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Building Brands: *integrating marketing theory and architecture*



"Branding is a journey, not a destination."
Andrew Welch, Landor Associates

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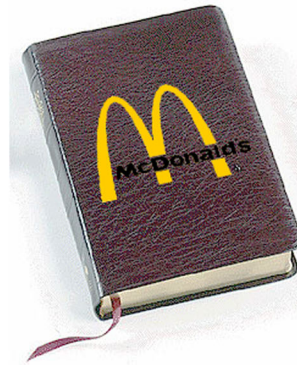
Tiffany & Co.

Burberry

The intent of the "Building Brands" studio was to investigate the relationship between the branded experience and the architectural experience. Beginning with an in-depth look at global brands, students developed an understanding of the concept of brand and its manifestations in the cultural and physical environments. Students explored and documented the multi-faceted identity of their selected brands, and in projects with continually more complex programs, developed strategies and conceptual tools for extending that identity into the built environment.

The studio went beyond the reading of a brand as logo to experiencing a brand in 3-D environments and buildings, using brand influence in the development of strong architectural concepts and projects. Successful brand environments need to transparently reflect the values of the brand without relying on logo, color or product. The challenge is to create a differentiated experience for the consumer, while meeting and shaping their expectations about the brand.

Brand Bible: *Identification and Analysis*
Developing a language for interpreting the brand



Using research fundamentals and information from both internal and external sources (brand, consumer, critics, etc.), students developed an understanding of their selected brand. This research manifested itself in a cohesive snapshot, or "Brand Bible", to communicate the image, values, essence and positioning of the brand, in a format consistent with the brand's personality.

The Brand Bible was a departure point for the studio and was used as a source of information and inspiration for the remainder of the semester.

Brand Skin: *Understanding the Brand*
Communicating values



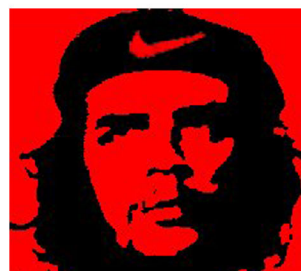
Students were asked, without relying on logo, color or product, to embody the core essence of the brand in a construction fence to be related to future projects. They developed a Creative Vision Strategy (CVS) for this and each project that clearly stated the brand values, project objectives, and design strategies for meeting these objectives. Along with the Brand Bible, the CVS was intended to inform and drive the design of the project. In Brand Skin, students began to explore the aesthetic of the values behind the brand.

Brand Chunk: *Prefab Brand*
Translating brand values into object/space



Beginning with a prefabricated modular unit, the Intermodal Shipping Container, students created a branded object that expressed the core values and moved forward the understanding of their brand. They identified opportunities to communicate the brand values through form, space, aesthetic, program and experience. Students were to consider how the core values of the brand affected the program and the intended spatial environments related to it, and what message it would convey.

Brand Extension: *Community Crossover*
Translating brand values into new ventures



Students were asked to select a program and move the brand into a new community venture; such as prison, fire station, rehab clinic, etc. that both supported and challenged the brand's values and anticipated its future. Building on the architectural language, they developed their building and presentation to accurately reflect the core essence of the brand. Students focused on how the building will be read, how it might operate differently because of the brand, and how the architecture differentiates and gives shape to their ideas.