			corners		Water
			Details		Alterable
			Door		Asymmet
Composition	Balance	Composition	Hidden	Composition	Cartograp
	Centred		Integrated		Dynam
	corners		Layers		Integra
	Cosy		multiple spaces		Labyrin
	harmonious		Mysterious		Level
	Inviting		Off centre		Cor
			Overlapping		Over
			Random		P

FRIENDLY

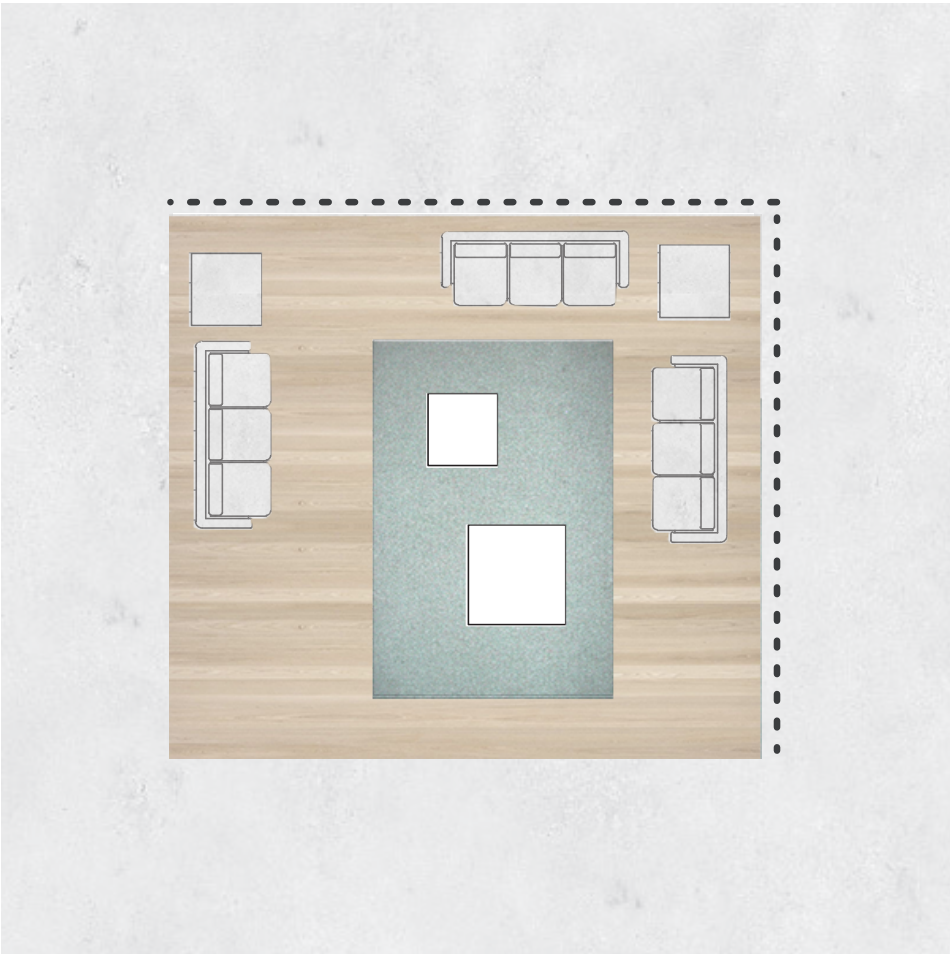
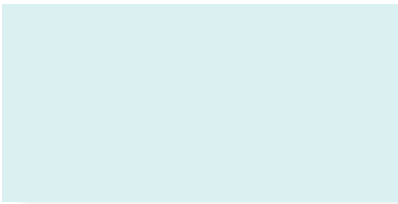
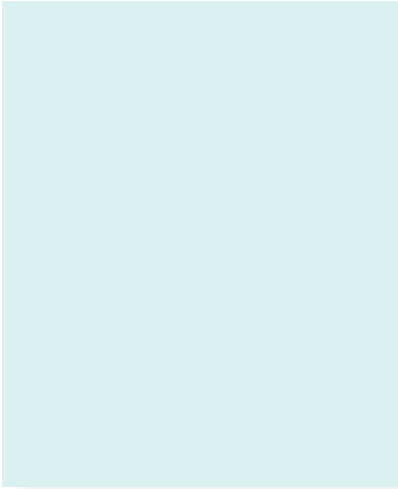
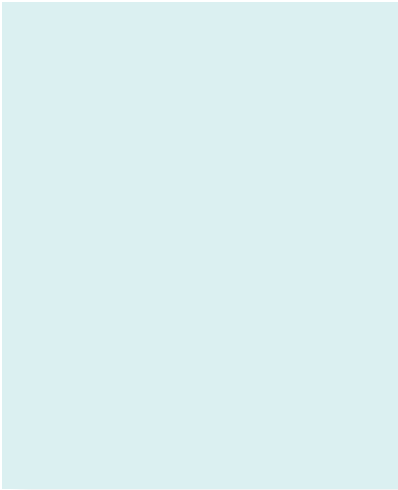
✓ Centred

✓ Raised floors

✓ Concrete

✓ Wood

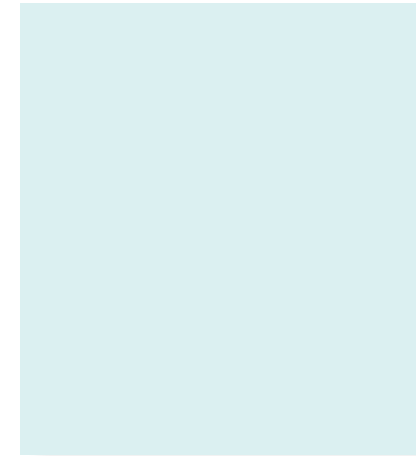
✓ Textile



PLAN



3D VIEW



EXPLORE

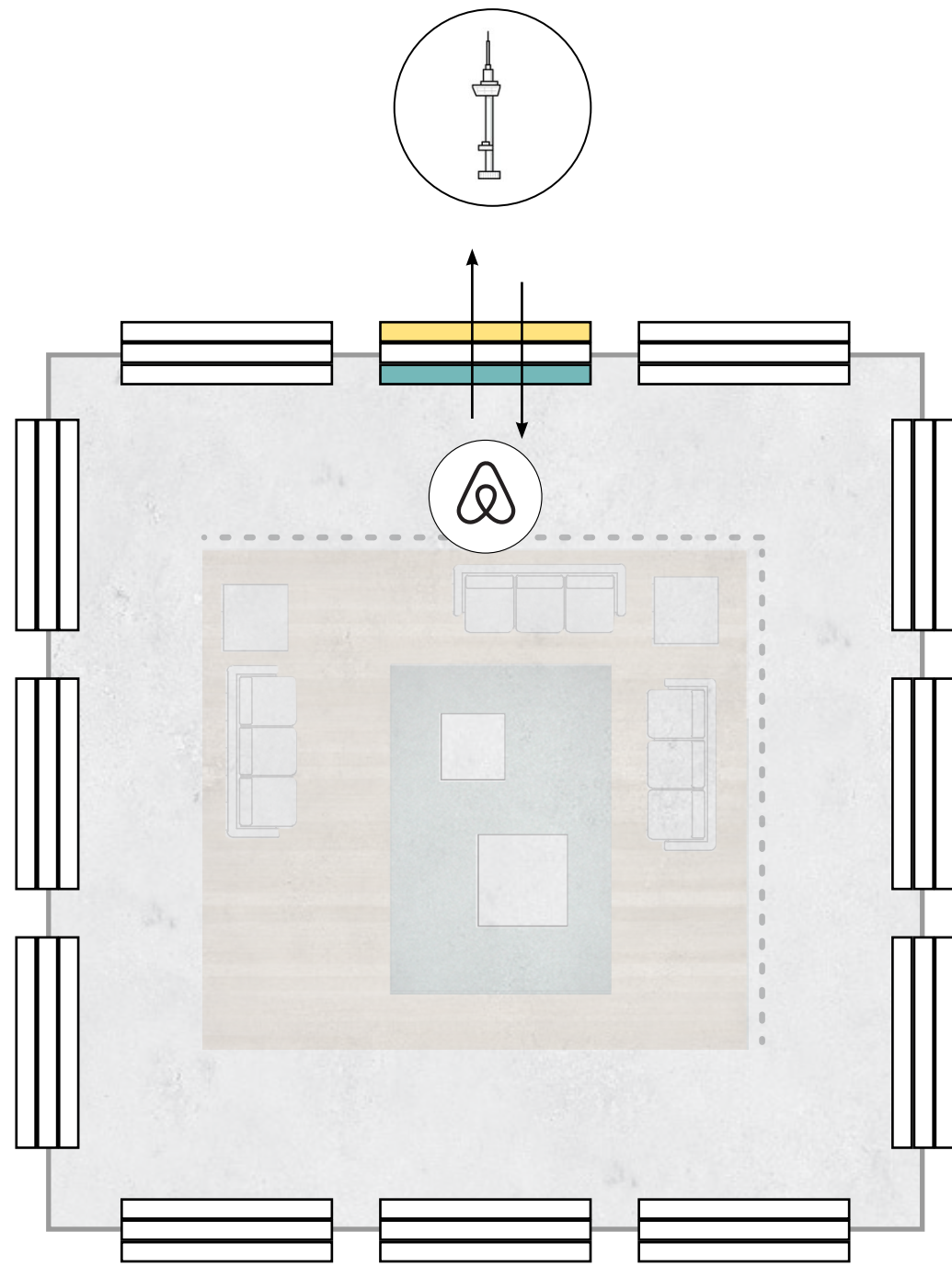
- ✓ Dynamic
- ✓ Layered
- ✓ Semi-transparent
- ✓ Smart
- ✓ Geometric

CHEERFUL

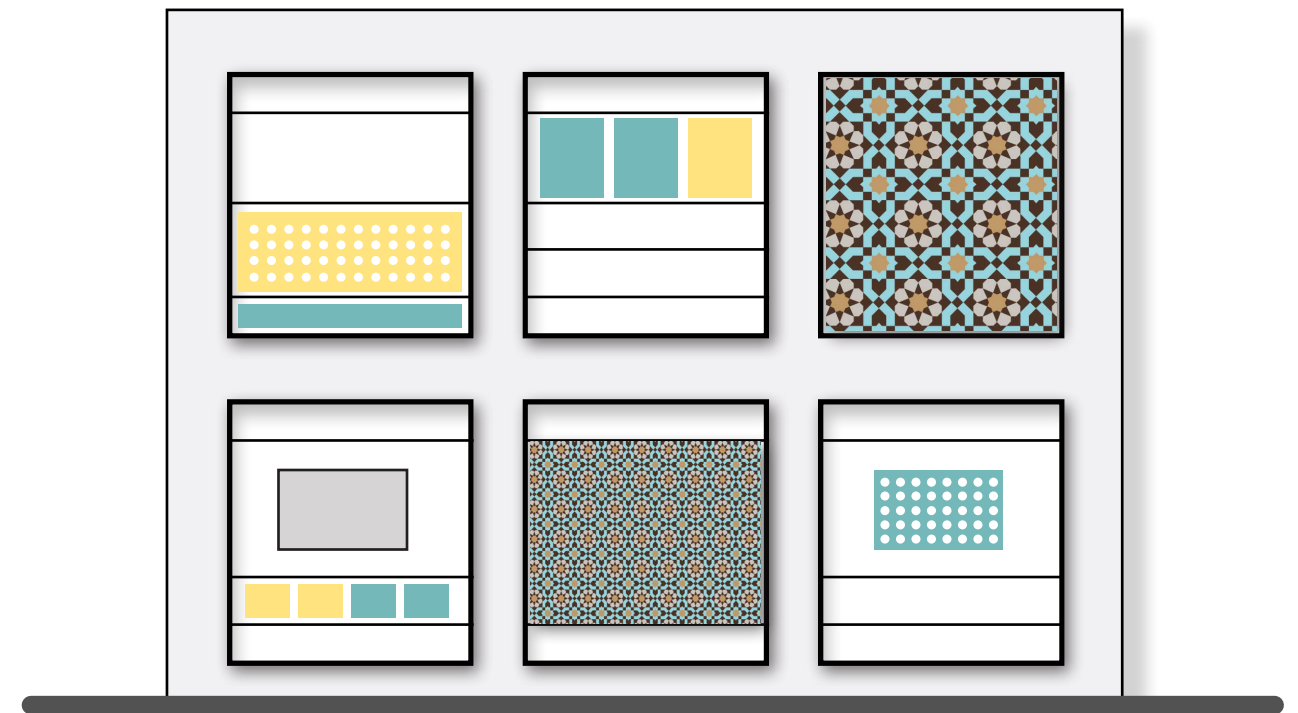
- ✓ Dynamic
- ✓ Lively
- ✓ Perforated
- ✓ Color
- ✓ Modified materials

