

Client:
AIM Property Development - Russia

Brief:

Concept development of the brand signature for a the premier 150,000 m² shopping and entertainment centre in Saratov, Russia.

BRAND APPLICATIONS BILLBOARDS

AIM - 172 | PRESENTATION 7



BRAND APPLICATIONS MALL FEATURES - STORE DIRECTORY - INF

Information desk - with store directory - environment

Information desk - with store directory

Directory

Directory signage 01

AIM - 172 | PRESENTATION 7

DECEMBER 2006 / SCGLONDON

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Brief:

Concept development for a shopping and entertainment centre in Saratov, Russia. Total investment in the project will amount to €144m. The facility will become one of the first in the chain of shopping centres under the OZ brand. The chain's size is projected at 20 centres.

➤ **BRAND APPLICATIONS REAR ENTRANCE**

Rear entrance - projection option 1



Rear entrance - projection option 2



Rear entrance - in context



➤ **BRAND APPLICATIONS CARPARK SIGNAGE**

