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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.



Don't Jump to Solutions

Let's talk business. As many of us know, SWOT analysis is an evaluation of an organization's strengths and weaknesses compared to its competitors and external factors. Companies often overlook the true value of a SWOT because it can appear to lack a clear path to action. If you thought SWOT analysis was a thing of the past, think again. This tool provides a wealth of information to inspire positive results.

Maybe, just maybe, it's time to change it up. Take a deeper look at your SWOT process to see if deserves a good facelift - guaranteed it does.

[Flip It & Reverse It >>](#)



Returning to The Office?

The days of 4x4 walls and cubicles are gone. As companies are transitioning away from home offices to new spaces, they are expanding into a world of expressive design. Focusing on experience and efficiency, thoughtful office designs allow for comforts and inspiration to come to life. Because, at the end of the day - employees are most efficient when inspired.

[Around The World:
Office Design >>](#)

Photo courtesy of @wallpaper

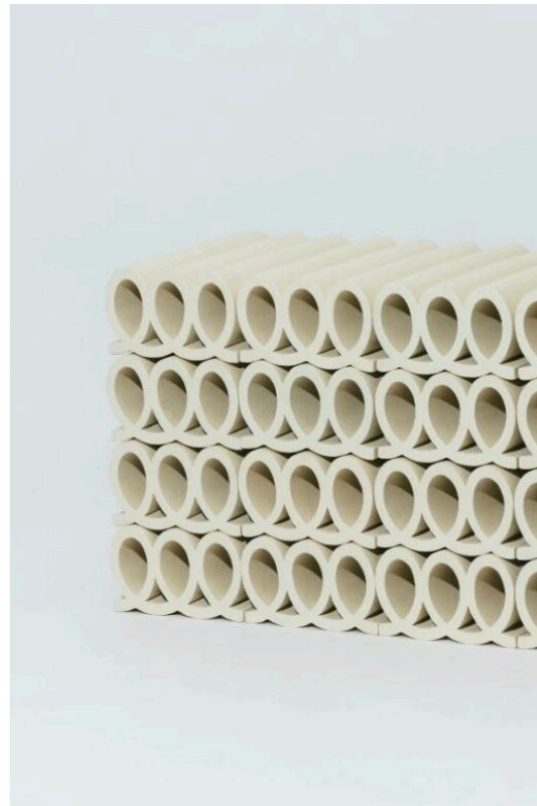
An Everlasting Story

The craftsmanship of ceramic tiles is steeped in history, dating back to 4000 BC. Over time, use of tile has become a design necessity rather than an artistic contribution. Welcome, Tajimi Custom Tiles. Tajimi brings history to life with a centuries-old technique that's scalable for today.

Characterized by a "warm, hand-made look, these tiles include slight irregularities in color and texture that are distinctive and valued as true to Japanese aesthetics."

[Timeless Tiles >>](#)

Photo courtesy of [@tajimicustomtiles](#)





Surrounded by Fakes

Artificial Intelligence has been around for years, continually becoming more & more intelligent - shocking! Enter the latest trend in AI, Deepfakes. Deepfakes allow users to generate visual content while looking like someone else. Using replicas, content makers can record & interact as that person with almost perfect realism.

[Is It Really Tom Cruise? >>](#)

Not all AI technologies are as cool as Deepfakes, but, AI still touches all industries. Read The Madison Melle Agency's latest Medium Article to learn more about the impact of AI on Hospitality.

[Artificial Intelligence Meets Hospitality >>](#)



Typography Inspired by Space

"Typography is the study of how fonts inhabit our world...the visual language of the words we use." - Douglas Thomas

Futura, created in 1927 by Paul Renner, has been used considerably throughout the years. The name itself speaks to the Future - a collaboration between geometry & professionalism that stands the test of time.

Will yours?

[Ideas Worth Spreading >>](#)

Amplification of Equilibrium

"Everywhere there is the intimate amplification of equilibrium." - Forde Visser

Casa Pedregal. A private residence full of life, nature & emotion. Built in the 1950's, this Mexico City development expresses the ideal balance between architecture and design.

A place to be - even if you can't be.

[Have a Look Around >>](#)

Photo courtesy of @openhouse





Art ≠ Boring

No one said art had to be boring.
Is it ever, though?

Meet: Annie Collinge

A photographer who creates masterpieces from lifestyle objects - the end result equals something from our childhood dreams.

[Larger Than Life >>](#)

Photos courtesy of @anniecollinge



Casetta

SPOTLIGHT

The Madison Melle Agency spotlights our client, Casetta. Casetta specializes in elevating boutique properties and motels. Seeking buildings with a story, Casetta creates timeless, thoughtful lodgings that highlight design and service. From the iconic Pearl Hotel to Casa Cody's re-opening in Palm Springs, this hotel group is one to watch.

[Learn about Casetta >>](#)

Photo courtesy of @casetta

