

November 2020

# the MADISON MELLE agency.

A lifestyle consultancy creating and operating one of a kind hospitality, real estate,  
media & technology brands — inspiring clients across the globe.

## Brain Fuel Life-Work-Balance

To many of us, 2020 feels like the longest year - ever. The constant pivots we've made, coupled with the balancing act between personal and professional life, have begun to take a toll. As we continue to strive for brilliance, we work even harder to plan what next year will bring. Don't let your brain lag behind.

Fuel up with this video-playlist of 8 curated Ted Talks that inspire and invigorate. Pink or Yellow?

[Ted Talks](#)

[Fuel Your Brain >>](#)





## SiteMinder Panel Watch it Live

Join The Madison Melle Agency as we collaborate with a panel of industry experts to discuss the outlook for 2021 and how hoteliers can strengthen the core functions of their business.

Save The Date: November 17th, 4pm EST (Zoom).

[Register to Watch >>](#)

[Check it out: tech theory group is an Expert Partner >>](#)

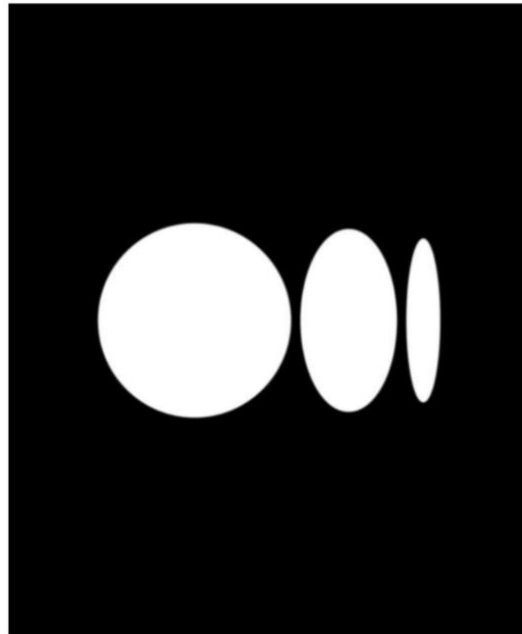
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## Medium: Sparking Powerful Conversations

"The best ideas can change who we are. Medium is where those ideas take shape, take off, and spark powerful conversations." - Medium

The Madison Melle Agency is excited to launch its official profile, live on [Medium](#). Read recent articles you may have missed and follow us to stay up to date on our newest published features - coming soon.

[Insightful & Dynamic Thinking >>](#)





## Can't Build Up? Build Down

Commercial and Residential renovations can refresh a space and give it new life. With the right perspective, saying yes to those ever pressing wish lists can indeed become a reality. If you can't build up, why not build down? It takes design expertise - and an open mind.

[Join Architectural Digest's  
Clever Conversation >>](#)

Photo courtesy of @getclever

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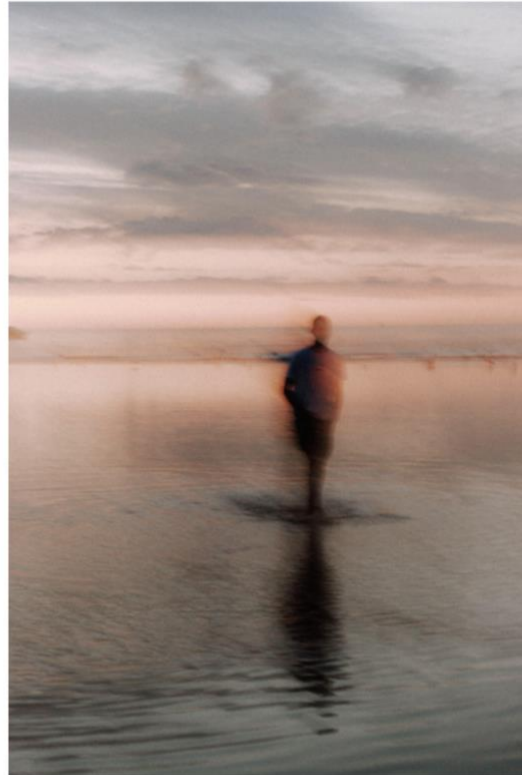
## Brainstorming Remotely Make an Impact

Brainstorming remotely isn't easy. Yet, it is a crucial part of the decision making process used in business for ideation and innovation - even for the most analytical business roles.

If you're leaving zoom meetings feeling unsatisfied with the outcome of your group collaboration, check out Inc. Magazine's latest article on how to hold rewarding brainstorming sessions remotely.

[Think Outside The Box >>](#)

[Leading Teams 2020 & Beyond >>](#)





## Website Design Systems A Philosophy

"A design system is a collection of reusable functional elements, components and patterns, guided by clear standards that product teams use to create a consistent experience across a range of products." - xD Ideas

Establishing your company's design system supports a cohesive brand identity for optimized online presence, often leading to increased sales and revenue. Read more about this important design philosophy, or inquire with [The Madison Melle Agency](#) for project assistance.

[Read 11/2/2020 xD Article >>](#)

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## SPOTLIGHT – PONSANT

Ponsont infuses tree-free paper with innovative scents created around the finest tree resins, plant oils, and premium fragrance molecules. Their renegade approach to fragrance creation is both highly functional and intriguingly indulgent.

[Go Ahead, Light Up >>](#)

Photo courtesy of @ponsont

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A multi-faceted consultancy, The Madison Melle Agency specializes in boutique, luxury and lifestyle brands, hotels, and mixed-use developments.

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