TRADITIONAL

- ✓ Cultural patterns

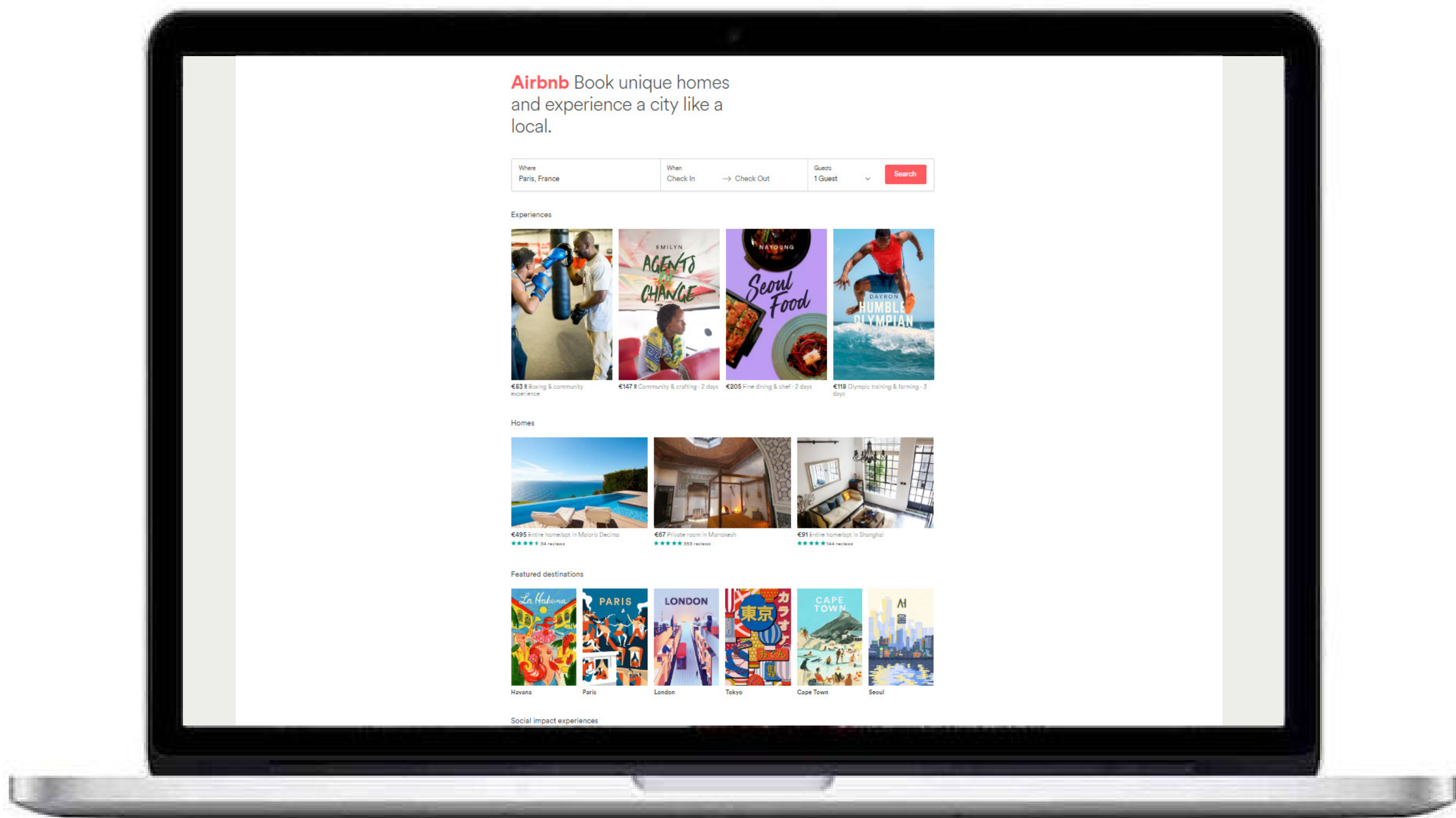


PLAN

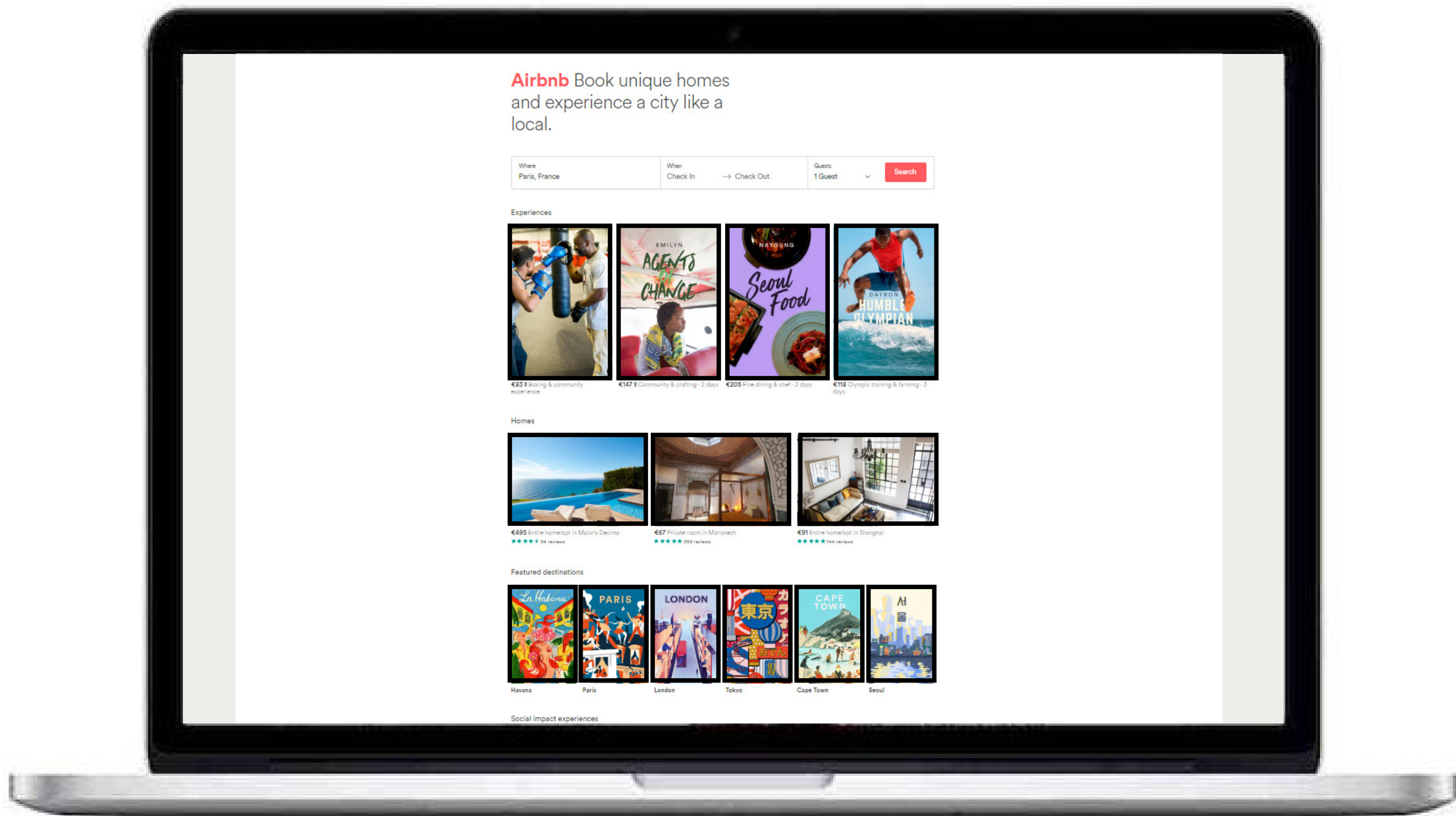


ELEVATION

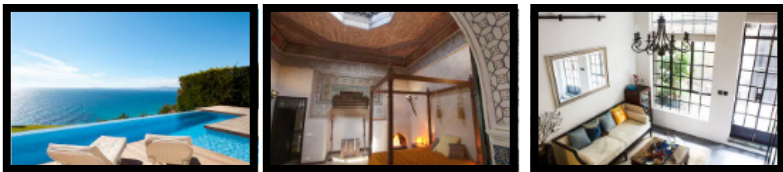
EXPLORE CONTENT



EXPLORE CONTENT

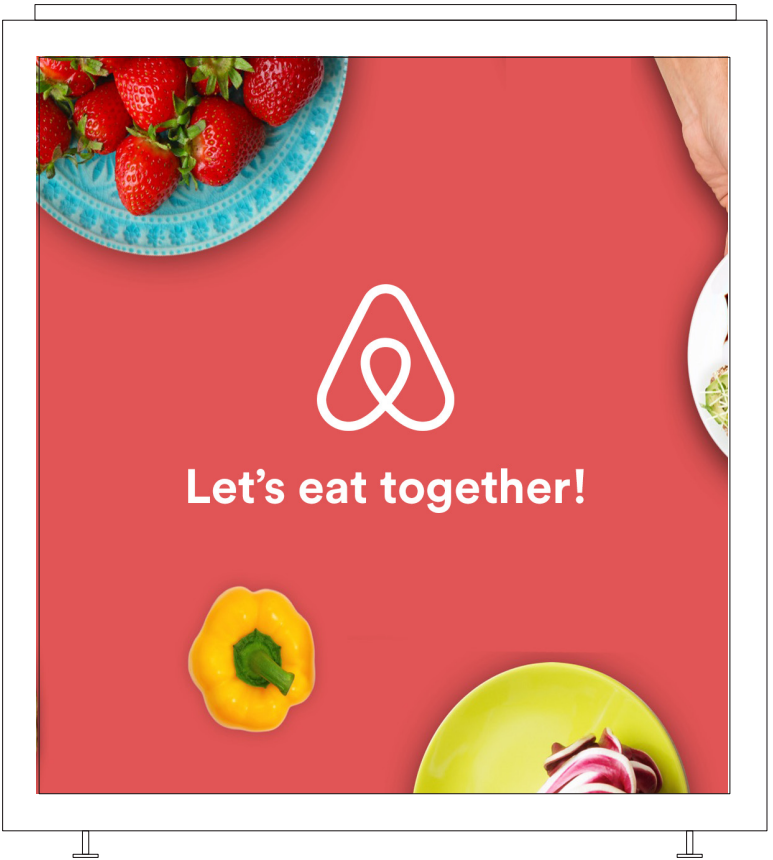
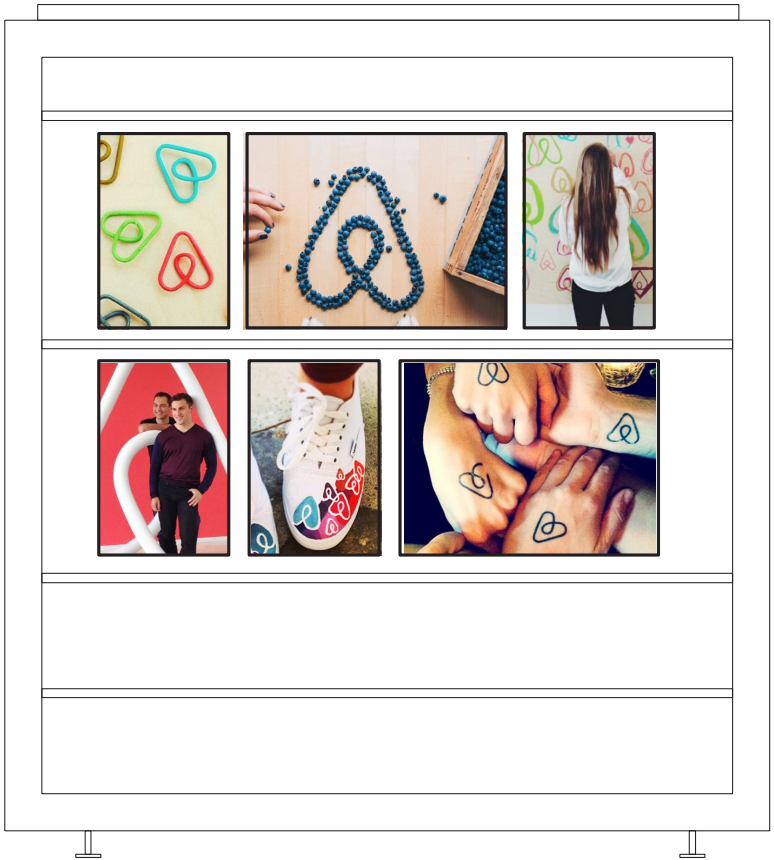
