

IDENTITYDESIGNERS

"We are a family of like-minded
designers & creators, who build
strong identities through
storytelling & placemaking."

WE ARE YOUR IDENTITY

The influence between social media and architecture and design

WE ARE YOUR IDENTITY

INTRODUCTION

At Identity Designers, we believe, there is a strong connection between the spaces that surround us and human psychology. Places influence us in many ways – they shape our emotions, create a sense of belonging, and are also strongly linked to our memories.

The human experience is the key driver when it comes to our designs. Each project for us represents a unique brief that requires a unique approach. When developing our designs, understanding the program, the site, and the future users is always our first step and predetermines every other step in the design process; from the choice of materials and lighting, to the final product specification.

By delivering the whole package, including branding & marketing, we offer a 'one-stopshop' solution. We strongly believe that by covering all aspects of the project, we make sure the brand ethos and identity are interlinked throughout.



OUR TEAM

WE ARE YOUR IDENTITY

“We don’t have a choice on whether we do social media; the question is how well we do it.”
–Erik Qualman

32 billion people are active on Facebook daily
More than 300 million photos get uploaded per day

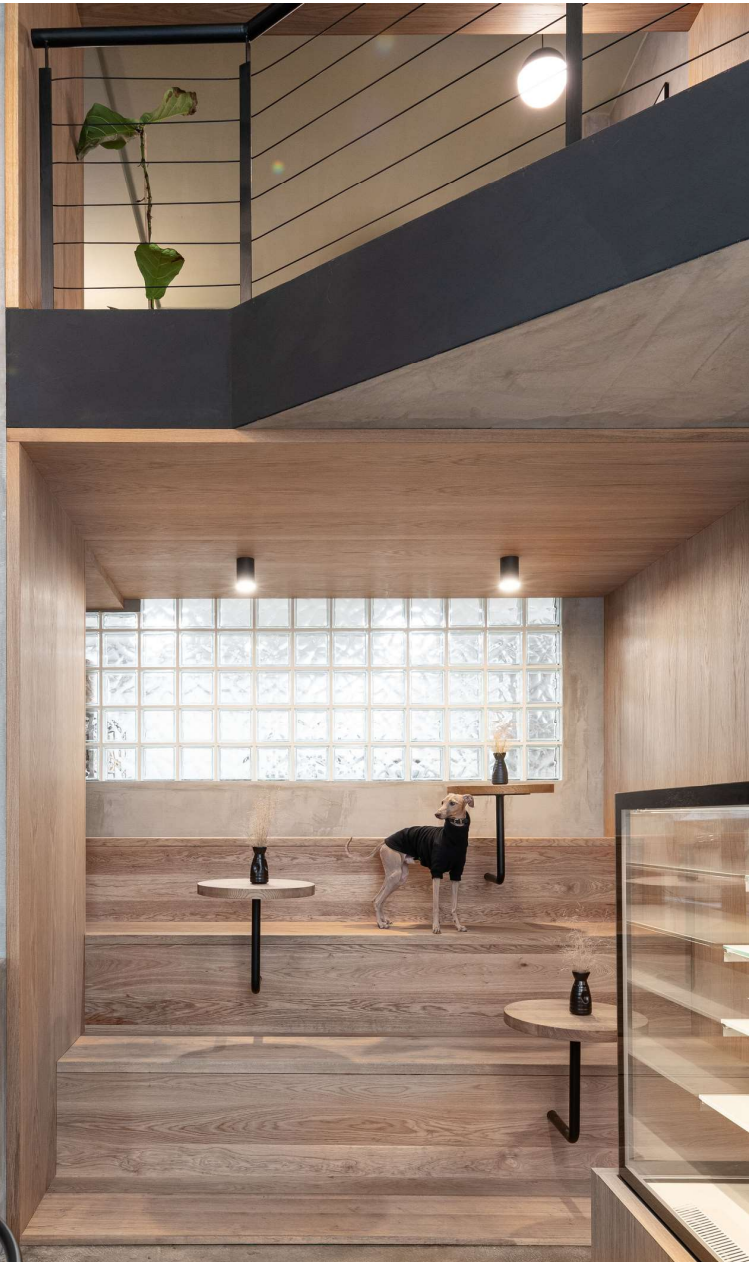
1.22 billion people use Instagram each month
There are 600 million Instagrammers; 400 million who are active every day
Each day 95 million photos and videos are shared on Instagram
100 million people use the Instagram "stories" feature daily

How the Rise of Social Media Changed Travel

Social media can be a powerful motivator and influence when it comes to making travel-related decisions.

According to Statista, 36.5 percent of people use social media for travel inspiration and ideas, and 60 percent share photos on social media while traveling.





CREATE A TOPIC OF CONVERSATIONS





IDENTITY DESIGNERS

DOMOPLAN



PERFECT
HOSPITALITY
CONSULTING

LESNÍ WELLNESS

Součástí Aparthotelu Lesní stráně bude i Lesní Wellness, zcela nová a jedinečná značka, která nabídne svým zákazníkům nezapomenutelný zážitek. Wellness hosté budou moci nejen prozkoumat nejrůznější termální lesní zóny, ale také využít whirlpool, meditovat či relaxovat v obklopení místních lesů. Celý zážitek bude podpořen interiéry, které zbourají hranici mezi vnitřkem a vnějškem.



SAUNOVÝ SVĚT



VÍŘIVKA



VENKOVNÍ HRŠTĚ



CARDIO ZÓNA





THE FIVE ELEMENTS

EARTH WOOD FIRE WATER METAL



WATER ELEMENT - wavy and asymmetrical forms



WATER ELEMENT - black colour



WOOD ELEMENT - wooden cladding



WOOD ELEMENT - green plants



WOOD ELEMENT - sharp edges



WATER ELEMENT - running water



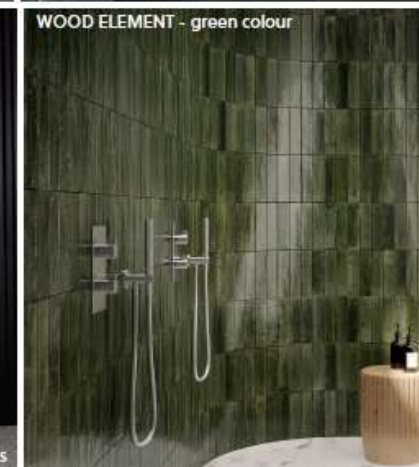
WATER ELEMENT - curvy shapes



WATER ELEMENT - running water (sound)



WATER ELEMENT - black colour



WOOD ELEMENT - green colour

WOOD ELEMENT - rectangular shapes

WOOD ELEMENT - columnar shapes

W A T E R

feeds

W O O D

WISDOM & SERENITY

GROWTH & CREATIVITY

THANK YOU