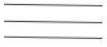


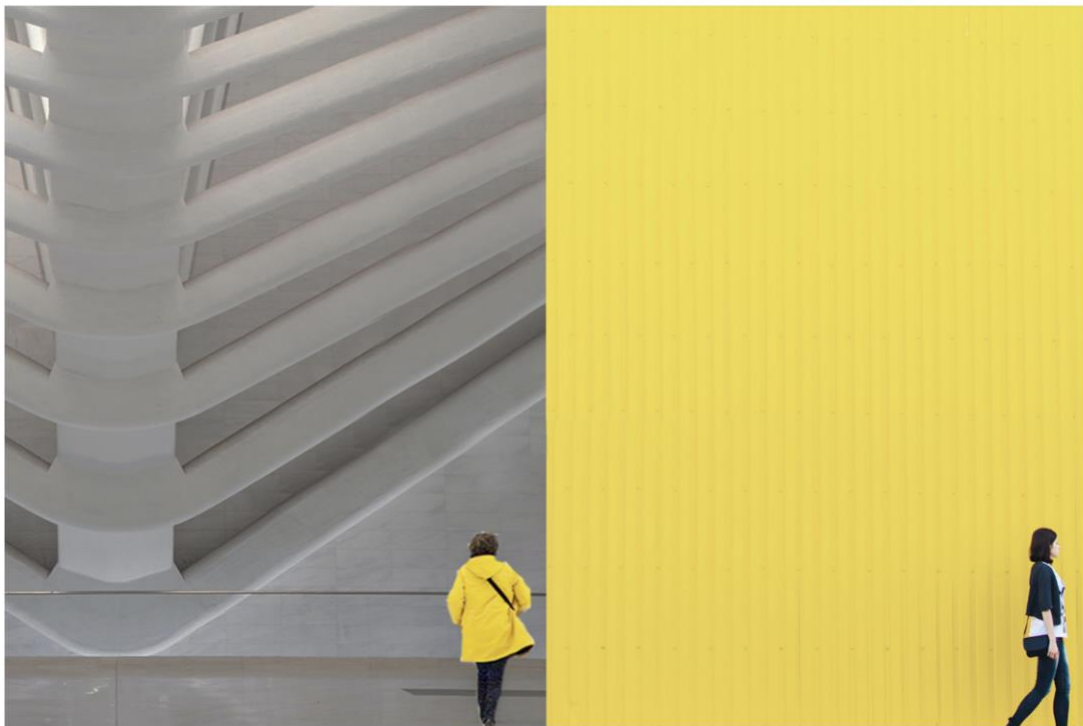
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December 2020

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.



A 2021 Color Story

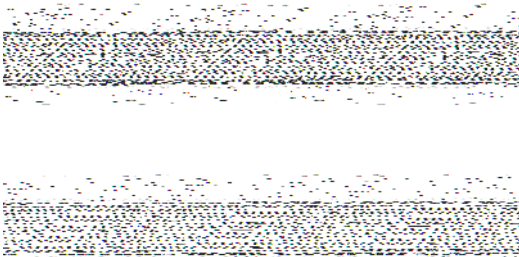
“Whether it’s about the pandemic or the uprisings around the world, we’re trying to imagine the future as we move into this very different time.” - Leatrice Eiseman, Pantone Color Institute™

Although predicting 2021 feels impossible - every new year brings new opportunities to set intentions. At the Pantone Color Institute™, this means a chance to re-establish human connection through the use of color. Enter 2021 Colors of The Year: PANTONE 17-5104 + PANTONE 13-0647. These two drastic and strikingly different shades come together to tell a story of hope and perseverance we can count on for the year ahead.

[Time Magazine](#)

[2021 Pantone Colors to Count On >>](#)

Photo courtesy of @pantone



Quirky Some May Say

Thoughtful, functional, beautiful - quirky some may say. View Dezeen's top 10 student and graduate projects of 2020 from around the globe. Like them or not, these up-and-comers are definitely of brilliant minds.

High-altitude lavatory? Ramen packaging that dissolves to flavour the broth?

[Read all about it >>](#)

Photo courtesy of @dezeen

Divergent Thinking

Divergent thinking is typically a non-linear thought process used to generate creative ideas by exploring many possible solutions. Used in design thinking, it is often free-flowing & spontaneous.

Sound risky? It's not. Give it a try.

"By borrowing from the way designers solve problems—sometimes referred to as design thinking—we can generate innovative solutions for achieving greater happiness." - Rachel Eva Lim

[Come On](#)

[Get Happy >>](#)



The World Ahead

The World Ahead from Economist Radio is a forward-looking audio series exploring a wide variety of future possibilities & what ifs that may lie ahead. Unlike podcasts you zone out to in the car, this series provides provocative and relevant insights to help us all digest our ever changing environment.

While not all the ideas discussed may actualize - they definitely keep us poised & on our toes.

[Consider This >>](#)

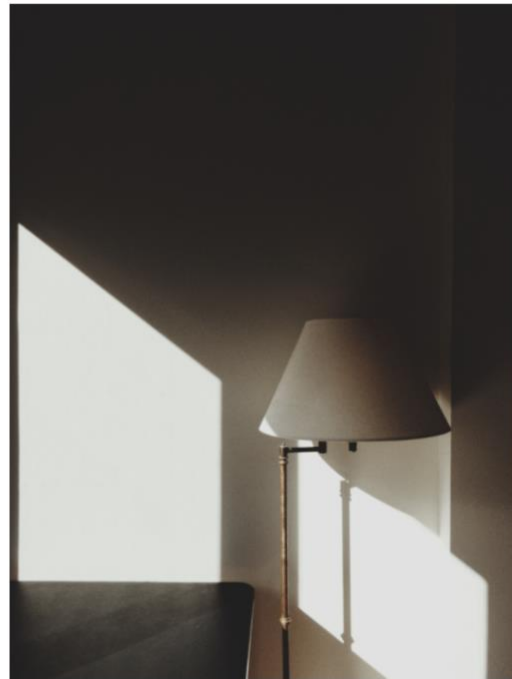
Peace of Mind

As travel restrictions come and go, the need for safe hospitality experiences & peace of mind remains. Fortunately, Sharecare Health Security VERIFIED® teamed up with Forbes Travel Guide to create the gold star of COVID-19 health & wellness standards. Book your next hotel from their list to let your mind, unwind.

[Review the Hotel List >](#)

[Get A Hotel Verified >](#)

The Madison Melle Agency offers [COVID-19 Services](#). Inquire within for details.



tech theory group x BLLA

The Madison Melle Agency is delighted to announce that our partner firm, [tech theory group](#), proudly joins The Boutique Lifestyle Leaders Association.

BLLA is a boutique community of hoteliers around the world leading in innovation, education and advocacy.

[Learn More >>](#)



Calabash Luxury Boutique Hotel

SPOTLIGHT

Nestled seaside where the Caribbean Ocean's crystal waters meet the fresh Grenada saltwater breeze, Calabash premieres at the pinnacle of boutique luxury, surrounded by gracious island hospitality. Guests explore this tranquil Caribbean paradise, indulging in delectable, culinary delights alongside some of the sweetest island adventures.

The Madison Melle Agency is partnered with Calabash to reposition its brand identity in the market as a thoughtful, luxurious destination in its own right, including new visual & written content, a new website coming soon, graphic design & digital marketing. Follow along with us as the story unfolds.

[Sneak Peek >>](#)

Photo courtesy of @calabashhotel

