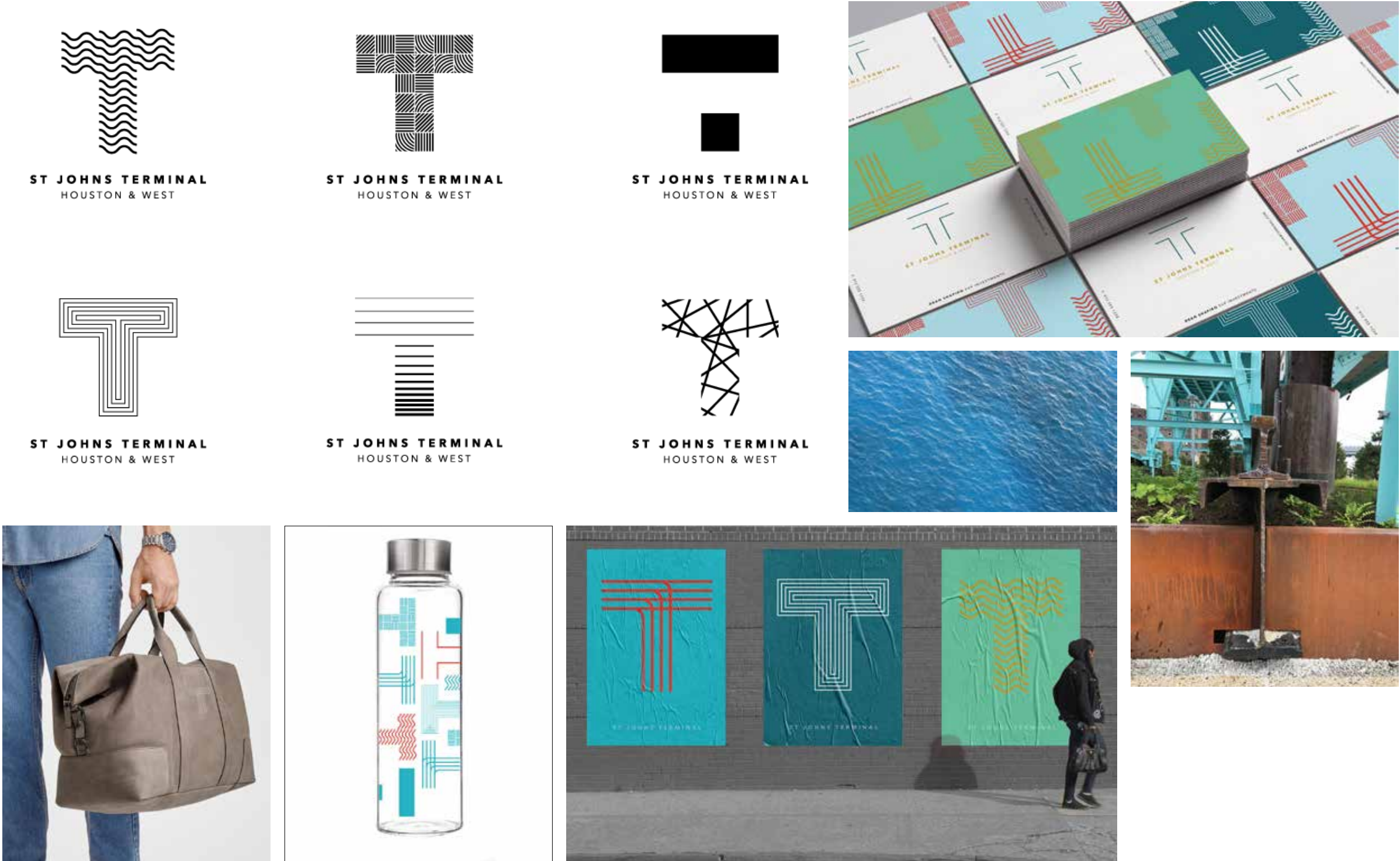


ERIC SHELTON

St. John’s Terminal

Problem
Oxford Properties was looking for a vibrant brand for their first New York property. It was a unique building with a floorplate taking up multiple city blocks in the heart of the Meatpacking District. Now how to brand it and bring it to market.