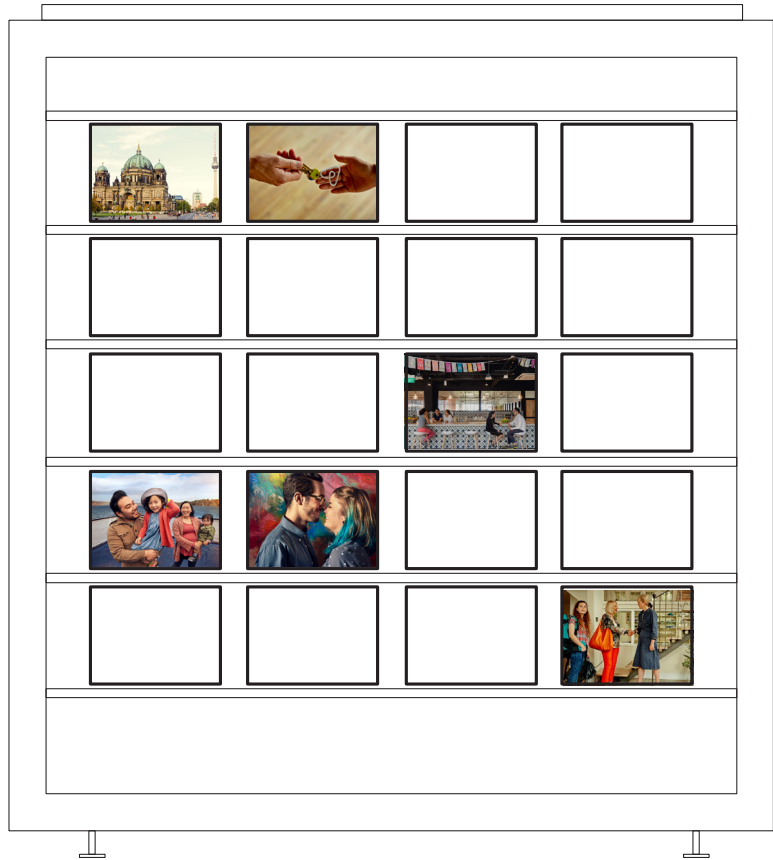


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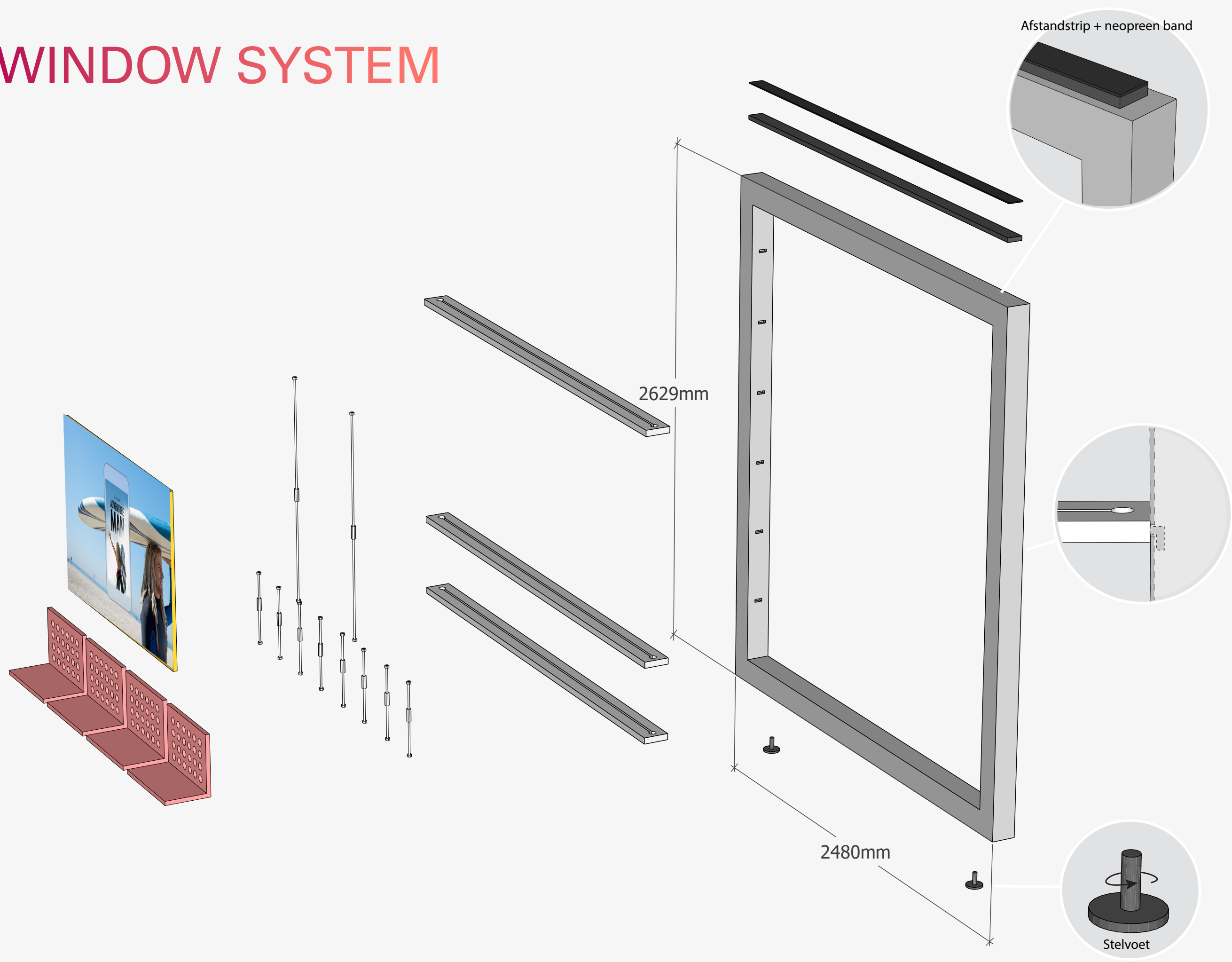


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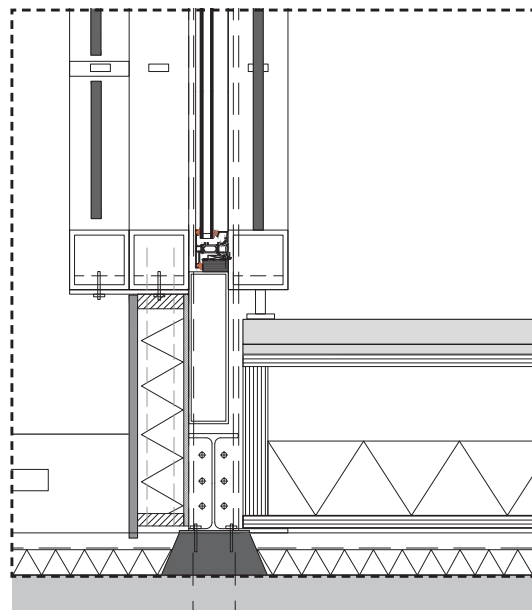
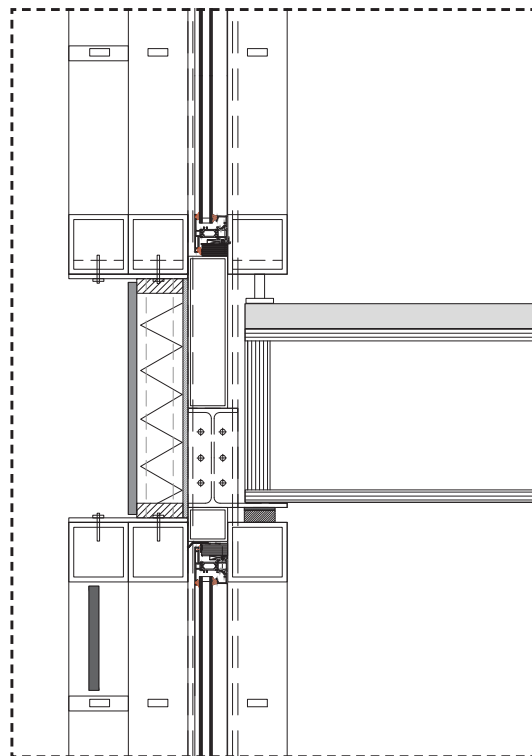
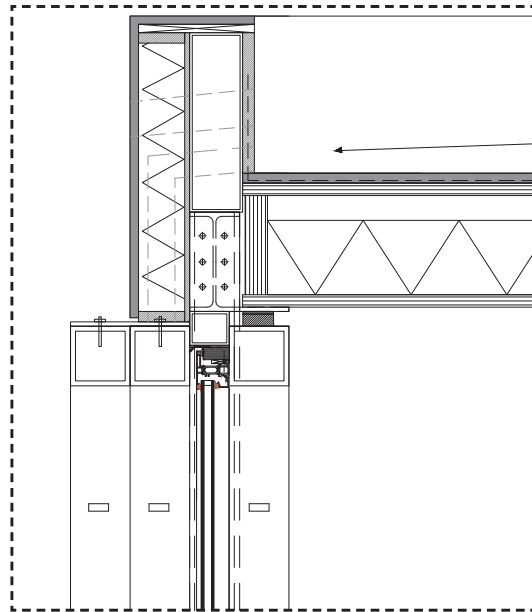
EXPLORE CONTENT



