

Conway Cases

Las Flores Residential

Las Flores Residential 2020 is San Angel's urban renaissance located in Mexico City. It provides a contemporary approach to urban life by combining avant-garde architecture with unrivalled interiors. Boutique buildings offer exceptional amenities and spacious residential areas that balance old-world elegance with a fresh urban feeling.

"Essentially urban" our reason for being.

Grupo Copri

Conway + Partners joined Grupo Copri to develop a brand identity, print material, video, digital material, as well as the design of the advertising campaign. All communication is integrated under the concept of "Essentially urban", with an exceptional architecture that adds to Mexico City's skyline.

Alexandra House

Client: Winchester Equities

Alexandra House is a Winchester Equities project, a building in the Sheepshead Bay neighbourhood, Brooklyn. It's a residential project of 49 units ranging from studios to 4 bedrooms with amenities. The neighbourhood is Sheepshead Bay, in the south area of Brooklyn, an expanding and developing zone with new parks, retail, nightlife and proximity to the port. With Dan Ionescu's architecture, the general contractor is Jacob Development Corp. and the broker is Keller Williams.

Conway+ Partners built the project's strategy and branding and developed communication pieces such as a brochure, a website, neighbourhood photography and video, copywriting and brand identity, with the aim of conveying the lifestyle of the project.

Parque Reforma Acciona / Collection Residences Polanco

A premium project set in the heart of Mexico City's most refined neighbourhood, Polanco, Collection Residences is the brand we created for Parque Reforma Acciona group, a stately name standing for luxurious living and high-end, exclusive design.

Based on the concept of *naturally sophisticated*, we conceived a brand for this kind of premium project, and designed unique, specific names and distinct identities for each building. 83 Campos Elíseos, 39 Alejandro Dumas, 55 Eugenio Sue and 164 Campos Elíseos are each an upscale construction on its own. Focusing on a few units and world-class design, every building

was dreamt up by a talented mexican architect looking to communicate an entire universe on its own.

We worked in all levels of branding, from the naming research to the conceptualization of every building's name, the visual identity, and communication pieces such as a sales folder with a fact sheet for each project, a brochure with holder, floor plans, a complete website and a video to fully convey a classy lifestyle.

Mul & Bul

A corean legacy brought close to home, Mul & Bul is the brand we created for the polished new cosmetics store in México City bearing a whole new approach to skincare and beauty for the latinamerican public. Based on the deeply rooted corean values of care as a form of bringing joy to oneself and the embrace of nature's elements, we decided on a name that would reflect both ends of the universe, water and fire. The design and palette that emerged from this concept are also an echo of natural, delicate customs, inspiring emotional health as well as small, playful instants that bring true happiness.

Serena del Mar

Serena del Mar is a community just 12 kilometers from downtown Cartagena, Colombia, envisioned to offer world-class residential real estate, healthcare, education, commercial sites and tourism across 1,000 hectares of pristine coastline. The Dreamed City was designed by a team of world leading urban planners, architects and engineers to improve its residents' quality of life, welcome the future, integrate the natural environment and offer opportunities for everyone.

Conway+Partners was tapped to position this unique destination as the most desirable all-encompassing community in Latin America. We created a fresh visual identity in tune with Cartagena's colorful spirit and built an engaging brand experience to launch this exciting new project. From compelling digital design and strategy to an inspiring ad campaign, stimulating copies and an immersive sales gallery experience to interact with potential customers, we were present in every detail, including sales people's scripts, to ensure the brand came out as consistent and exceptional as possible.

Warehouse

Conway+Partners worked in collaboration with the Knight Frank New York team to develop an integrated marketing approach and a brand from the ground up with naming, logo design, brochure design, gifting, and a short marketing film together with a marketing campaign.

Ironside

Conway+Partners worked with the Edison Properties team to develop impactful branding for the property, complete with industrial architectural motifs that play off the building's history. In addition to unique broker gifts and print pieces, Conway developed a teaser and full website to serve as both a sales tool and a community platform for information on the project.

