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February 2021

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.



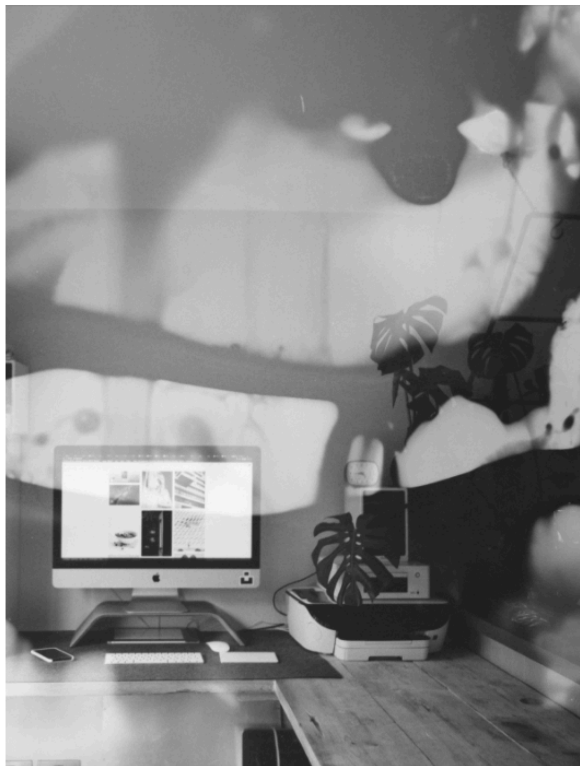
Driving Through

"The car has left the city far behind, but as the low morning light brightens into amber hues, the time to return west draws near." - OP

Finding beauty in the locality of home and its simplest pleasures inspires us to explore the allure of our own backyard, the city of Los Angeles. Join The Madison Melle Agency as we navigate our city streets through the eyes of a heritage brand, born in West Hollywood - presented by Cereal Magazine.

[Between these Landscapes >>](#)

Photo courtesy of @cereal



Bramble Beta

[Zoom:](#)

[Google Hangouts:](#)

[Uber Conference:](#)

[Microsoft Teams:](#)

Video conferencing fatigue has gotten to us all. Imagine being able to walk through a presenter's living room on your next conference, or grab a few colleagues and make small talk over a virtual walk.

Welcome to Bramble - "A more human way to gather online."

[Bramble >>](#)

[Fortune Mag >>](#)