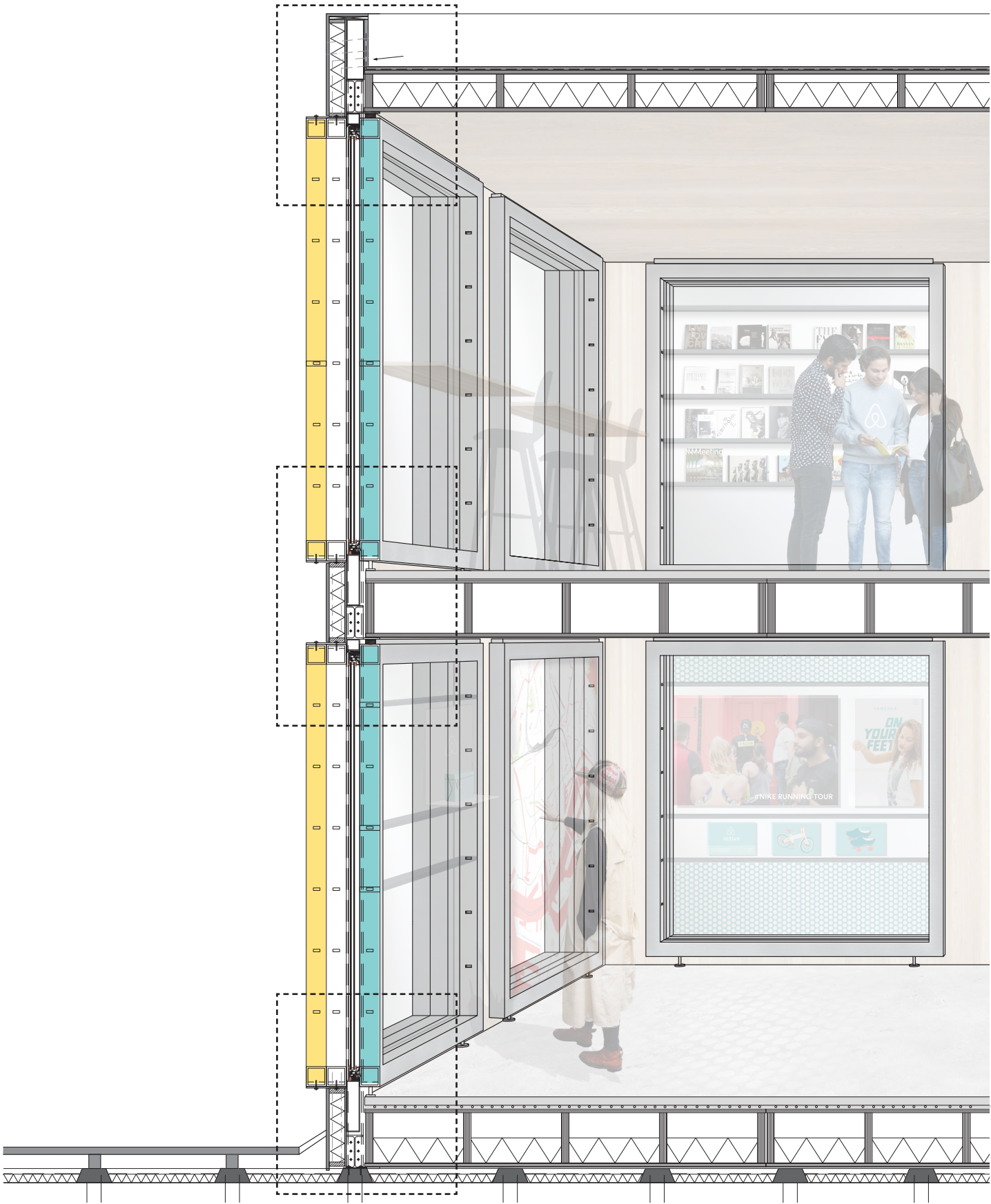
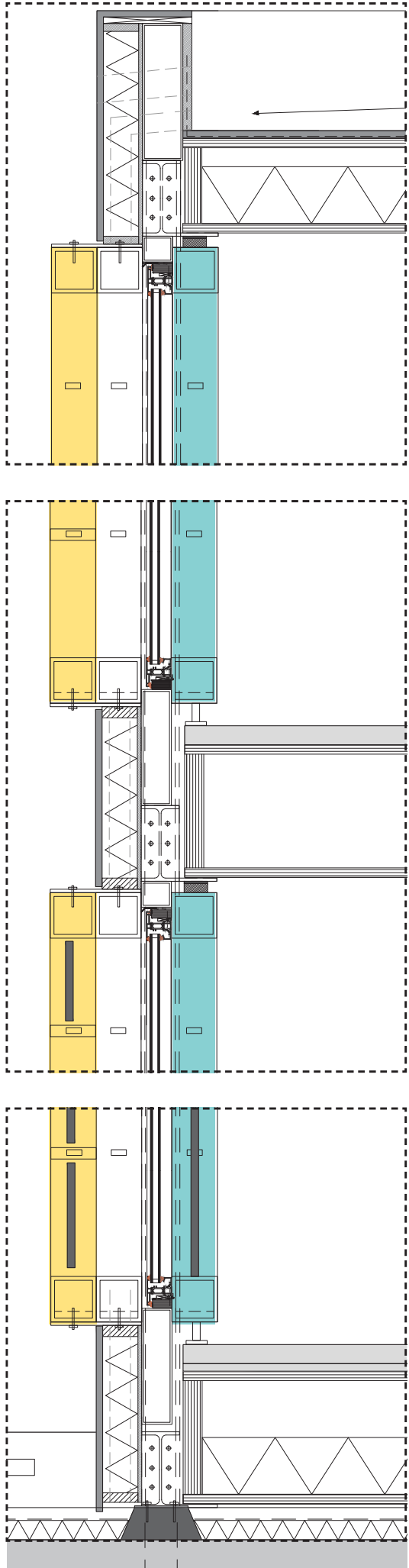
THE WINDOW SYSTEM



