

## Velocity



Founded in 1963, United Overseas Land (UOL) is one of Singapore's premier property companies with a billion dollar portfolio of properties and investments. This includes ownership and management of office and retail properties, hotels and serviced apartments in Singapore and across the region. Their commitment to architecture and excellence has earned them many international awards including the prestigious Aga Khan award and the FIABCI Prix d'Excellence award

### discover

The issue – Creating a new brand. The idea of Velocity was conceived to totally reinvent and rebrand an existing shopping mall in a prominent mixed-use development located strategically at a major road intersection and above Novena MRT station. The challenge was to define and position it as Singapore's first sports and active lifestyle mall, building a distinct identity for a destination location.

### develop

Our solution – We developed a novel design direction for the brand through a refreshing and energetic 'heartbeat' graphic device, symbolic of the pulse of the sports-enthusiasts that aptly complemented the brand name. The vibrancy of the brand was further conveyed through a series of bold ideas including iconic sports imagery on the walls of the two office towers.

### deliver

Sustainable impact – Velocity was launched in 2006 as Singapore's first sports lifestyle mall. In 2008, Velocity won the Singapore Retail Association's Best Retail Event for its Beach Festival promotion and was recognised for its "creativity, uniqueness, excitement, success and impact on shoppers and the retail industry." The following year, UOL's net profit tripled to S\$424 million.

