

Newsletter
Fall Issue / 2021



The Madison Melle Agency

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In Constant Motion

Navigating through COVID-19 has led to the inclusion of unique, tech-forward solutions for previously mundane tasks at hotels across the world. As the boom of contactless services creates a more sterile atmosphere, the desire for human connection and authenticity of experience persists.

Consider a somewhat contrarian idea: add more staff. Providing the service of a doorman or in-person concierge in a hospitality setting denotes a level of luxury, while also delivering a crucial human-to-human experience.

[First Impressions Still Count](#)

by [Colin Nagy for Skift](#)

Perfect Imperfection

“Nothing is art if it does not come from nature.” - Antoni Gaudí

Principles of design inspired by the natural world around us focus on earth's balanced imperfections. Recently, Kinfolk explored how balance, structure and symmetry result in bespoke product designs shaping the landscape of interiors today.

Sense in Symmetry

Shop Around:

[Menu](#)

[HAY](#)

[Bolia](#)

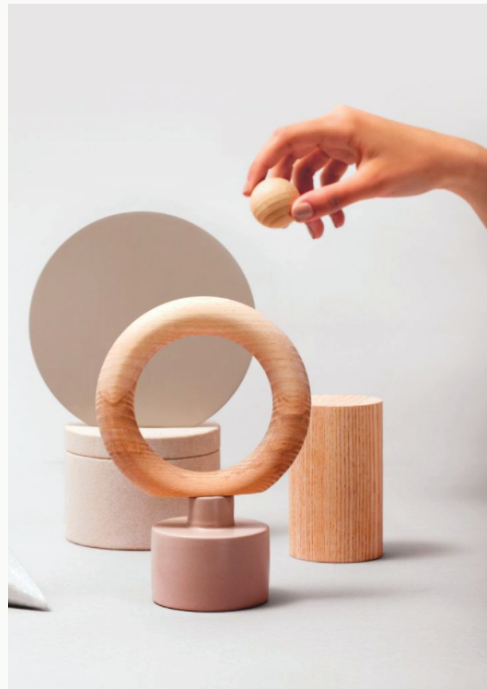


Photo courtesy of @bloomingville



The F Word

Failure. A word we never want to hear in conjunction with technology.

As the tech world continues to move a million miles an hour, the unknown presents itself in a new light. Transforming the workplace is not easy. During software procurement and implementation planning, remember these 4 critical concepts by Mark Robinson of Kimble Applications:

1. Don't fixate on fashionable terms [AI or anything trending];
2. Think about the problems you are trying to solve;
3. Look for technology that has a track record in solving similar problems;
4. Use your network.

Avoid Failure

Photo courtesy of @javiercallejassevilla



Cool Cards

Vaccine cards, that is...

Vaccine cards are made of paper. They don't fit in wallets or pockets and they're often expected to be carried everywhere. In a digital-first world, it's easy to forget the need for thoughtful design in tactile products.

Explore how designers are reimagining this much-needed product.

The Vaccine Card Design is Terrible

Photos courtesy of [@richardvergez](#)

Office Theory

Convincing employees to work from the office requires adaptation; this applies to both daily life and the environment.

Incorporating immersive experiences, flexibility, use of natural colors to uplift mood and inclusion of sustainable practices are prominent concepts for innovation.

For more than just the moment.

The Madison Melle Agency on Eco Design Tala Fustok x Ninja Theory

Photo courtesy of [@visualpleasuremag](#)





Snap Snap

Fact:

On average, over 200 million Snapchatters engage with AR every day.

Snapchat Business Platform: A welcomed opportunity for your 2022 customer acquisition strategy.

Real Business Results

Photo courtesy of @pauljung



Real Estate Services

Spotlight

The Madison Melle Agency boasts a diverse portfolio of clientele, collaborating with real estate and development teams across the globe. Branding and marketing commercial brokerage firms and real estate agencies has proven to shift market share and drive sales.

Explore the Creative Studio & Lifestyle Consultancy at The Madison Melle Agency to learn more about services for real estate brands and agents.

[Inquire](#)



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