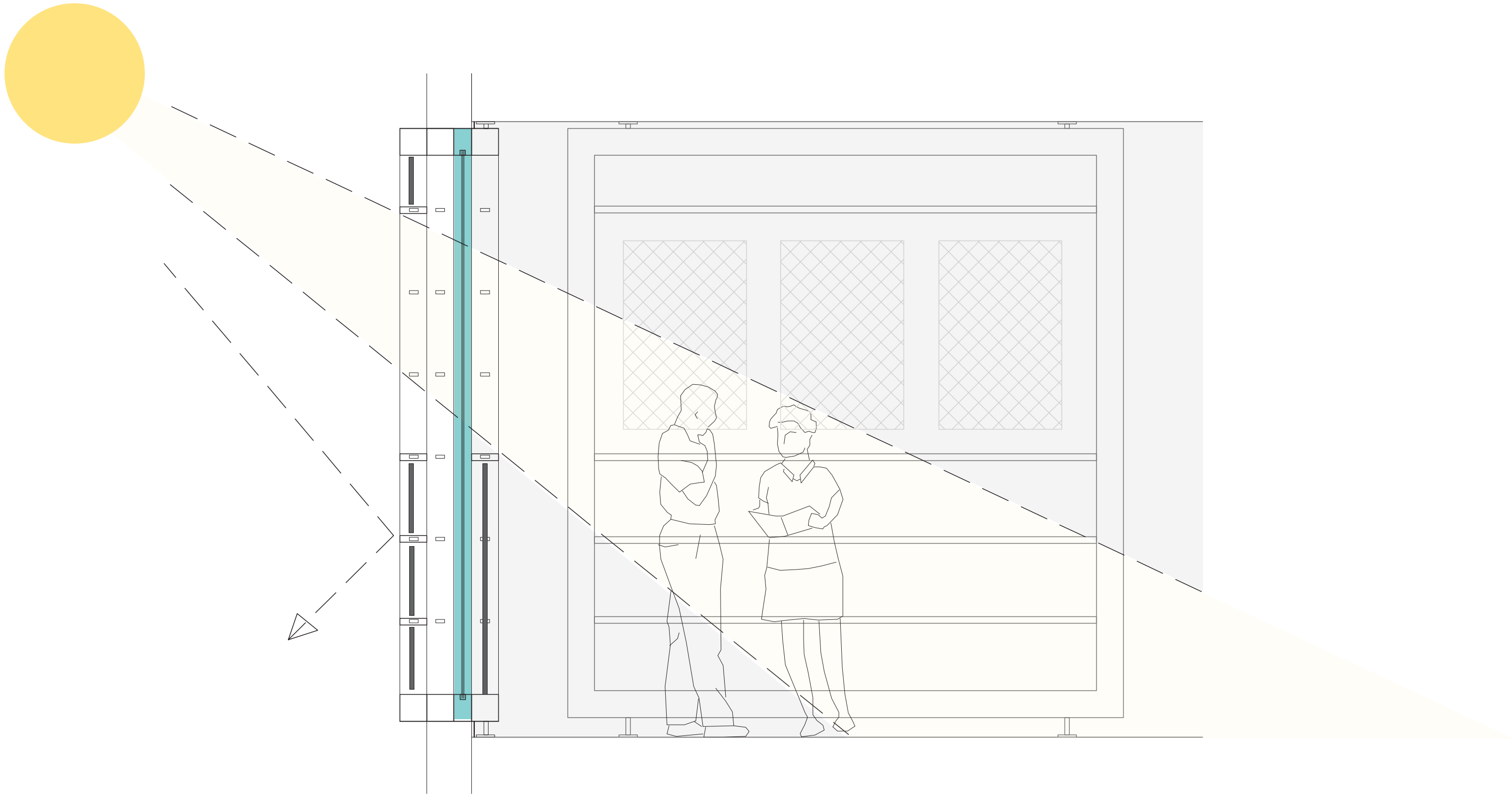
IMPLEMENTATION IN FACADE



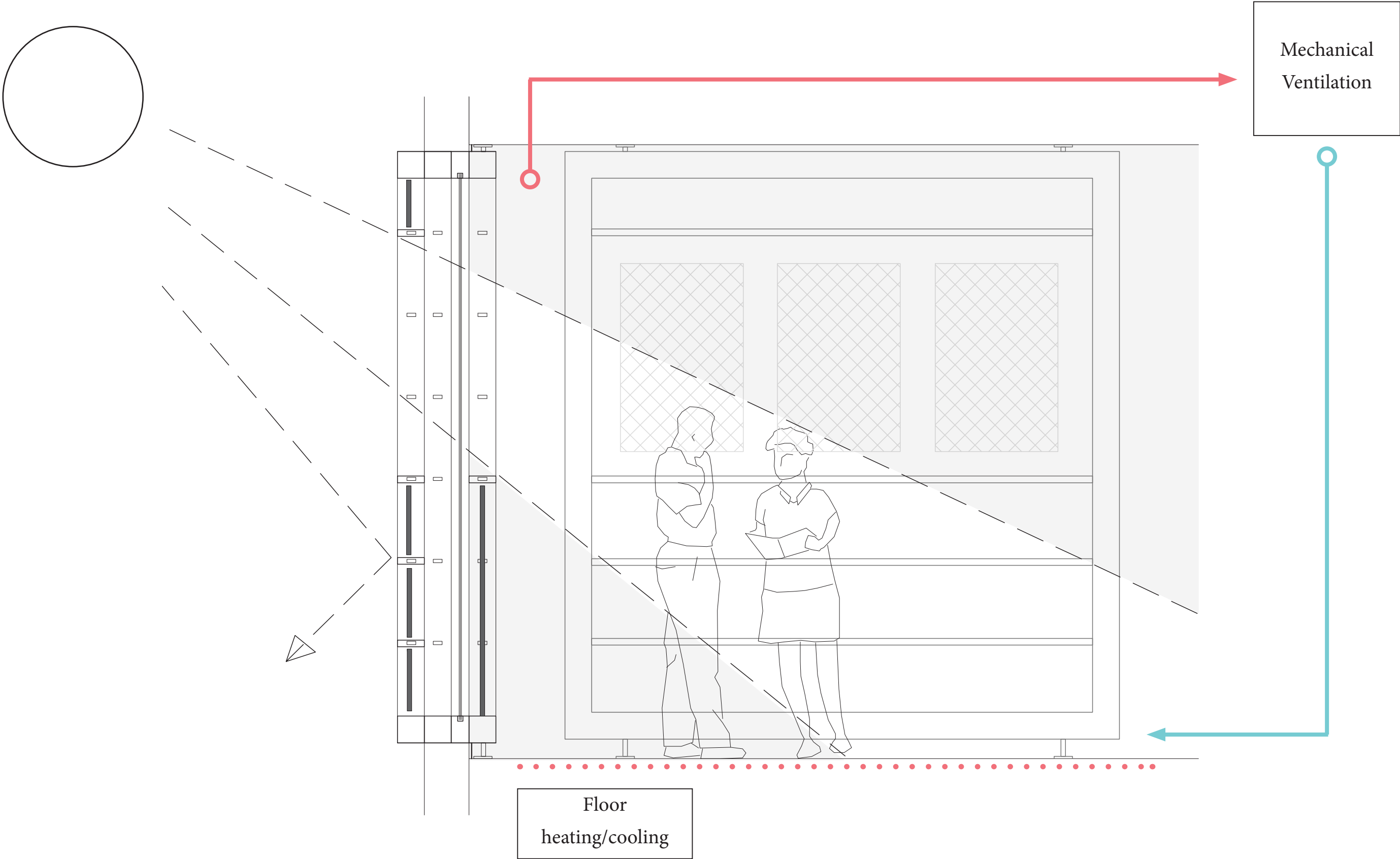
IMPLEMENTATION IN FACADE



CLIMATE CONTROL



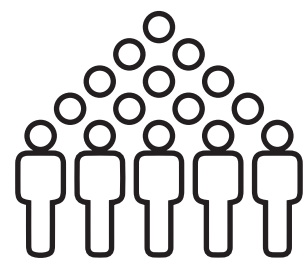
CLIMATE CONTROL



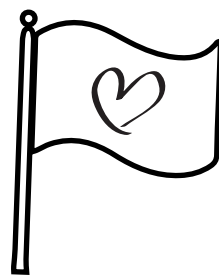
IMPLEMENTATION

PILOT CASE





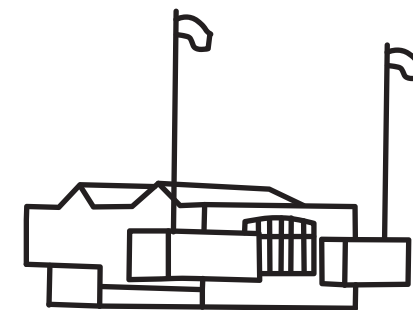
HIGH TRAFFIC



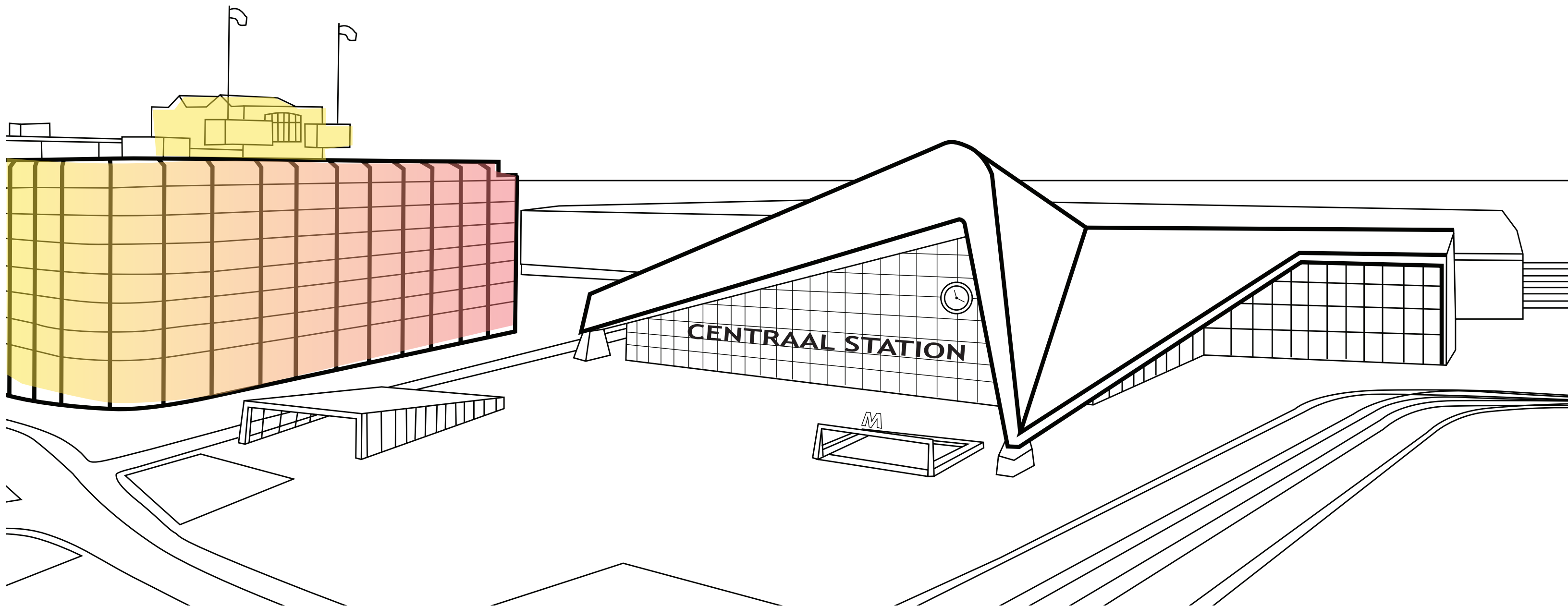
STARTING POINT



TRADITIONAL



CITY WINDOW