Solution
Inspired by the building’s rich history, being the terminal of the High Line, we developed a name, visual identity, leasing documents, and marketing strategy to help Oxford Properties and CBRE to lease the building—a prospect that didn’t take long! The brand was built using the Hudson River, neighborhood, and park is sits beside as a guide.



1540 Broadway

Problem
Edge Funds was facing a problem with the amenity space of their iconic Times Square-facing Bertelsmann Building. It was old, run-down, drab, and under-utilized, and they wanted something to move past the location stigma.

Solution
“Behind the Billboards” was our inspiration for this 25,000sq amenity space. Looking out the windows, you see glimmers of the excitement of Times Square in between structural elements of the billboards positioned on the building. Geometric angles, bright colors, and references to Broadway are throughout the space, bringing some of the magic to the floor—without the tourists!

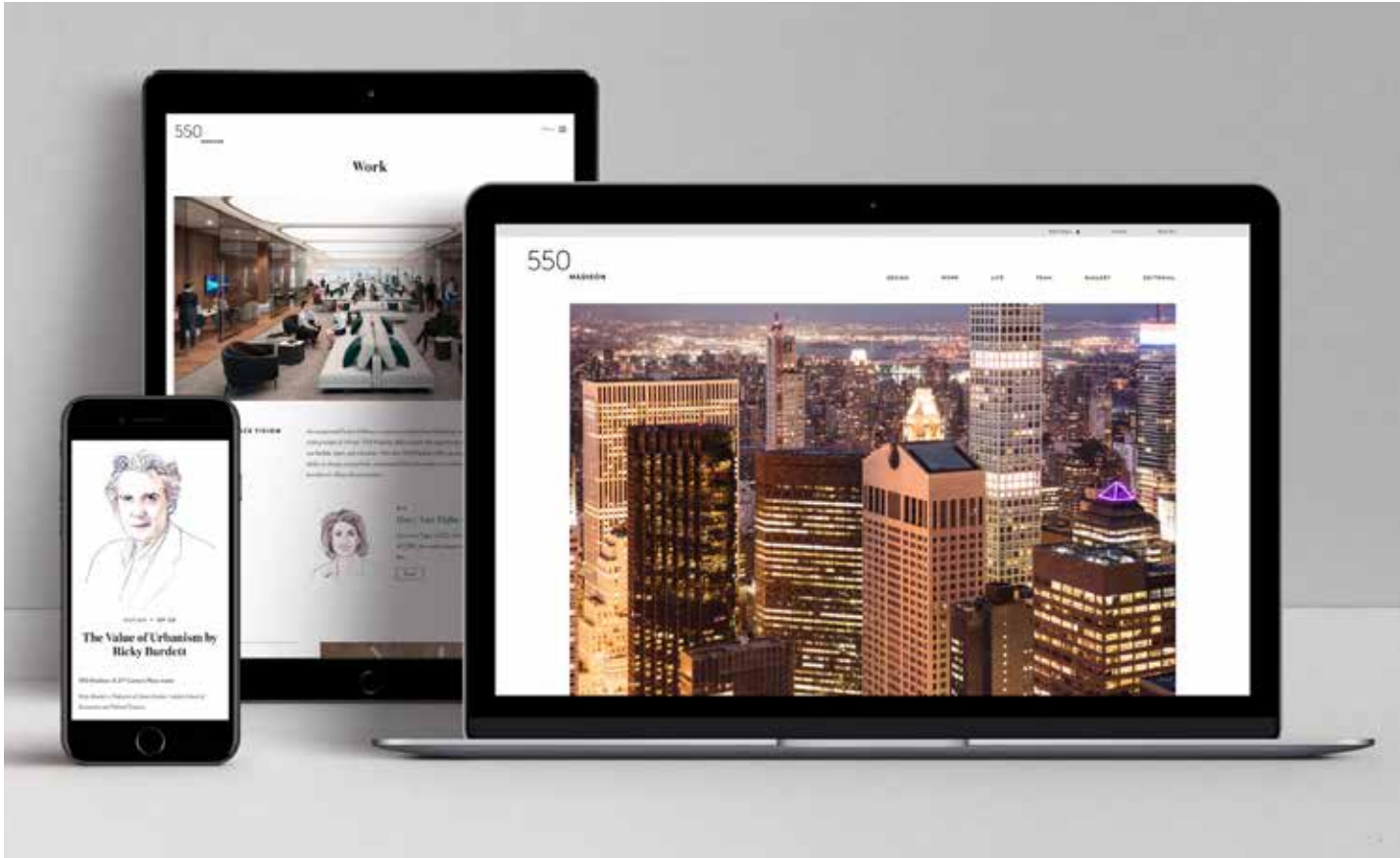


550 Madison

Problem
Chelsfield came to us with the opportunity of a lifetime—brand, market, and position the iconic Philip Johnson-designed postmodern building to bring it into the 21st century with the same elegance and stature it had in 1984.

Solution
We were inspired by the building’s geometry and monolithic architecture for the logo, but everything else was inspired by the visceral feeling the building gives you. One of editorial class, high-power, and accessibility with a modern twist. We designed all the collateral and marketing materials, leasing documents, art directed illustrations and renderings, and helped design the amenity space.

550
MADISON



The Landmark

Problem
How do you stand apart from the luxury apartment market of Los Angeles? One real estate developer was trying to do that with their landmark property. They challenged us to create an iconic building from the ground up—the brand and visual identity is where I came in.

Solution
Based on the building’s unique floor-plan, contemporary architecture, and location, we created a name and visual identity system. The “ribbon” shape is derived by the floorplate that features the most spacious balconies in the market and gives the building it’s stacked look. We were also inspired by the proximity to the ocean, air, and 1-acre park the building sits beside.