YTech International

Conway was sought out by YTech International to establish a solid corporate profile through online and offline presence. A private real estate company that has developed more than 7,000 residential units in 25 cities in the United States, we turned their heritage of excellence into a strong brand through an overall strategy that is revealed in print, stationery, a digital deck, a website design and compelling film.

Mattoni Group

Conway worked with Mattoni Group, a private equity real estate investment firm based in Miami, Florida, to build a brand strategy that would accurately express their national reputation for transparency, reliability and drive. We came up with a substantial visual identity and collateral materials, plus a powerful digital strategy.

Interlink

Conway was tapped by Interlink to create a meaningful branding strategy that would make this integrated real estate resource with over 40 years of experience in Puerto Rico stand out and express their world class reach and strong commitment to their clients. We translated the company's culture based on hard work, quality and professionalism to a consistent visual identity and digital strategy.

Mizrahi Developments

Conway carried out the brand strategy for Mizrahi Developments, an impactful developer set in Toronto, Canada, that's changing expectations in the construction industry with carefully articulated, mid-to-high-rise buildings and projects committed to making the city better. Beginning with a distinct visual identity, we worked on print collateral, consistent copywriting, stationery custom illustrations and the website design and development.

Material Bank

Conway created a significant brand identity for Material Bank, an online site that gathers over 275 material brands and allows for designers to order samples for free that are shipped overnight. We worked on User Experience and Interface to establish a fluid stream in the website, built packaging, oversaw photoshooting and collateral.

We Work Devonshire

For We Work Devonshire, a coworking space in London, Conway developed a complete brand strategy together with efficient copywriting, illustrations and sales brochures. We also worked on every aspect of digital design, axonometrics, marketing floor plans and the whole website design and development, a fresh, dynamic peak into the brand's universe.

Mizrahi Developments

Mizrahi Developments is a Toronto-based company with over 25 years of experience in retail stores, large, high-tech factories and luxury homes in North America. In the last ten years, Mizrahi Developments has become a leading developer, contributing to Canada's urban landscape with old-world sensibility and a commitment to the highest standards.

Conway+ worked alongside Sam Mizrahi, its Founder and President, and his close team, to bring the company's well-established corporate identity to life, including updated branding, a company brochure, and a new responsive website that would reflect Mizrahi Developments' substantial growth over the past years and its personal owner-to-owner style that translates to projects that stand the test of time.

Kulen

Conway + Partners developed a smart website in English and Chinese for the full-service real estate development company, Kulen property Group. In order to showcase the company's varied portfolio of luxury landmark developments through the Southeast Asian region, we created engaging content that sets the tone for the distinguishing lifestyle at reach. Using rich photography to evoke the lavishness of the project's landscapes and highlighting key values such as community, sustainability and a strong cultural heritage, we provided not just a professional but a personal touch to the brand's proposition.

With clean graphics, a sophisticated palette and powerful messages, the whole website is an invitation to get potential customers emotionally invested in Kulen's universe.

Jade Signature

From the vision to the world-leading residential brand

Jade Signature is the latest, most refined addition to Fortune International Group's Jade Building collection. A perfect union of building and stunning oceanfront location, Conway + Partners designed a premium brand strategy to position Jade Signature as one of Miami's distinguished sites. From naming to web design and compelling film and photography, we delivered a seamless storytelling experience that invites potential customers to immerse in the luxurious waterfront lifestyle.

Powering Duman Home's online presence with the launch of a new e-commerce website

Duman Home is a treasure trove of home goods, creating lasting and exceptional products through honest design processes. Conway+ worked on reinventing the brand to keep it fresh and relevant, developing a new logo and visual identity that would allow Duman Home to stand out.

In order to be consistent with the spirit and quality of the store's on-site premises, Conway+ was tapped to recreate the brand's ecosystem online, providing the same first-rate experience and meticulous craftsmanship affordable to a broader audience.

