

BRANDED ENVIRONMENTS

Creating stunning designs that are strategically driven to deliver compelling brand propositions



Minale Tattersfield Design Strategy

WHO WE ARE

Minale Tattersfield was established in 1964 and is one of the oldest privately owned branding and design agencies in the world.

For over 40 years we have been creating brands for our clients that inspire and set benchmarks for the competitors to follow.

We have created some of the world's most iconic symbols representing quality, service and excellence.

Today we work for companies throughout the world with offices in Paris, Milan, Brussels, Moscow, Sydney and Brisbane as well as the head office in London.

Our staff consist of designers, specialist consultants, brand strategists, web designers, architects and interior designers.

Our work is creatively led but strategically driven. We focus on helping our clients become leaders in their market sectors.



WHAT WE DO

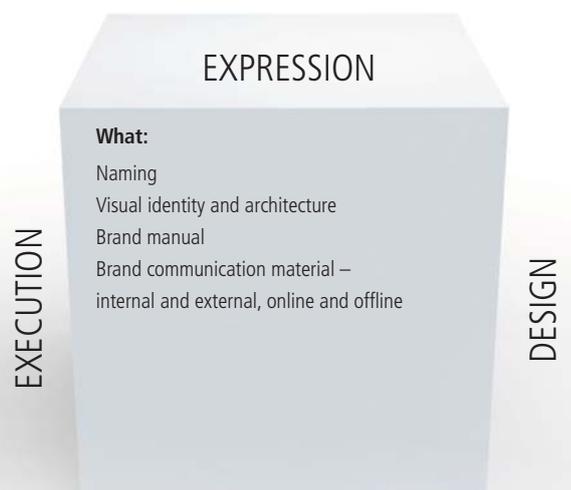
We turn a product, location or service into a compelling brand proposition through stunning visual communication.

At the heart of what we do is great design. However, design is not effective unless it is rooted in clear strategic thinking.

With each project we set out to uncover the relevant insights and market dynamics as well as gaining a thorough understanding of our clients' vision and objectives.

Our specialist teams work together and separately to offer integrated and powerful design solutions.

We believe our multi-disciplinary approach is essential to bring together all the skills needed to create and build strong, consistent and successful brands.



Our complementary teams of specialist consultants, designers, interior designers and architects deliver the following:

Brand strategy and positioning

Brand environments

Naming

Visual identity design

Total brand experience

Signage

Interior design

Exhibition stand and material design

Architecture

Point of sale design

Packaging design

Guideline manuals

CASE STUDIES

“Graphic, furniture, interior and product design have all been tackled by Minale Tattersfied with remarkable consistency in approach which transcends fashion; many applaud their in exhaustible talent for freshness and innovation” [Design Week](#)

CLIENT: MANICURE EXPRESS
BRAND: MANICURE EXPRESS
PROJECT: BRANDED ENVIRONMENT

Problem: Manicure Express is a totally new beauty concept conceived for a Russian client. The outlets are located in the communal spaces of upmarket shopping centres, airports and other high traffic areas.

Solution: The brand identity uses vibrant colours to communicate instantly in busy populated thoroughfares. The name is multi-lingual in order to be easily understood but at the same time have a Western twist.

The initials ME were deliberately conceived to offer the possibility of a future range of beauty products to accompany the manicure offer.

The modular furniture system can be configured in a multitude of arrangements to suit available spaces either in an island configuration or linear against a wall.

Results: The first prototype is currently trading in the Mega Centre, Moscow. Trading has been healthier than expected with a surprising amount of males also wishing to participate. Two more sites are being constructed, with more in the pipeline.



Services:
Visual identity design
POS and graphics
Furniture design

CLIENT: THE REFINERY
BRAND: THE REFINERY
PROJECT: BRANDED ENVIRONMENT

Problem: Minale Tattersfield was approached to create a state of the art, one stop day spa for men, from the name to the identity and the entire interior concept. Quite a challenge, considering the average British male's idea of a bit of 'male grooming' is a terrifying prospect. Perhaps this is because most have never experienced the enormous pleasure of a day at the spa.

