

AIR

Specialism: Design | Branding

Contact details:

David Kemp

Building 2B, Lloyds Wharf,
2 Mill Street, London SE1 2BD
t: +44 (0)845 450 67575
e: david@airdesign.co.uk

airdesign.co.uk



Air Design Ltd

Founded in 1998, Air Design is an award winning multi-disciplinary design consultancy.

The studio is in London and serves an international client base across Europe, the Middle East and Asia.

Air specialises in placemaking. Developing positioning strategies, brands, graphics, digital and printed communications, wayfinding signing and interior design for large mixed-use developments, retail, leisure, residential, hotels, museums, public spaces, towns and cities.

Air Design creates solutions for places that are relevant and engaging to their audiences, that people feel emotional connections with, want to be part of and return to. Helping to create places people love.

Clients include Arabian Centres, Emaar, Credit Suisse, Ikea, Westfield, Shanghai Modern Art Museum, Morgan Stanley, The Crown Estate, RZD (Russian Railways) and Berkeley Group.

Current projects in progress include working with Emaar in Dubai on wayfinding and brand expression for several of the prestigious Address Hotels, in Saudi Arabia with Arabian Centres on interior design and wayfinding across a portfolio of 19 malls. They are also working on behalf of the Berkeley Group on several of London's most prestigious luxury residential developments. Air is also developing branding for the Koneser mixed-use development in Warsaw and The Museum of Modern Art in Shanghai, plus two large UK shopping malls.

Air's work on the Russian Railways won the Sign Design Society award for best international wayfinding project.

"With minimum fuss, Air Design created an elegant, intelligent solution for us that is perfectly on-brand: clear, classy and user-friendly. The signage has significantly changed the look and feel of our building, lifting us at a stroke from the 19th to the 21st century."

Sue Sturrock, Director of Communications. Royal College of Music

"The end result in Cambridge is a high quality signing scheme, that is simple, clear, effective and has been praised by all involved. We will certainly be looking to appoint Air Design on future projects."

Andy Sharpe
Grosvenor, Grand Arcade