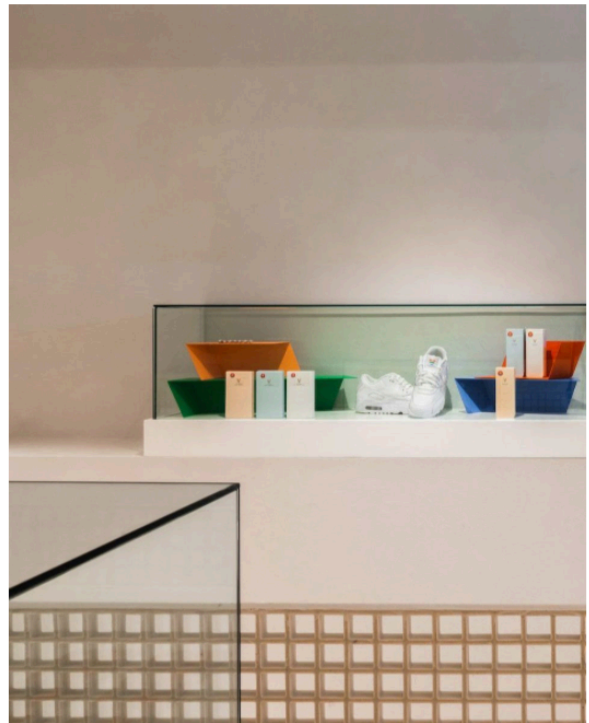
Hello Edition

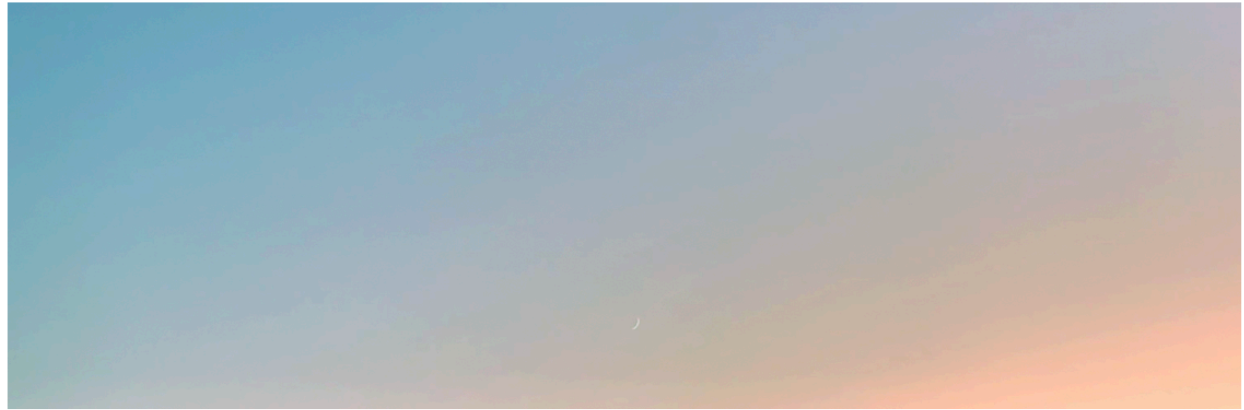
Luxury is often defined by high design, impeccable service and high quality products. Yet, luxury is not bound to jewelry, shoes or lavish hotel experiences.

At Edition Dispensary in Toronto, a modern & understated interior design sensibility delivers the ultimate showcase of luxury for their thought provoking products.

[High End >>](#)

Photo courtesy of @surface





Trailblazers by Boutique Hotel News

The Creators. The Agitators. The Visionaries.

Thank you to Boutique Hotel News for naming The Madison Melle Agency's CEO, Cara Federici, a Trailblazer in the upcoming webinar series on February 15, 2021 at 9:00AM ET. Discussing brand symbiosis and partnerships, Cara Federici will share insights with a short list of panelists hosted by Boutique Hotel News Editor, Eloise Hanson.

[Blaze a Trail >>](#)



Zero Social Distance

As COVID-19 continues, the search for therapeutics and the elusive "it" vitamin remain top of mind for researchers.

So, what's next? Columbia University's Professor of Ecology & Sustainable Development, Ruth DeFries, studies bees, insects and their natural habits to offer answers.

[What Would Nature Do >>](#)

Flying Cars Are So 2020

Virgin officially presented an inside experience of Hyperloop this month, launching commercially in 2030.

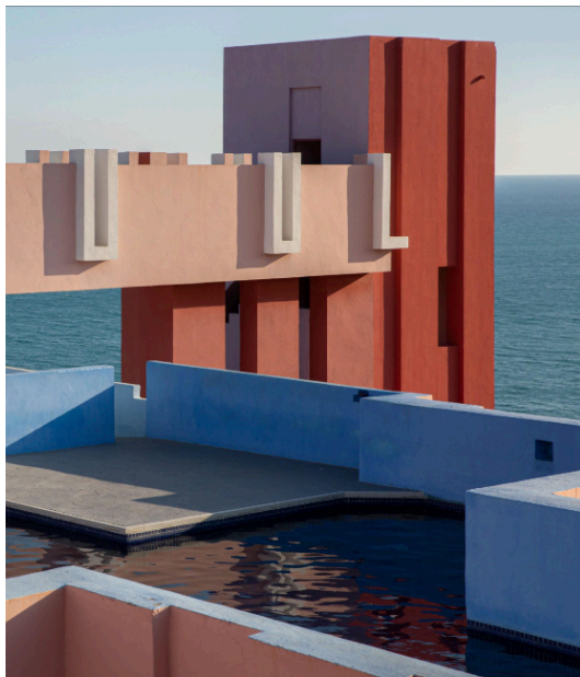
A new way to travel - these pods are going well over 600MPH...

Buckle up.

[Take a Ride >>](#)

Video courtesy of @virgin





A Conversation About Brand

In Design Milk TV's first regular series, Milkshake, the traditional interview format takes on a new twist. DMTV asks designers, creatives, educators and industry professionals to share personal and professional insights in a casual setting.

Check out these tips for evolving a brand beyond the screen, with Carly Ayres - UX Community & Culture at Google.

[The Milkshake >>](#)



Skypod

SPOTLIGHT

The Madison Melle Agency shares one of our latest portfolio achievements in this month's client spotlight. Featuring, Skypod - Digital Time Capsules. Patent-pending technology that empowers you to share memories and messages that are important to you, delivered & made viewable to loved ones - both during and after life.

WATCH:

[Introducing Skypod >>](#)

