

Genius Loci and brand experience at Brandy

October 10th, 2016



Talking about furniture brands, which is the brand experience or the brand experiences that architects, interior designers or specifiers could live?

How and where this brand experience is designed by furniture brands?

In other words, which is the *Genius Loci* of a brand?

In contemporary usage, Genius Loci usually refers to a location's distinctive atmosphere, or a "spirit of place", the interaction between the place and its identity.

These are the questions that we will answer during Brandy conference in Milan, 20th of October with the hosts of the session "Where are Brands Living?" at 11.15am. This is even one of the pillars that motivated me to create **Architectours.it**.

Brand experience, a step back.

Since the time when Henry Ford said "*A customer can have a car painted any color he wants as long as it's black*" (1909) time has passed by.

Nowadays the paradigm has flipped! Any brand customize its offer and we are already talking about *mass customization*.

Ford Motor Company, as many other brands, developed their offer and the ways they offer their products and services. Today Ford is focusing its offer on values as smart mobility and performance. They are now designing their brand experience also with gamification and videos like "*dronekhana*".

For instance, Lexus chose a completely different brand experience. A completely different Genius Loci.

They launched early this year their new showrooms, designed by the interior designer Masamichi Katayama, called *Intersect*.

The new showrooms are places where their customers and creative minds meet and share ideas, places where inspired people intersect with sublime expressions of art, design, technology, and living.

Brand experience and relationship marketing.

Nowadays, the new marketing frontier is called relationship marketing.

Relationship marketing recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages. Relationship marketing refers to an arrangement where both customer and manufacturer have an interest in providing a more satisfying exchange.

This approach tries to make richer contact by providing a more personalized purchase using the **experience** to create stronger ties.

At Brandy conference we will talk about different relationship marketing approaches that design various brand experiences, different relationships with spaces, different Genius Loci among furniture brands and communication projects.

Lago presents their Interior Life Network: a widespread network of places that includes B&Bs, shops, houses, cafés, flats, restaurants, ice cream shops, hotels and museums.

Brera Design District shows the roots and the development of the most interesting furniture district in Milan: a territorial marketing project based on furniture brands and their showrooms. Another interesting territorial marketing project presented is **Dolomiti Contemporanee**. Through art and critical approach DC aims to provide a new interpretation to the Dolomiti marvelous landscapes. The most interesting venue is the Former Eni Village design by *Edoardo Gellner* first and foremost, in collaboration with Carlo Scarpa for some of its parts.

Casa Jasmina a two-year pilot project in the business space of domestic electronic networking presents how integrate traditional Italian skills in furniture and interior design with emergent skills in Italian open-source electronics.

Architectours.it introduces the pillars of its territorial marketing and relationship marketing project.