

The Ascott



The Ascott is the world's largest serviced residence owner-operators with over 25,000 units in many key cities in Asia Pacific, Europe and the Gulf region. This award-winning brand is now owned by CapitaLand Limited, one of Asia's largest retail, hospitality and real estate groups operating in over 110 cities around the world.

discover

The issue – Inject local flavour into an increasingly international portfolio. While the rapid, international growth of the Ascott brand was supported by a consistent identity programme, there was a need to showcase the richness of the local culture in its home market. Ascott's Singapore and Kuala Lumpur properties provided the opportunity to inject local flavour to the brand's international standards through a way-finding and information system.

develop

Our solution – Research into local cultural icons and motifs on fabrics, textiles and prints inspired our design solution for a strategic identity system. It was not only applied on signage but also on all marketing collateral, brochures and menus.

deliver

Sustainable impact – Ascott's achievements have been recognised internationally. Recent awards include *DestinAsian Readers' Choice Awards 2011* for 'Best Serviced Residence in Asia Pacific'; *Business Traveller UK Awards 2010* for 'Best Serviced Apartment Company'; *Business Traveller Asia-Pacific Awards 2010* for 'Best Serviced Residence Brand' and 'Best Serviced Residence in Asia-Pacific'.

