



Lecce 21 – 25 Novembre 2022

Brand identity

Group D

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Summary

This section is intended to explore, analyse and find ways to improve the brand identity of Valari studio.

The term brand identity refers to a set of intangible and tangible attributes that convey the company's value framework, how it operates and how it is perceived by the general public. This study built through the use of the SWOT analysis is a strategic tool. The aim is to help understand the strengths and identify the points that needs improvement, so that the message can be clearly delivered to the client.

Strengths

innovative architectural approach (traditional & contemporary methods applied)

relationship with the local community

quality

ethics

aesthetics

Weaknesses

Lacking clear philosophy

wrong definition of themselves & their work

poor online presentation

not focusing on the artisans & their practice

Opportunities

improve the region of Puglia

emphasize on their unique approach & collaboration with locals

international connections

Threats

touristic/real-estate orientation

not explaining why the prices are high → lose clients

not active enough on social media → poor influence

Proposal

our

PHILOSOPHY

- v** **Value:** Valuing the nothingness, giving a peace of mind to everyone visiting Puglia
- a** **Architectire:** blurring the line between the inside and outside, crossing contemporary approach with local craftsmanship
- l** **Location:** seeking to emphasize the uniqueness of the region of Puglia, bringing people back
- a** **Artisans:** using tradiotional techniques and working with local craftsmanship
- r** **Restoration/Revitalisation:** giving a new life to the existing structures
- l** **Identity:** representing the place and the local culture, implemented in all of the projects and the identity of Valari

Proposal

logo & moto



*misleading
(not clear how to read it)*



associates with

- real estate agency*
- travel agency*

valari

we design Puglia

*simple;
more architectural look*

*ANSWERS
to the two
important
questions*

- What you do?*
- Where you do it?*

Web presence

WHO WE ARE



Domenico Sasso
Chief Architect, Puglia



Domenico is an Architect with over 25 years of experience based in Ostuni, where he regularly carries out work both for new built private houses



Federica Russo
Co-Founder, London



Federica is an Architect with 7 years of experience at leading practices including Haworth Tompkins, Allies & Morrison, Massimiliano Fuksas

OK!



Nicolò Lewanski
Co-Founder, London



A Graduate of Columbia University, Nicolò practices at the domestic scale and teaches at Kingston University and the University of Leeds-Beckett.

Architect

Web presence

WHO WE ARE



Valari is a network of Architects

Web presence

WHO DO WE WORK WITH?

OUR

PARTNERS

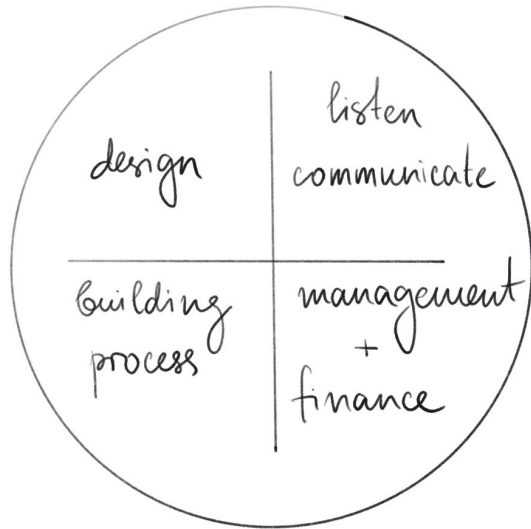
We treasure the network of people we have learned how to work with in a seamless way with.
They are professional and kind hearted, which is how we like to do it ourselves.



Web presence

WHY US?

we offer



foreigners
who want
to experience
authentic
Italian
lifestyle

our approach

design
approach
Based on local
traditions

chert
perspective

the project

modern

view
(UK influence)

local & boutique
materials production

italians
who want
something
new