Solution: The building, a five story classic Georgian townhouse on the Grosvenor Estate in London, lends itself to a style of a gentleman's club but so as not to appear stuffy, Minale Tattersfield adopted a contemporary twist. The materials used are natural and traditional but

used in a contemporary context the result is a timeless interior, which will age beautifully. Dark oak doors, marble floors, granite tiling and stone-coloured, grey or deep blue walls work together to create an environment which is at the same time luxurious and stylish. To complement this natural elegance, subtle touches of glitz and glamour have been added here and there – sparkling lights in the treatment rooms, which pick up the curve of the walls.

Results: For those who cannot completely cut off from their busy schedules, a huge plasma TV screen, Internet facilities, fax and workstations have been set up in the lounge area.



The Refinery



Services

Visual identity design
Identity guideline manual
Interior design

CLIENT: MANTERO SETA
BRAND: MANTERO
PROJECT: BRANDED ENVIRONMENT

Problem: Minale Tattersfield was asked to update the existing exhibition stands for the Italian silk fabric manufacturer, Mantero Seta. There were two projects working side-by-side, for the men's silk accessories, which needed to be mobile and flexible to be used at three different events each year in Italy and Germany. The other is for their silk fabric divisions to be shown at the Premiere Vision fair in Paris twice a year.

Solution: Minale Tattersfield's solution was to create 'Galleria Mantero' a gallery of the brands under a Mantero umbrella. For the silk accessories at Pitti in Florence the 'Galleria Mantero' solution promoted the brands, such as Gianfranco Ferre, Kenzo, Paul Smith and Donna Karan, for which Mantero is a supplier treating them as guest artists in the space.

Items representing the range are revealed from behind concealed wall panels to add theatre and complete the sales experience. The Premiere Vision stand brings together the previously separate divisions under the Galleria Mantero banner. This is also symbolic of the new culture within Mantero.

Results: Minale Tattersfield has concentrated on providing the vision with a tour of the different stories of the fabric ranges while finding innovative solutions to the problems of both displaying and stowing the large numbers of silk swatches. As with the Pitti Galleria the environment has been made more open and casual.

When the first 'Galleria Mantero' accessories stand successfully completed its first 'cycle' of exhibition events it received positive response from all divisions of the Mantero Group.



Services
Visual identity design
Identity guideline manual
Exhibition stand

CLIENT: RIZZOLI
BRAND: RIZZOLI
PROJECT: BRANDED ENVIRONMENT

Problem: Rizzoli is one of Italy's leading bookstores. When they opened a chain of franchised stores under the new name *Rizzoli Store*, they commissioned us to design the identity and sign system.

Solution: The identity focuses on the 'O' of Rizzoli applied horizontally as opposed to vertically. In this way both Rizzoli and Store are attributed equal importance and it serves to differentiate the group from the original Rizzoli book shops. The colours project a youthful and contemporary image.

Results: The 'O' has been used for external signage, labels, bags, T-shirts and door handles. The sign system is based on the two colours, orange and grey. Grey is used to depict services such as information points and toilets. Orange is used for the different book categories throughout the store. We have also designed a branded modular display system which will sit between ceilings and shelf tops, as well as over central display tables.

SECONDARY SIGNAGE
books, water, pens, etc.



Services
Visual identity design
Identity guideline manual
Signage and Way-finding design

CLIENT: RELIANCE
BRAND: RELIANCE INFOCOMM
PROJECT: BRANDED ENVIRONMENT

Problem: Reliance in India was a wholesaler of petrol and petro-chemical products with no retail presence. They approached Minale Tattersfield as consultants and designers to help them introduce a retail brand and develop more innovative ways of doing business.

Solution: We worked with them on planning and creating unique site layouts, on the development of a range of retail models, on branding the main offer and the development of an extended horizontal brand line covering further retail offers such as food.

Results: As part of our input, we advised them on environmentally aware solutions such as double-skinned tanks and pipes, vapour recovery and the setting up of industry best-practice standards regarding the energy sector and the environment.



