

# DESIGN STATEMENT

Time passes both slowly and rapidly overlooking the Mediterranean Sea on the Costiera Amalfitana in southern Italy. In order to get to the Bed & Breakfast in Montepertuso, you must take a tightly packed bus from Positano, and then climb up a handcrafted stone stairwell with seating built into the stone switchbacks of cliff. At the last switch back, a statue of the Holy Mother looks down so that you can pray you'll be able to

have the energy to be able to make it to the top of about 500 steps.

When you arrive at the gate you are greeted with a view of the the sea and arched stone benches follow the edge of a beautifully tiled walkway. It's an awe inspiring sensation to be overwhelmed with the power of nature, and with the old world, vintage style. From the



balcony, you overlook the lemon trees, grapevines, and flowers that encompass the entire rainbow. There is a soccer field just a bit down the road. You watch as a match between two local schools unfolded. You feel at home.

I felt like I had come Home for the first time in my life. In Italy you are immersed in community, art, architecture and nature that has all been curated and designed to evoke the emotional experience just described. A requirement of this type of user experience design is that it must be Authentic. Every time I entered an area that was a 'tourist trap' designed only to serve the bottom line, it was apparent. For example, a restaurant on the beaches of Positano should have been ashamed to serve the food, the chairs were folding and hard, the staff rude. It provided the experience of ill-tempered Italians catering to (mostly) Americans and watching the clock for closing hour. There was no feeling of home, security or peace. It was only a view of the sea and the novelty of eating at the beach. The experience is what needs to be tailored to fit each unique circumstance.



So, when Landmark spoke of reworking their brand, I realized that in order to make that happen, the entire experience had to be considered. Of course, one small part of the user experience is the visual branding. And for that, too, I gained inspiration from the Italian artisans.



There are three common design themes in the ancient cities of Italy; the Arch, the Spiral, and the Leaf. In Salerno, at the Castello Di Arechi, relics are housed dating back nearly 1000 years. The designs laid down upon the clay and carved into stone show the arch, the leaf, and the spiral. The arch represents the technological achievements of humanity. Because of the arch, humans were able to build up, stacking one story atop another. Landmark's midrise lifestyle apartment buildings are a modern representation of the ingenuity, strength and stability that the arch initiated.

Whereas the arch represents the work of humankind, what humans build is represented by the spiral. We build homes and communities and safe spaces. This spiral represents a nest for you and your family. The curves of the spiral are replicated throughout nature. They can be seen in curled up fern plants and the shape of your ear. They can also be seen in the decorative columns and flourishes on Landmark's buildings. Some of those designs are copied directly from the spiral. While others show a curled leaf.

The Leaf represents that which sustains and supports life. The leaves sustain the lemon trees via photosynthesis, and the lemons sustain the humans via limoncello (wink). The leaves are found in functional design as the blade of a fan or in graphic design as the border of a family crest. They spread out over large areas to collect the energy they need and to provide shade for those below them. The leaf acts much like Landmark's management team; a team that is spread over the cities and markets and beyond in order to sustain the company and the Residents they service.





Landmark's new visual brand contains all three components. It possesses the vintage style of the old world, while acting as an umbrella brand with certain details able to be changed to meet the our unique market needs. While this visual branding may seem superficial at a glance, it's colors, spirals, leaves, and arch protect, nourish, and sustain Landmark's slogan, mission and core values.

### *Vintage Style : Modern Amenities*

Landmark's Mission is to be the nation's premier lifestyle apartment provider. The company is guided by these values:

- 1) *Continual Improvement* evidenced by improving buildings and creating homes that support and sustain the Residents of our lifestyle apartment communities.
- 2) *Integrity* evidenced by commitment to accomodating the needs of our Residents
- 3) *Teamwork* evidenced by creating a respectful and empowering work environment, while fulfilling the needs of the organization.



"Being in this old world makes me want to become a stone mason and build staircases and monuments to the universe."

-Nick Napoli, Artisan

LANDMARK VISUAL BRANDING - 2015

We chose this color palette based on the need to provide different audiences a unique look under the same umbrella. The black on peach is used to indicate both the elegance and warmth of the Baltimore buildings. The blue on peach speaks to the Richmond students and their parents alike by providing a safe but fresh feel.