On our pursuit for a stimulating feed that would reflect Duman's timeless design and inviting atmosphere, we worked on various photoshoots to be included in brochures, postcards and

other stunning communication pieces. We also provided powerful renders for the new face of the stores, which has been renovated to welcome a new era.

Founder Cengiz's turkish heritage and love for vibrant culture's craft results in distinguished collections of linens and one-of-a-kind local findings that make Duman stores a destination for anyone passionate about great design.

A virtual experience designed for Forty One Madison to inspire the tabletop industry

A world renowned building that's home to some of the most influential tabletop names in the industry, Forty One Madison hosts a bi annual New York Tabletop Show® in which retailers, interior designers, chefs, restauraters, architects, media and other professionals come together to appraise the latest trends and newest offerings from first-rate brands.

This year, Conway+Partners was met with the challenge of taking the experience online, fusing virtual channels with online events as a way to engage with a broader community and connect buyers with brands from afar. The digital event offered exclusive content to complement the in person show, in which open showrooms welcomed guests by appointment.

We designed an exclusive digital hub inside Forty one Madison's website to host the show's online presence and help attendees participate actively through an intuitive, easy to navigate layout. From October 13 to 20th, we produced live interactive events and webinars featuring world-renowned hospitality experts. We introduced innovative 3-D virtual showroom tours exhibiting new displays and collections to keep the community in tune and vibrating. We streamlined easy-to-download catalogs with stunning photography and created a digital lookbook for guests to follow tendencies.

The overall result was a consistent, inviting experience that allowed for an inclusive, far-reaching attendance while reinforcing the essence of Forty One Madison's leading status always at the forefront of its sector. The show can still be enjoyed here:

MIR Developments

MIR Developments has been developing real estate projects in Miami since 2013, creating opportunities for neighbourhoods and communities to transform and flourish. Their goal has always been to use real estate as a tool to elevate not just investors but people, bringing their strong vision and attention to details to every project.

Conway partnered with MIR Developments to create a corporate profile and develop brand guidelines, laying out a voice for the brand to communicate with their public and establish a consistent brand image. We were also in charge of taking their high-performance identity online, highlighting the group's vision and experience in real estate through a reliable, well-balanced website. To further increase awareness, we designed print collateral materials that express reliability on a subtle, elegant level.

Catalinas

Catalinas is a high-end office building set to become an icon in Buenos Aires' city skyline. Overlooking the river and designed with adaptable floors for all kinds of tenants, its avant-garde architecture and impeccable design of user's experience make for an exclusive real-estate project bearing the aesthetic grandeur of Foster + Partners.

Our multidisciplinary team was sought out to create a strong and distinguished commercial deck for pre-release purchases that would set Catalinas apart while highlighting the features that make it unique, together with a compressed version for sales pitches. Our talented designers also worked on e-blast variables to target potential customers through Catalina's standout assets.

Altia

A global enterprise that combines a botanical garden with hundreds of species of plants and a contemporary city, Altia is a project born to foster technological innovation and environmental quality while providing a safe lifestyle and easy to access conveniences.

Conway was tapped to work on a catchy, unique name, powerful enough to convey the project's significance. We also developed a branding that would set Altia apart and make a memorable impression on potential buyers, distinguishing its offer from competitors in the business. Finally, we designed an Investor's deck targeted towards developers and created the landing page through which a strong customer base would be encouraged to take action.

Millenia Park

Millenia Park is a stunning eight-building development in one of Orlando's most desirable neighbourhoods featuring 960 residential units and 25,000 SF of retail space. Its residential units boast modern amenities, thoughtfully-designed recreational areas and generous retail storefronts designed to foster a sense of community for sophisticated, family-focused clients.

Conway was tapped to create graphical content using 3D software such as renderings, a tool to properly visualize the layout of the project, making it stand out through realistic lighting and textures. We also worked on floor plans, a cohesive website, a fence, rack brochure, engaging neighbourhood photography and appealing copywriting, while creating an overall branding strategy to position Millenia Park as an exceptional development for modern tenants in search of a sustainable way of life.