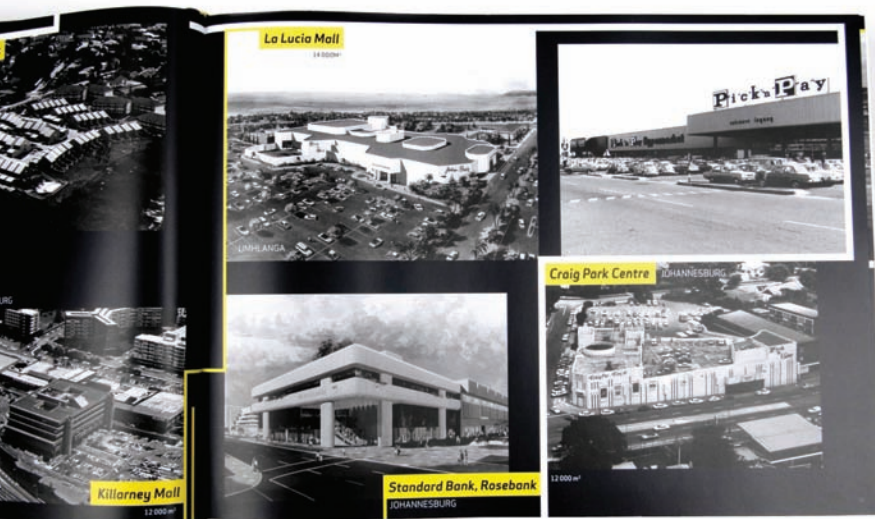


*Client:*  
*The Brief:*

# BENTEL ASSOCIATES PROMOTIONAL MATERIAL

**CLIENT:**

Bentel Associates International (BAI) is one of the top commercial architecture firms in South Africa. In business for over fifty years, BAI is a large corporate company that boasts an extensive portfolio of commercial projects. Although primarily known for their prowess in the development and design of retail environments, BAI has expanded over the years to tackle projects in other sectors both locally and internationally, as well as establishing an office in India.


**SERVICES:**

Research, Content Generation, Copywriting, Graphic Design, Publishing

**DISCOVERY:**

When new MD, Nick Kyriacos was appointed, he brought on a number of young directors to help revitalise the practice. He was also responsible for directing the company toward emergent international markets like India. BAI's overarching goal is to maintain the reputation of the firm as an established architectural practice whilst updating their profile as a progressive and youthful company with a diverse range of capabilities.

## THE BRIEF:

### 1. BAI COFFEE TABLE BOOK

- To commemorate BAI's fiftieth year in the field of commercial architecture, Nicework was asked to produce a coffee table book that would celebrate the company's history and extensive portfolio. Coffee table book requirements included:
- Positioning BAI as a progressive architectural firm to attract potential clients and employees
- Showcasing a variety of BAI buildings to indicate the diverse range and skills that BAI offers
- Celebrating the history of the company and its significant players over the last 50 years
- Profiling important BAI clients
- A book design and layout that reflects the minimalist corporate identity of BAI
- An image-centric book design featuring large visual spreads accompanied by concise informative text

### 2. BAI BROCHURE

Nicework was commissioned to create a visually engaging brochure that provides a snapshot of the company's portfolio and indicates the variety of services they offer. Brochure requirements included:

- A clean layout that expresses the corporate identity of BAI
- Short synopsis' of selected BAI building case studies in each sector (e.g. mixed use, retail) with fact boxes
- A brief company profile including BAI's environmental policy, B.E.E. policy, and contact details

### 3. BAI CV

BAI requested Nicework to come up with an interactive CV to take to presentations and potential clients. CV requirements included:

- A clean layout that expresses the corporate identity of BAI
- A comprehensive but concise company profile including B.E.E. policy, and BAI's environmental agenda
- Brief case studies of approximately 25 projects including fact boxes



## THE CHALLENGE:

### BAI COFFEE TABLE BOOK

- To cover the extensive history and portfolio of the company while expressing a vibrant forward-looking company profile
- To relay a large amount of information with minimal text due to the image-centric focus of the book

### BAI BROCHURE AND CV

- Creating a dynamic and adaptable CV that can be tailor-made to specific presentations and BAI clients' needs. The CV had to have the 'wow' factor, something that is visually engaging and has the capabilities to sell BAI's service.
- Creating a brochure that covers the entire range of BAI's expertise, while maintaining an uncluttered design layout.

## TACKLING THE BRIEF

### BAI COFFEE TABLE BOOK

Before embarking on the copywriting or design Nicework conducted intensive research in order to outline a clear strategy. The research process included sifting through the BAI archives that comprised of press material, photographs, slides and plans. All the current directors at BAI were interviewed as well as retired directors. Important clients and relevant staff members were also interviewed. From the research material, a content structure was put into place, which underwent a number of revisions. The final content structure and design treatment:

#### 1. INTRODUCTION:

The introductory section includes: a letter from the previous managing director, and longest standing director at BAI Alf Abrahamsohn, contents page, acknowledgements and a preface. The look and feel reflects the minimalist approach of BAI's corporate identity using predominantly monochromatic colours.

#### 2. TIMELINES:

The timelines section is a graphic rendering of the portfolio of BAI within a larger socio-political and economic framework. The section adds both visual and informational interest and gives a broad overview of BAI's long and prestigious history.

#### 3. CASE STUDIES AND DIVIDERS

The case studies are large visual spreads, with engaging photographs by Philip Mostert. Accompanying the eye-catching spreads is a brief write up of the buildings and a fact box, which provides a snapshot of the building. The visual and text dividers punctuate the case studies to maintain interest throughout the book. Dividers focus on topics pertinent to the field of commercial architecture and BAI.

#### 4. CONCLUSION

Closing statement from the managing director Nick Kyriacos, a staff profile and future projects. The book cover employs a striking monochrome graphic style replete with foil accents. The sophisticated aesthetic of the cover is continued in the clean layout inside the book and generates the momentum of navigating its contents.



**BAI BROCHURE**

The BAI Brochure provides a cursory overview of the BAI's capabilities. Rendered in a simple graphic style and an easy-to-use fold out format, the BAI Brochure is a visually engaging nugget of information.

**BAI CV**

The BAI CV breaks the mould of traditional CV formats by presenting information in a branded presentation box with double-sided full colour A5 cards inside. Each card showcases a BAI project. The value of this mode of presentation is that CV's can be compiled appropriate to the pitch and the client. The cards can be laid out on a boardroom table to create an impressive mosaic of BAI's portfolio. The sophisticated packaging of BAI's CV establishes business credentials and a high-level corporate image.





#### RESULT:

- A well-researched and collated book that documents BAI as a business from its inception through to the present
- A polished coffee table book that encapsulates the history of BAI in a progressive and eye-catching package
- Improved business credentials
- A business profile in commercial architecture circles outside of the retail sector
- Exposure to potential clients and employees