

STEP

INSIDE DESIGN

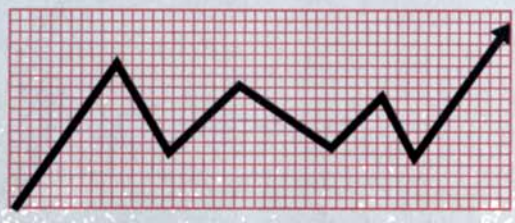


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FIRST COMES BRAND ...

New York's Carbone Smolan Agency started working on the brand behind Nizuc—an upscale resort and residential development under construction in Mexico—before there was even a plan for what all the buildings would look like. “In the absence of anything material, the brand takes on an even greater role,” says Leslie Smolan, founding partner. “We’re creating the song sheet off which all the creative partners will sing, so we’ll all sing in the same key.” After a site visit and research, her firm defined the development’s brand and created everything from a logo—it was inspired by the site’s Mayan history—to an ad campaign, a website and even products related to Nizuc. The latter added presence to an on-site photo shoot, and some of the resulting images feature a model wearing a necklace featuring the Nizuc logo, as well as a sarong with a pattern based on the mark. “We painted a picture of what it will feel like when it’s built,” Smolan says. And if you buy a residence at Nizuc, you’ll get one of those elegant necklaces. www.nizuc.com



COURTESY OF CARBONE SMOLAN AGENCY