



Arca3: Real Estate

It was a high honour for Living Blueprint to be chosen by Timothy Bullinger to create a brand for his internationally revered Arca3 Design Studio. A man of specific and uncompromising tastes, Timothy approached Living Blueprint with the challenge of creating a brand and image that would be consistent with his own unique and meticulous work.

The Arca3 video project involved many hours of intensive one-on-one time, during which Timothy and the staff of Living Blueprint became acquainted with each other's skills, approach, philosophy, and vision. The result of this deeply personal approach was that – just as Arca3's multimillion-dollar clients put 100% trust in Timothy's design sensibilities – he felt comfortable granting Living Blueprint free reign to create his brand.

A key concept of the Arca3 brand is its exclusivity, a characteristic that had to come across in the website. It was imperative for the brand to exude a tone that was strikingly upscale – bordering on intimidating – without being pretentious. Living Blueprint showed their artistic mettle by conceiving of a completely new film ratio to conform to the site's unique layout. They crafted Arca3's logo, image, website and seven-minute documentary that is still in progress, and a website to showcase Arca3's incredible work.

SERVICES:
Branding

Year:
2007