CURRENT SITUATION









WELKOM

SCHEDEL | LUNCH | DRANK



Scout



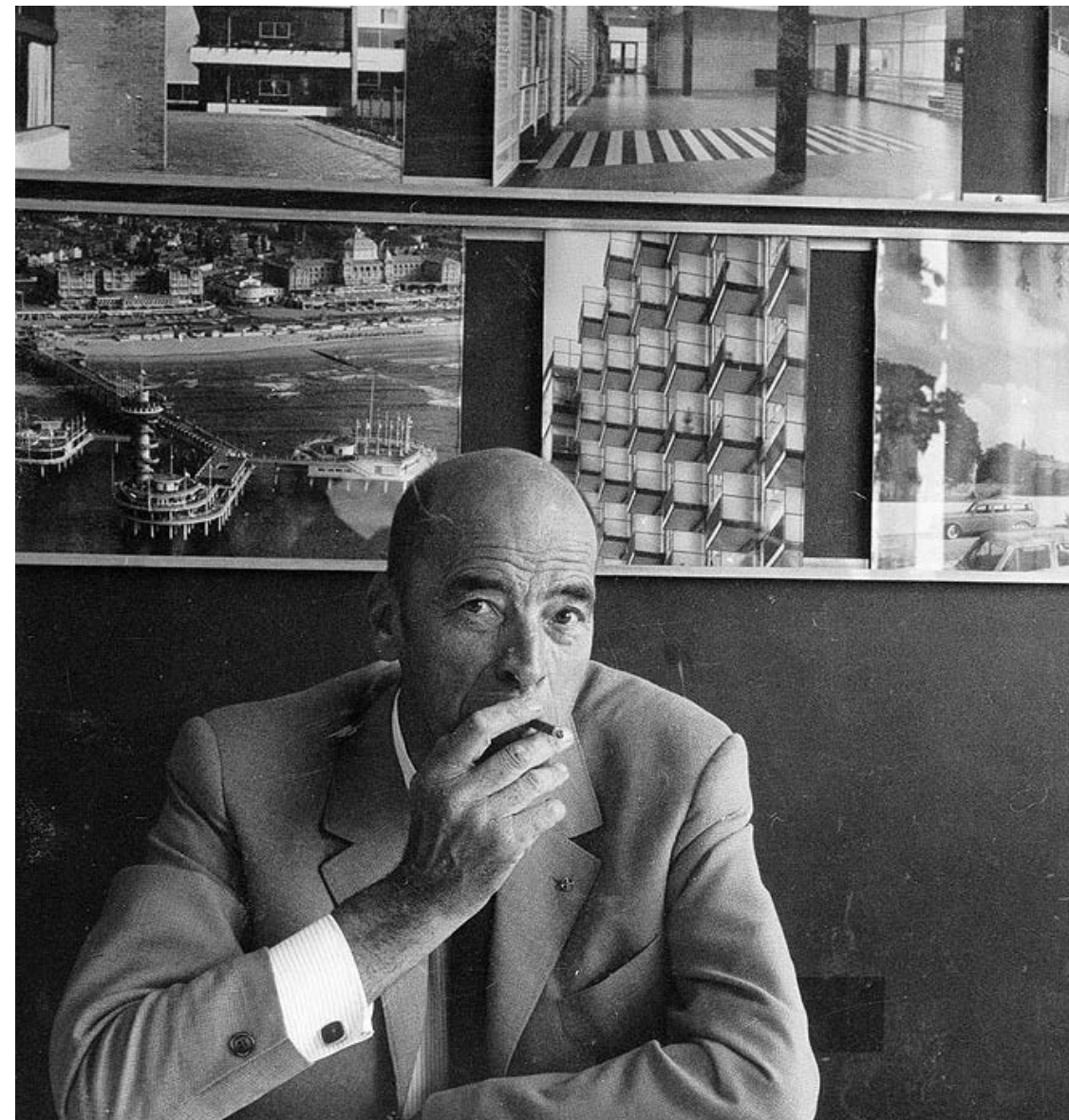






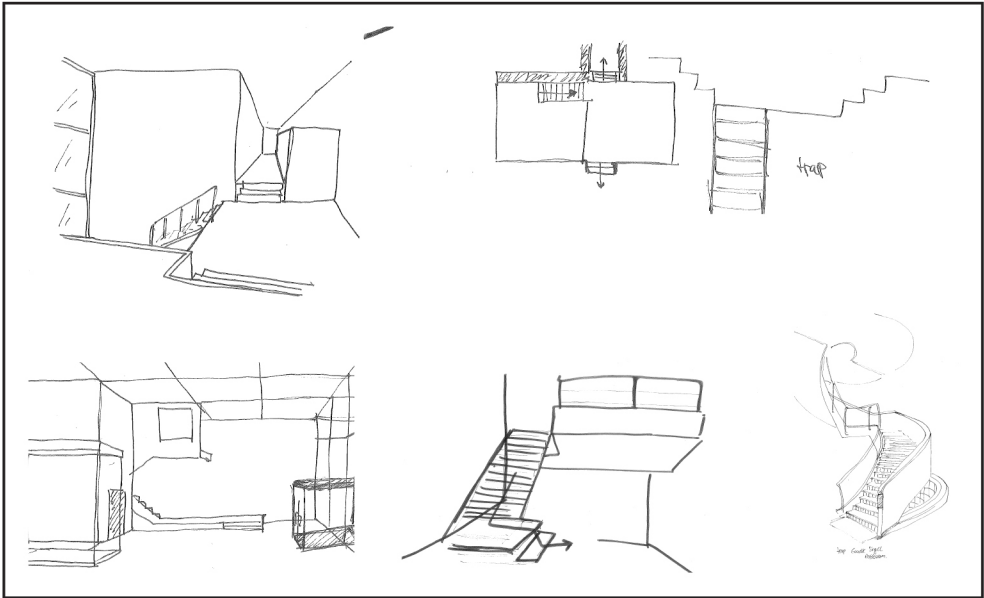


TRANSFORMATION

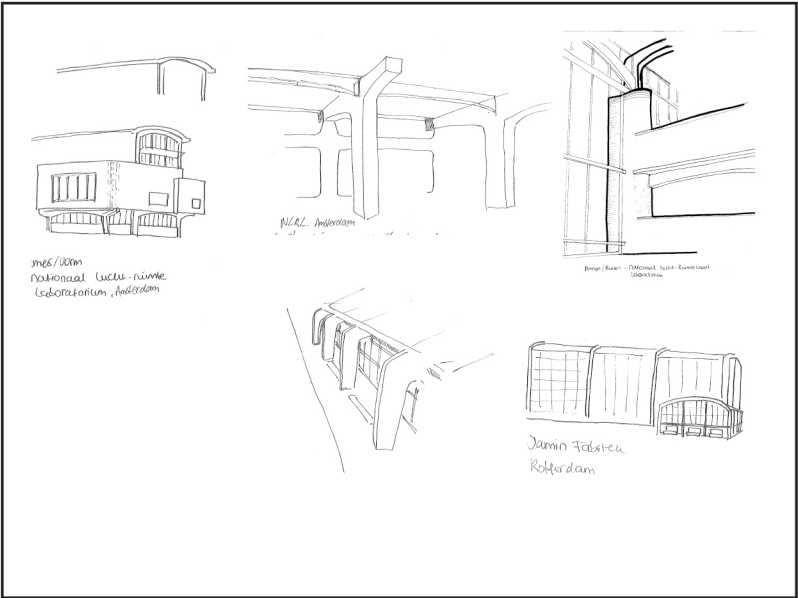


MAASKANT

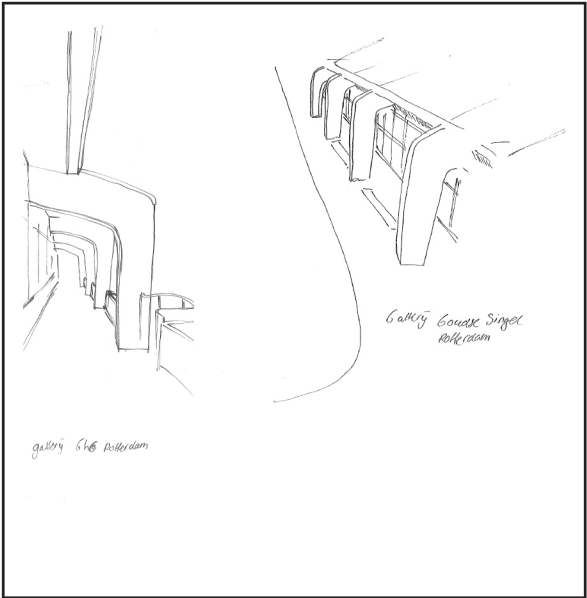
routing



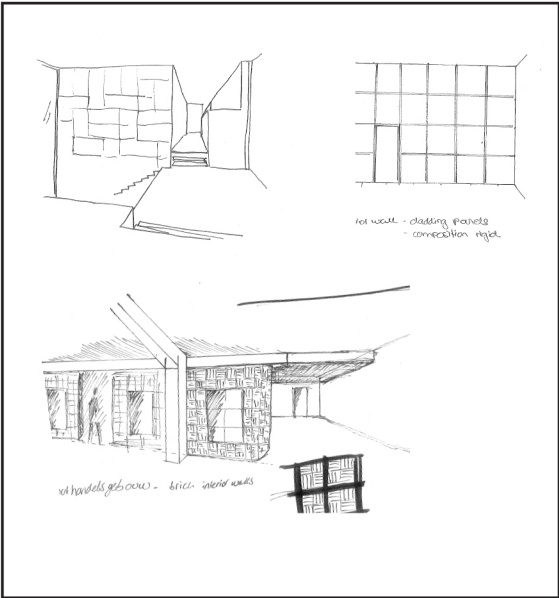
structure



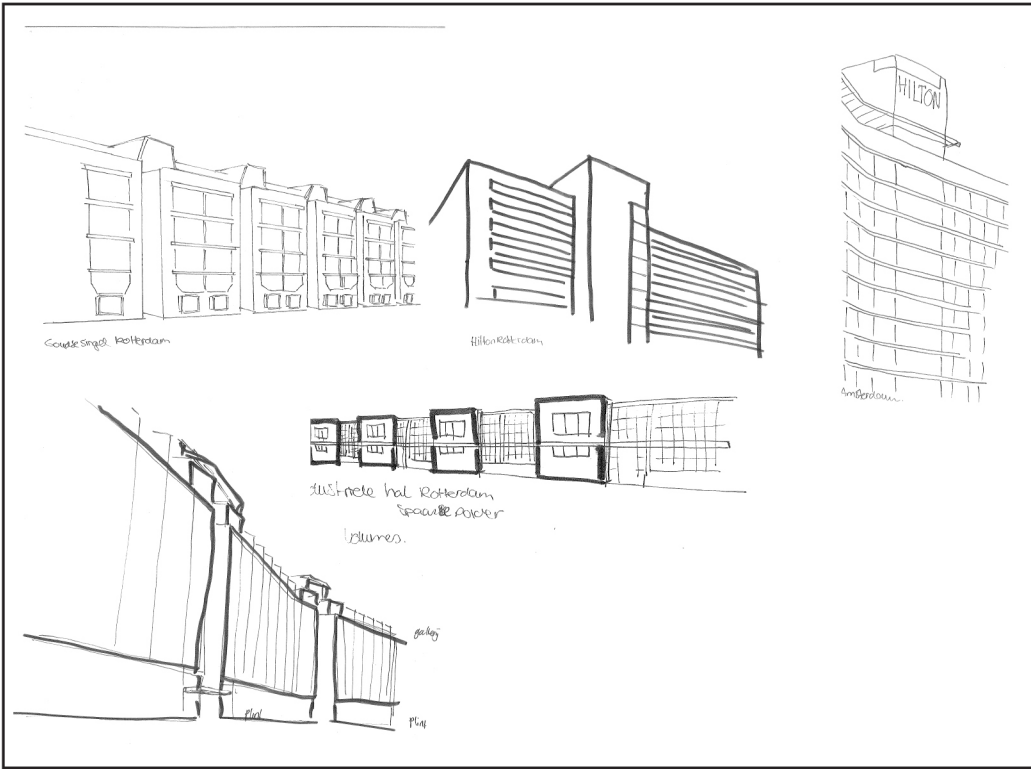
gallery



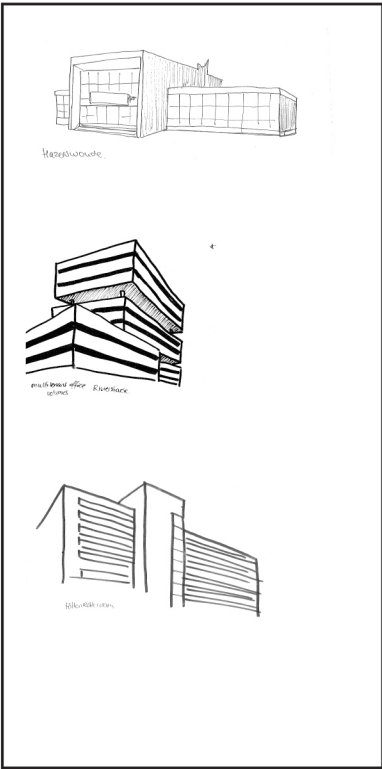
interior walls



