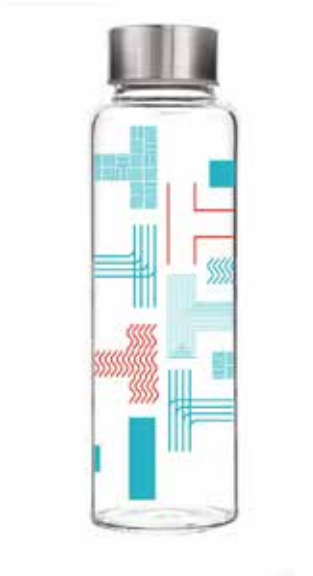


ERIC SHELTON

St. John’s Terminal

Problem
Oxford Properties was looking for a vibrant brand for their first New York property. It was a unique building with a floorplate taking up multiple city blocks in the heart of the Meatpacking District. Now how to brand it and bring it to market.

Solution
Inspired by the building’s rich history, being the terminal of the High Line, we developed a name, visual identity, leasing documents, and marketing strategy to help Oxford Properties and CBRE to lease the building—a prospect that didn’t take long! The brand was built using the Hudson River, neighborhood, and park it sits beside as a guide.



1540 Broadway

Problem

Edge Funds was facing a problem with the amenity space of their iconic Times Square-facing Bertelsmann Building. It was old, run-down, drab, and under utilized, and they wanted something more modern and enhanced.

Solution

“Behind the Billboards” was our inspiration for this 25,000sq amenity space. Looking out the windows, you see glimmers of the excitement of Times Square in between structural elements of the billboards positioned on the building. Geometric angles, bright colors, and references to Broadway are throughout the space, bringing some of the magic to the floor, but without the tourists!



550 Madison

Problem
Chelsfield came to us with the chance of a lifetime—brand, market, and position the iconic Philip Johnson-designed postmodern building. Their goal was to bring it into the 21st century with the same elegance and stature it had in 1984.

Solution
We were inspired by the building’s geometry and monolithic architecture for the logo, but everything else was inspired by the visceral feeling of the building. We designed all the collateral and marketing materials, leasing documents, art directed illustrations and renderings, and helped design the amenity space. One of editorial class, high-power, and accessibility with a modern twist.

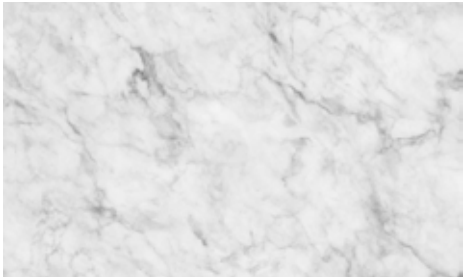
550
MADISON



The Landmark

Problem
How do you stand apart from the luxury apartment market of Los Angeles? One real estate developer was trying to do that with their landmark property. They challenged us to create an iconic building from the ground up—the brand and visual identity is where I came in.

Solution
Based on the building’s unique floorplan, contemporary architecture, and location, we created a name and visual identity system. The “ribbon” shape is derived by the floorplate that features the most spacious balconies in the market and gives the building its stacked look. We were also inspired by the proximity to the ocean, air, and 1-acre park the building sits beside.



Apex Automotive

Problem
Car guys like myself tend to be obsessive. We can't get enough engines roaring, wheel-to-wheel action, and the latest news. So what do you do when every dedicated channel on TV is gone and most races get bumped for football?

Solution
We pitched an automotive-focused network series. Naming, positioning, visual identity, video and animation, and other collateral were inspired by speed and thrill of racing. The “apex” is the corner’s midpoint which you must hit to achieve the fastest lap possible.



ERIC SHELTON



Confidential Financial Client

Problem
The global financial institution's Jersey City location needed a story to tie together the four floors and show the innovation that has occurred through the bank's history and today.

Solution
We tied the floors together by showing a different Jersey City innovation on each floor. The Statue of Liberty, the Holland Tunnel, shipping terminals, and the railroad were the four industries we highlighted to tie the floors together. There was also a 4-story dimensional map that helped bring the project together. Textures, materials, and large-scale imagery were used to help tell this story.



MGM National Harbor

Problem
MGM came to us with a massive problem. Help people find their way throughout their million sq, \$1.4B property in Oxon Hill, MD.

Solution
A custom wayfinding strategy and sign program, which featured custom logos for restaurants, interior and vehicular wayfinding, and over 5000 room signs. The program was inspired by architectural details, materials, and accessibility necessary to find your way in this massive complex.



Rockefeller Group

Problem
In recognition of its 90th anniversary, Rockefeller Group wanted us to breathe new life into the brand by building on their long-standing refined assets.

Solution
To bring the visual identity into the 2020s, we tweaked the color palette, created a monogram, patterns, and series of stamps to be used. It was inspired by bringing a modern twist to the iconic brand founded in 1928.

