

# Land Securities set to exploit roster

By **System Administrator** on November 11, 2004



A number of high profile residential and retail property brands are set to emerge from the design roster of Europe's largest property developer Land Securities.

Next month sees the launch of the first material for 100 Knightsbridge, a luxury residential development, with an identity and branding created by NB Studio. The group is advising Land Securities on how to produce a brand that will appeal to the target group, affluent consumers. It is also working on positioning for Land Securities' Capital Commitment consumer communications programme, dubbed LifeStyle (concept pictured).

NB Studio sits on Land Securities' seven-strong roster of design groups, compiled earlier in the year by head of marketing for central London, Elizabeth Lockwood, in collaboration with independent consultant Jan Casey.

The roster comprises Hat-Trick, NB Studio, Esterson Associates, Williams Murray Hamm, Radford Wallis, The Chase and Together Design.

These consultancies were chosen after interviews with around 25 groups, from the 'very large' to the 'very small', says Lockwood. It is the company's first design roster and will be reviewed next summer.

'I created the roster so that I have a stable of brilliant designers to pick from, but also so they can get together once a month to discuss each other's work,' explains Lockwood. This process allows for complete information sharing across the 'family' of consultancies, 'breeding a network, rather than silos.'

'To produce sub-standard work for a client sometimes happens, but to produce a poor piece of work to be displayed in front of your peers never happens,' adds Lockwood.

Hat-Trick has created the identity for The View SW1, another residential development in London – launching next week – while WMH's creative ideas have led to it working on advertising for Land Securities.