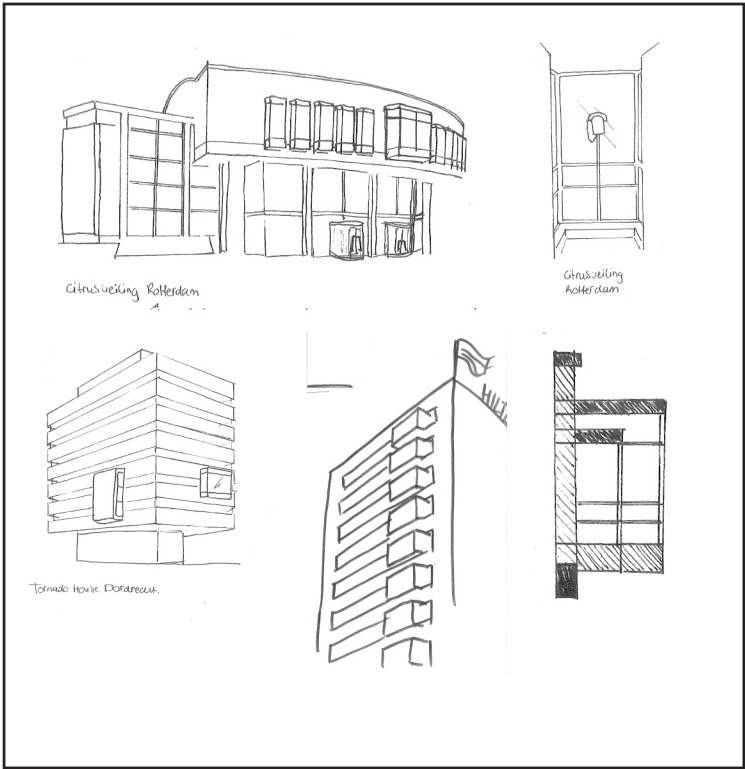
vertical breaks



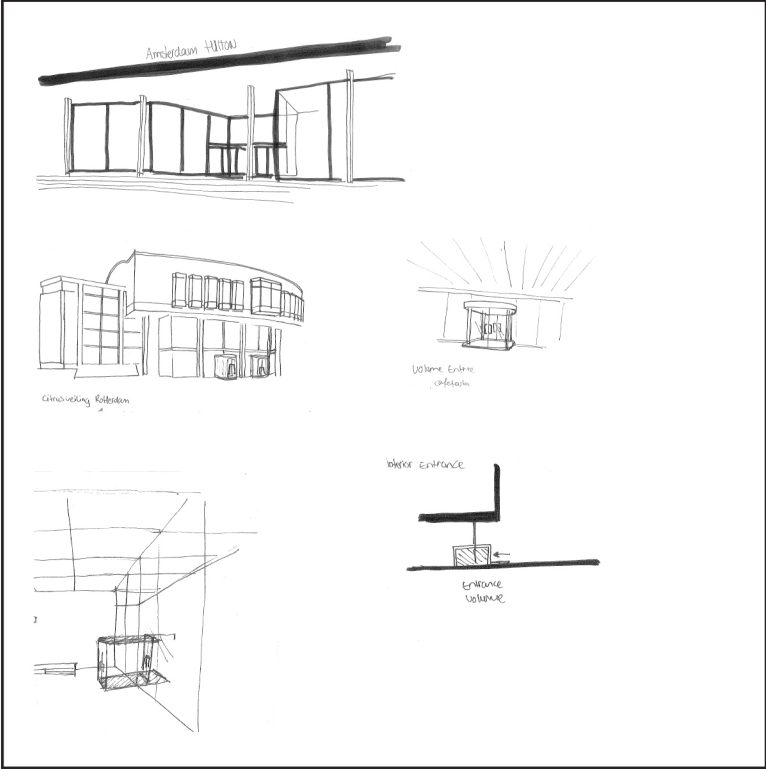
integrated volumes



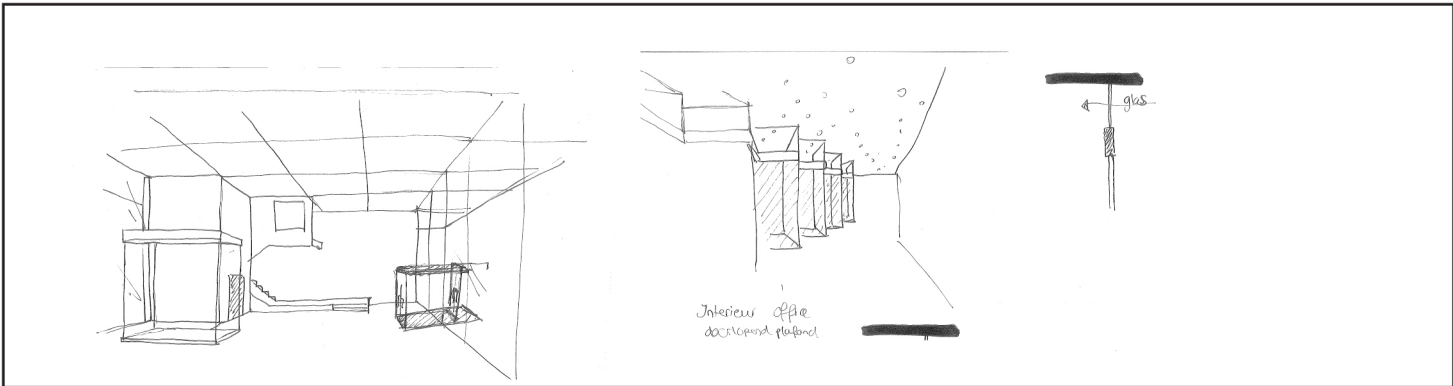
extruded windows



entrance

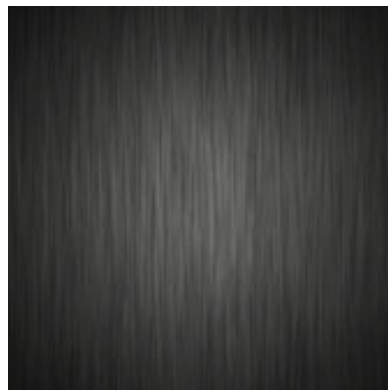


interior volumes

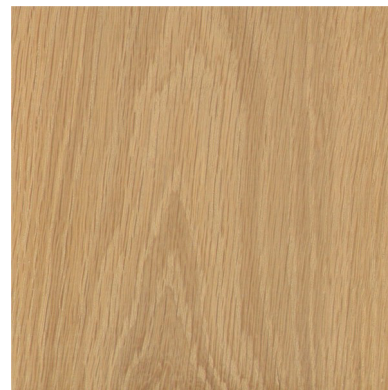




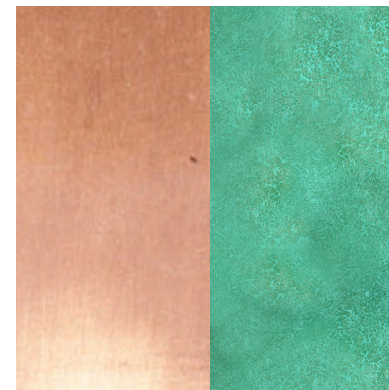
concrete



steel



oakwood



copper

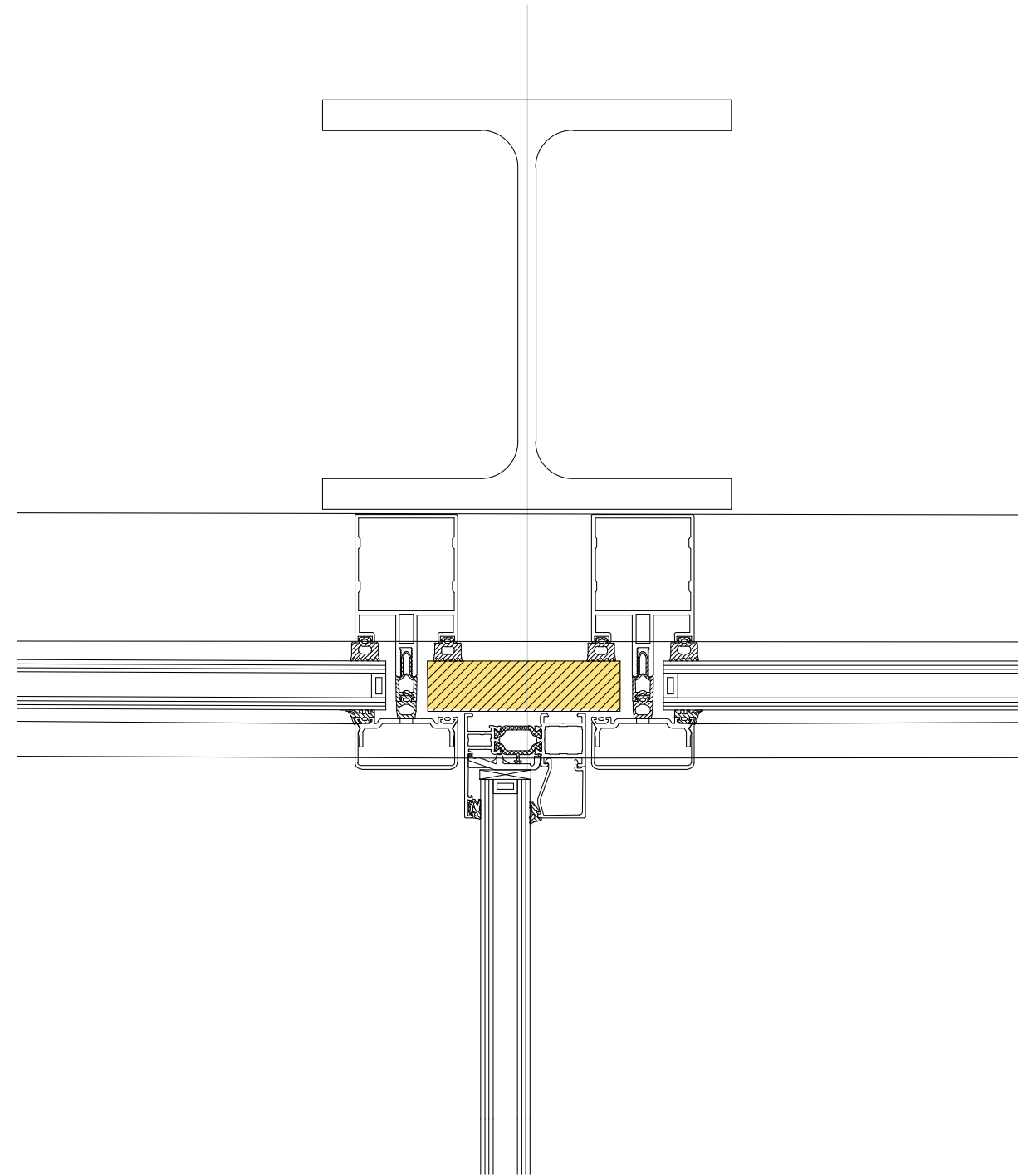
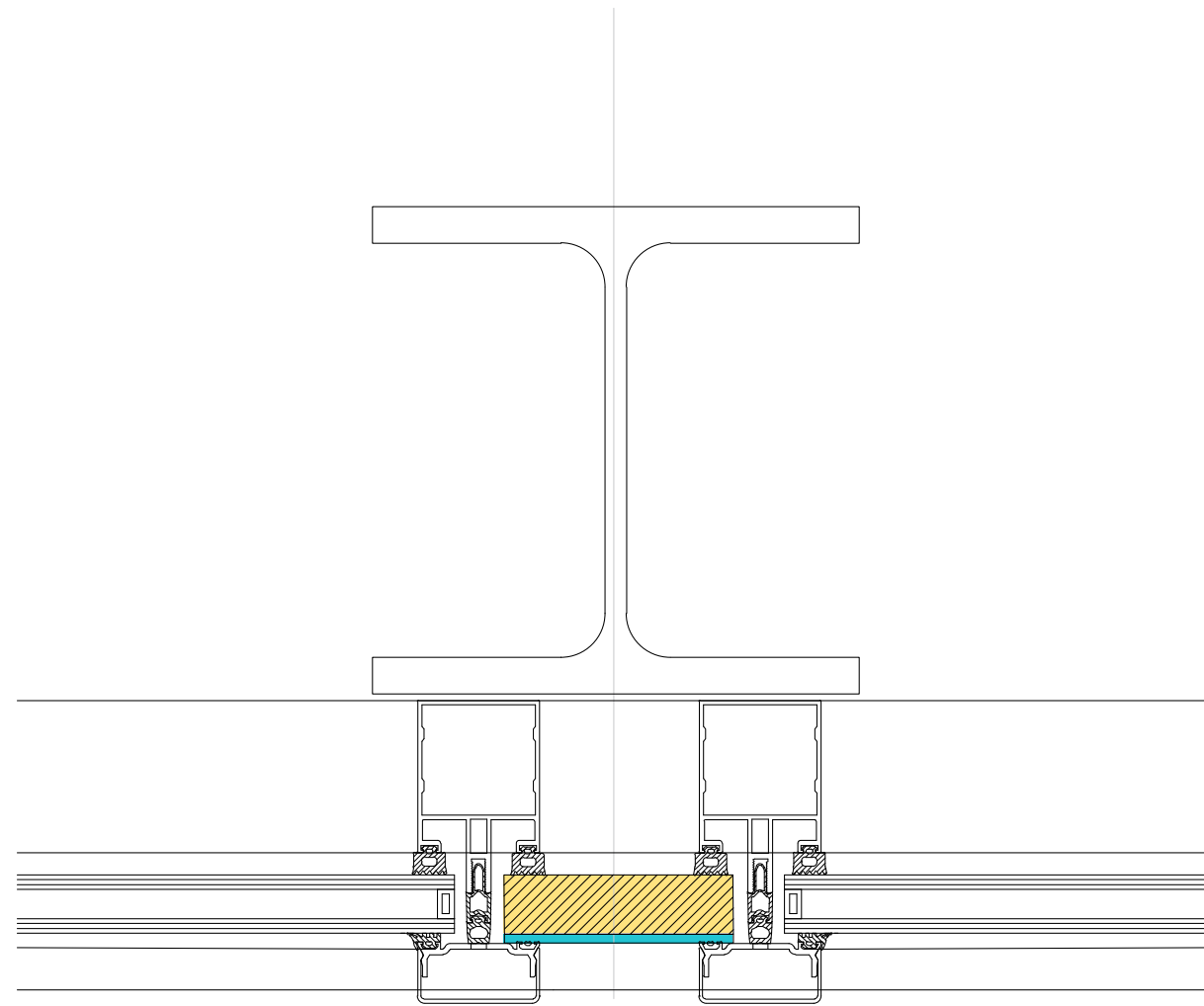


