

# 22 HILL STREET

## BERKELEY ESTATE ASSET MANAGEMENT UK

Berkeley Estate Asset Management commissioned andseventy to produce a suite of marketing visuals for the modernisation of a listed Georgian building in the heart of Mayfair. We worked in collaboration with Emrys Architects and SY London.

The compositions were guided by the symmetry central to Georgian architecture, while a clean, fresh palette was used to evoke a modern yet respectful update of the interiors. Styling elements subtly nodded to the building's heritage and its prestigious surroundings.

A thread of 22 Hill Street branding runs through each image, from a book on a desk to a cushion or coffee mug, adding cohesion and character to the campaign.

**ART DIRECTION**  
**STILL IMAGE**  
**ANIMATION**

**FILM**  
**CONTENT STRATEGY**  
**360 TOURS**





