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# PRESSRELEASE

## **Carbone Smolan Agency Receives Top Design Award for NIZUC Branding in 365: AIGA Annual Design Competition 29**

New York, NY, June 12, 2008 – The NIZUC brand and identity system created by Carbone Smolan Agency (CSA) was one of only 155 projects awarded out of 4,300 entries by the American Institute of Graphic Arts (AIGA), the professional association for design in the United States.

NIZUC is an ultra-luxury resort property and private residences located on the site of the former Mexican Presidential retreat on Riviera Maya, Mexico. It incorporates world-class architecture and design, respect for and preservation of the wild, natural landscape, while delivering a level of service, hospitality and warmth that redefines luxury.

“In the absence of anything material, the NIZUC branding channelled the vision of the developer, setting the stage for everything that followed,” explains Leslie Smolan, Co-founder and Director of Creative Strategy for CSA. “It enabled Alan Becker to attract renowned hospitality guru Adrian Zecha, who in turn brought in architect Jean-Michel Gathy and interior designer Jaya Ibrahim, both internationally known as the design team behind the Setai Miami and many of the spectacular Aman Resorts throughout the world.”

This represents a new approach in branding real estate. “Design is the core of the lifestyle brand,” says Smolan. “All touchpoints, from the lush photography to the silver jewelry, towels, and sarongs, establish NIZUC as a brand that speaks to a style conscious, environmentally astute clientele, who seek an authentic yet stylish experience of Mexico.”

“365: AIGA Annual Design Competitions” represent the best work across all disciplines of communication design and strategy. Selected designs join the AIGA Design Archives, which exists as a search-able online visual archive of exemplary design and as a physical collection at the Denver Art Museum. Selected entries are also displayed in two exhibitions at the AIGA National Design Center in New York and during a traveling exhibit displayed across the country. The designs are also published in a stunning annual publication produced by AIGA.

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Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit [www.carbonesmolan.com](http://www.carbonesmolan.com).