glass



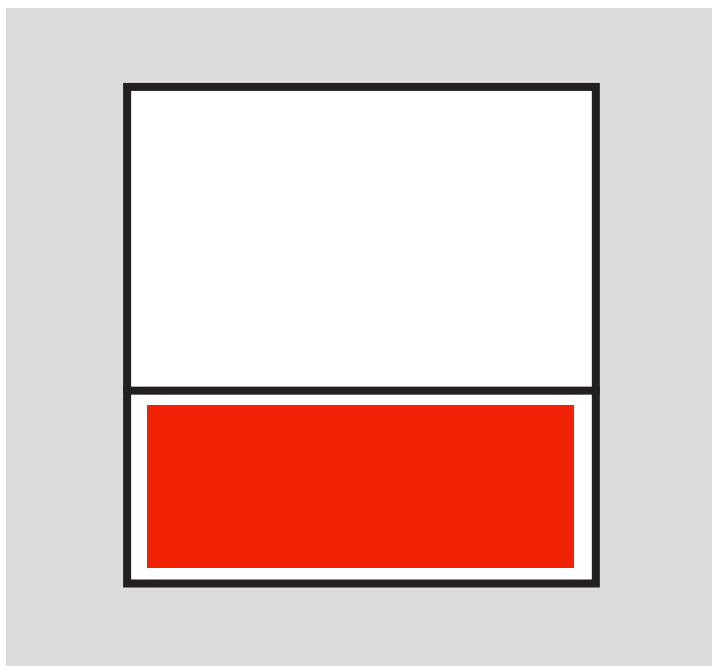
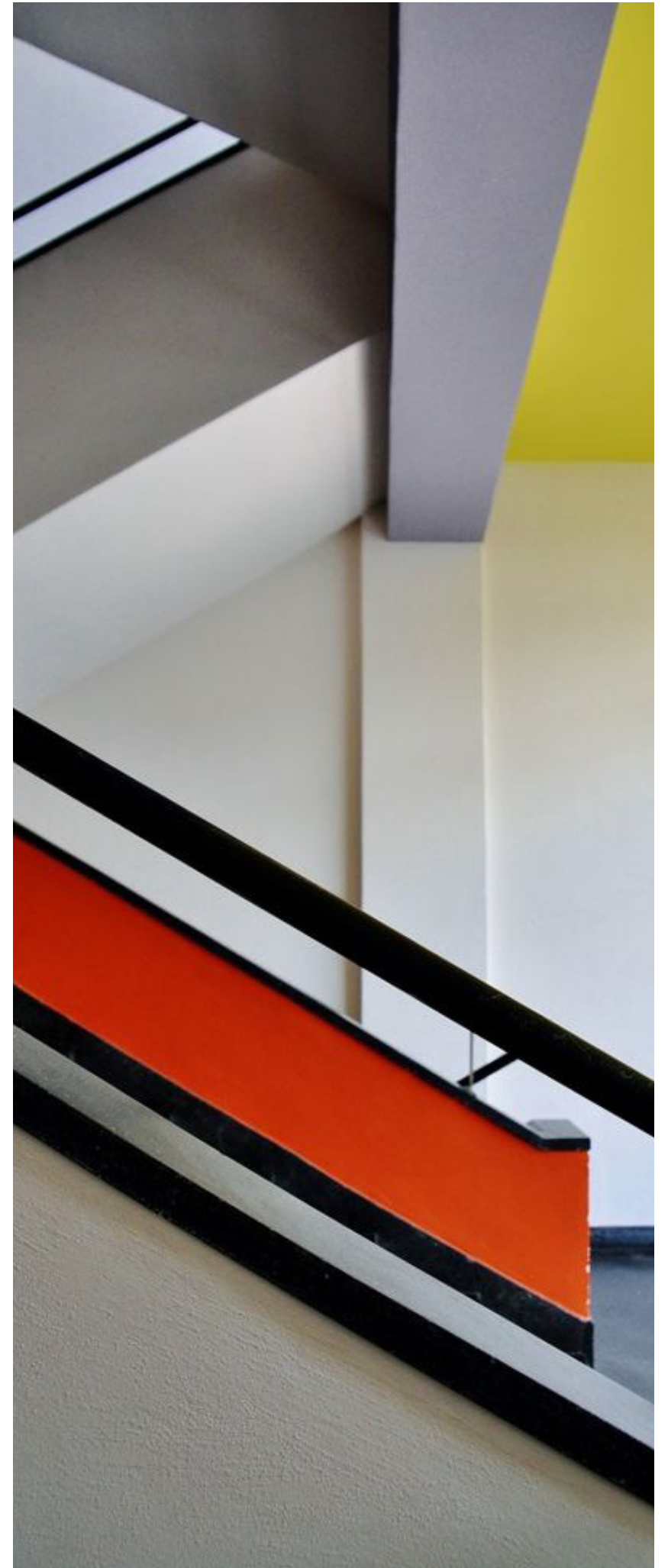
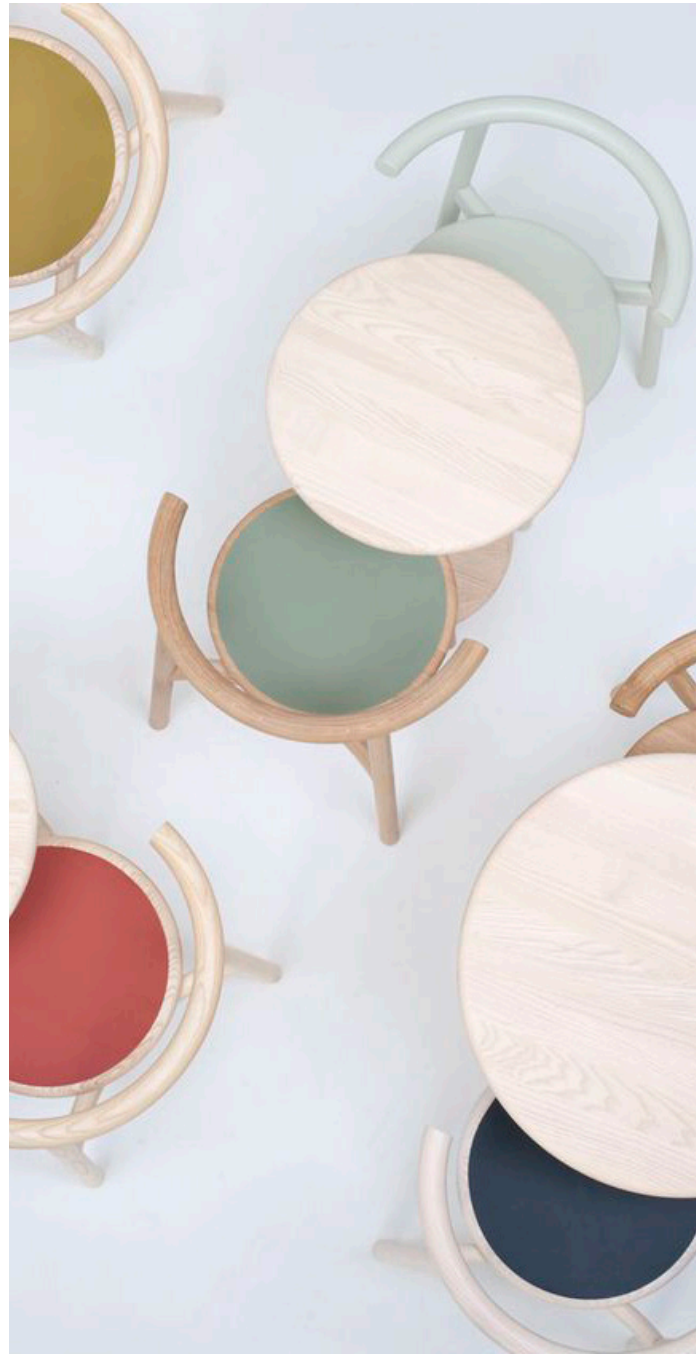
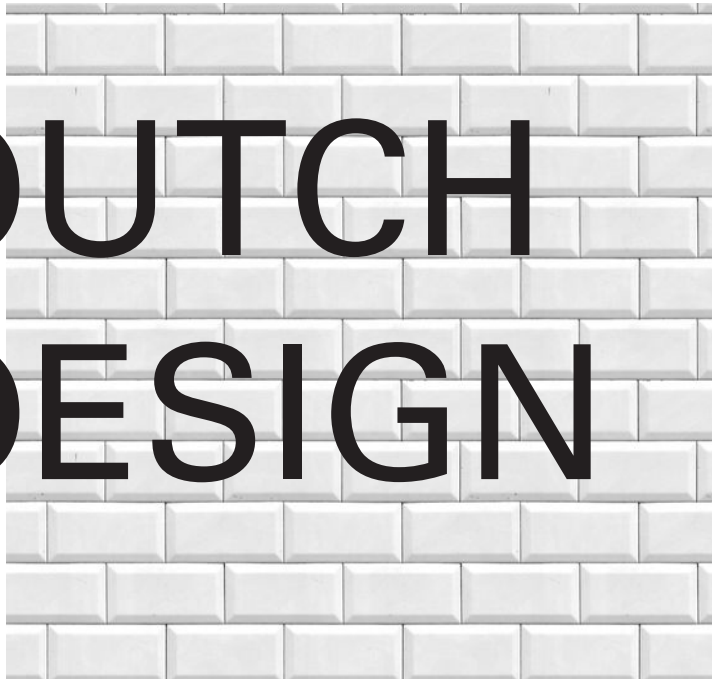






INTEGRATION

DUTCH DESIGN





rotterdam

Welcome to 'The City Lounge'

















Welcome to the City Lounge













See you next time!



'THE CITY LOUNGE'

ARCHITECTURAL BRAND MANUAL





Marrakech

EVALUATION