



#### NIZUC resort identity

“We were selected by Mexico City-based developer Alan Becker to create the brand for NIZUC, an exclusive resort and residences on the Riviera Maya,” said creative director Leslie Smolan. “Soon after Becker purchased NIZUC’s 28-acre site and before he had an operator or architect on board, we brought the brand to life by combining the essence of the Mayan culture with a modern aesthetic and developed the brand strategy, name, identity, sales and marketing collateral, Web site, advertising and promotions. This brand platform

became the concept from which all decisions about the hotel and resort flowed. Our design vision helped attract a team of globally renowned architects, designers and creative visionaries including hotelier Adrian Zecha of Amanresorts and General Hotels Management (GHM) in Singapore and Jean-Michel Gathy of Denniston International Architects in Malaysia.”

Rachel Kash/Walter Thomas, writers; Erin Hall/Melissa Laux/Nina Masuda/Paul Pierson, designers; Carla Miller, design director; Shannon Koy, project director; Quentin Bacon, photographer; Candy Mayo, interface designer; De-Lin Creative/Krate, programmers; Bryn Smith, production designer; Jill Wittnebel, consultant; Carbone Smolan Agency (New York, NY), design firm; Becker Arquitectos, client.