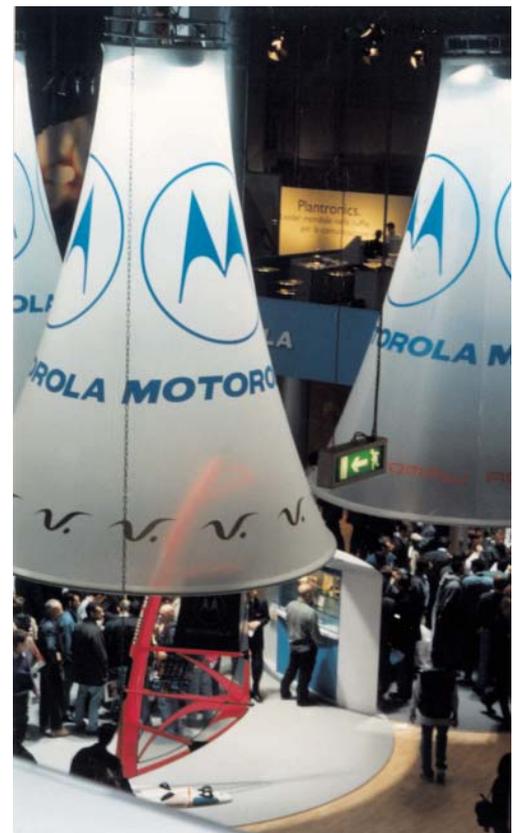
Services:
Brand strategy
Visual identity design
Identity guideline manual
Interior design and signage
Shop furniture and POS

CLIENT: MOTOROLA
BRAND: MOTOROLA
PROJECT: EXHIBITION ENVIRONMENT

Brief: To create an exciting environment for Motorola's 700 sq m stand at the major SMAU exhibition in Milan in 2000. The aim of the stand was to promote the company's new WAP mobile phone range to their four main market segments, They also wanted to showcase their new technology initiatives and business infrastructure systems.

Solution: Four large cones of light abstracted from the Motorola 'M' logo were suspended from the ceiling to highlight the four key areas of the stand – the company's home and family, business, youth and high-end

market segments. Phone displays included quirky solutions such as a water cooler in the office and terrarium on the home coffee table and phone stitched into the sail of a sailboard. A bar and private offices spaces provided opportunities for interaction and sales. The stand was very successful and became 'the real big news' at SMAU.



Services:
Environmental design
Signage



CLIENTS

AFRIQUIA
 AGIP PETROLI
 ARMANI
 BACI PERUGINA
 BAHLEN
 BALLY
 BANK OF CHINA
 BAULI
 BEIERSDORF
 BELGACOM
 BIG STAR
 BNP
 BOEHRINGER MANNHEIM
 BOLTON GROUP
 BOOTS
 BP
 BRITISH GAS
 BULL
 CABLE AND WIRELESS
 CERRUTI
 COI
 COIN
 COMMUNITY LEGAL SERVICE
 DE BEERS
 DELEK
 DFES
 ELINOIL
 EUROPEAN BANK FOR (R&D)
 EUROSTAR
 EXPRESS DAIRIES
 EXEDO
 EXTÈ
 FENDI
 GILBEY'S GIN
 HARRODS
 HERTZ
 IDV
 ILLYCAFFÈ
 IRISH DISTILLERIES
 IRN BRU
 ITALIANA PETROLI
 ITALIAN PIZZA COMPANY
 JAMES BURROUGH DISTILLERIES
 JOHNNIE WALKER
 KDD
 KODAK LEND LEASE





MII
MANTERO

CLIENTS

(BLUEWATER)
LONDON TRANSPORT
LOTTERY COMMISSION
LUKOIL
MANTERO SETA
MASER
MARCONI
MOTOROLA
MOTTA
NATWEST INTERNATIONAL
NAUTORS' SWAN
NESTLÉ
NORTHERN FOODS
NUOVA FORNERIA
OSOTSPA
PANTENE
PARTNERSHIPS UK
PETRON
PETRONAS
PEUGEOT
PHILIP WATCH
PREMIER LEAGUE
PRINCIPE
REPSOL
RELIANCE
RHÔNE POULENC
RIYAD BANK
RIZZO GALLO
RIZZOLI
ROYAL ARMOURIES
SAMMONTANA
SAN PELLEGRINO
SCHWEPPESS
SEAT
SEITA (GITANES)
STAFFORD MILLER
SYDNEY OLYMPICS
THAI OIL
TOYOTA
TIPICO PIZZA
TOTAL FINA ELF
UK GOVERNMENT
VALDERMA
YELLOW PAGES
YPF
YUKOS



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