Apex Automotive

Problem
Car guys like myself tend to be ob-
sessive. We can't get enough engines
roaring, wheel-to-wheel action, and the
latest news. So what do you do when
every dedicated channel on TV is gone
and most races get bumped for football?

Solution
We pitched an automotive-focused
network series. Naming, positioning,
visual identity, video and animation, and
other collateral were inspired by speed
and thrill of racing. The “apex” is the
corner’s midpoint which you must hit to
achieve the fastest lap possible.



ERIC SHELTON



Bank of America

Problem
The global financial institution's Jersey City location needed a story to tie together the four floors and show the innovation that has occurred through the bank's history and today.

Solution
We tied the floors together by showcasing a different Jersey City innovation on each floor. The Statue of Liberty (technically in NJ), Holland Tunnel, shipping terminals, and the railroad were the four industries we highlighted to tie the floors together. There was also a 4-story dimensional map that helped bring the project together. Textures, materials, and large-scale imagery were used to help tell this story.



MGM National Harbor

Problem
MGM came to us with a massive opportunity. Help people find their way throughout their million sq, \$1.4B property in Oxon Hill, MD.

Solution
A custom wayfinding strategy and sign program, which featured custom logos for restaurants, interior and vehicular wayfinding, and over 5000 room signs. The program was inspired by architectural details, materials, and high-legibility necessary to find your way in this massive complex.



Rockefeller Group

Problem
In recognition of it’s 90th anniversary, Rockefeller Group wanted us to revital-ize the brand by building on their long-standing refined assets.

Solution
To bring the visual identity into the 2020s, we tweaked the color palette, created a monogram, patterns, and series of stamps to be used. It was in-spired by bringing a modern twist to the iconic brand founded in 1928.

