

OPENBOOK DESIGN

A photograph of a modern office hallway. In the center, a white staircase with a glass railing leads up. The hallway is lined with glass-walled offices on the left and wood-paneled offices on the right. The ceiling features a large skylight and a circular light fixture. The overall atmosphere is bright and professional.

/ ENVIRONMENTAL GRAPHIC DESIGN

/ SIGNAGE & WAYFINDING

/ BRANDING & LOGO DESIGN

TABLE OF CONTENTS

/ OPENBOOK DESIGN

COMPANY PROFILE	4
ONGOING PROJECTS	8
BNP PARIBAS PORTUGAL HEADQUARTERS WORKPLACE / LISBON, PORTUGAL	
HOVIONE WORKPLACE / LISBON, PORTUGAL	
HAMPTON BY HILTON HOTEL HOSPITALITY / KUWAIT	
CONFIDENTIAL RESIDENTIAL / HANOI, VIETNAM	
KPMG PORTUGAL HEADQUARTERS WORKPLACE / LISBON, PORTUGAL	
SOUK SABAH MALL RETAIL / KUWAIT	
PROJECTS	
VdA HEADQUARTERS WORKPLACE / LISBON, PORTUGAL	12
NESTLÉ PORTUGAL HEADQUARTERS WORKPLACE / LISBON, PORTUGAL	18
MICROSOFT PORTUGAL HEADQUARTERS WORKPLACE / LISBON, PORTUGAL	24
NORTESHOPPING EXPANSION EXPANSION / PORTO, PORTUGAL	30
COLOMBO EXPANSION EXPANSION / LISBON, PORTUGAL	34
ALEXA CENTRE RETAIL / BERLIN, GERMANY	36
HOFGARTEN SOLINGEN RETAIL / SOLINGEN, GERMANY	40
LOOP5 RETAIL / WEITERSTADT, GERMANY	46
YAROSLAVKA SHOPPING CENTER RETAIL / MOSCOW, RUSSIA	50
M AVENUE MIXED-USE / MARRAKESH, MOROCCO	54
MIVIDA NEW CAIRO MIXED-USE / CAIRO, EGYPT	62
MASDAR CITY MIXED-USE / ABU DHABI, UAE	64
THE 118 RESIDENTIAL / DUBAI, UAE	68
HARBOUR VIEWS AT DUBAI CREEK HARBOUR RESIDENTIAL / DUBAI, UAE	72
LAPITA HOTEL HOSPITALITY / DUBAI, UAE	76
THE ADDRESS HOTEL AT HARBOUR POINT HOSPITALITY / DUBAI, UAE	80
VIDA DUBAI MARINA HOTEL & YACHT CLUB HOSPITALITY / DUBAI, UAE	84
ANANTARA MINA AL ARAB RESORT HOSPITALITY / RAS AL KHAIMAH, UAE	88
RIVERLAND THEME PARK / DUBAI, UAE	92
PUBLIC MARKET LOGO DESIGN / EMERYVILLE, CA, USA	98
SAN DIEGO STATE UNIVERSITY - AZTEC STUDENT UNION MAP DESIGN / SAN DIEGO, CA, USA	100
BOY SCOUTS OF AMERICA MAP DESIGN / MOUNT HOPE, WV, USA	102
MUKUL - BEACH GOLF & SPA RESORT HOSPITALITY / GUACALITO DE LA ISLA, NICARAGUA	104
CONTACTS	108

COMPANY PROFILE



INTRODUCING OPENBOOK DESIGN

Welcome to Openbook Design, a cutting-edge design studio located in Portugal and dedicated to shaping the visual connection between the built environment and your audience. At Openbook Design, we specialize in crafting and developing the visual communication layer that not only brands, informs, and directs but also elevates and enriches the overall experience in various settings such as cities, campuses, stadiums, offices, and retail developments.

As a forward-thinking consultancy, we bring a fresh perspective, drawing from a multidisciplinary approach and a wealth of regional expertise. Our dynamic team is equipped to navigate every phase of project development through a collaborative and systemic approach, ensuring a comprehensive and seamless execution.

What sets us apart is our commitment to creative ingenuity, innovation, and unwavering excellence. Through our expertise in Environmental Graphic Design, Signage & Wayfinding, and Branding & Logo Design, we guarantee that your project will not only meet but exceed expectations.

ENVIRONMENTAL GRAPHIC DESIGN

Connecting people to place

Environmental Graphic Design, or EGD, embraces many design disciplines including graphic, architectural, interior, landscape, and industrial design, all concerned with the visual aspects of wayfinding, communicating identity and information, and shaping the idea of creating experiences that connect people to place. We use EGD to immerse people in an engaging and custom environment designed to educate, orient, inspire, and entertain.

Our EGD services include:

- Environmental Graphics
- Branded Environments
- Custom Mural Concepts
- Specialty Paving & Art Installation Concepts
- Illustration



BRANDING & LOGO DESIGN

Make your voice heard through the noise

Each of our branding projects presents unique design concepts, tailored to the business, its target audience, and the company's core values. In addition to logo design, we also develop several other graphic design pieces, according to the company's needs, that will help maintain a cohesive visual identity as the brand expands and evolves: a Brand Identity Manual, Stationery Design, Email Signatures, Merchandising, etc...

Our Branding & Logo Design services include:

- Logo Design
- Logo Applications
- Business Stationery
- Brand Standards Manual



SIGNAGE & WAYFINDING

Finding your way

Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space. As architectural environments become more complex, people need visual cues such as maps, directions, and symbols to help guide them to their destinations. Wayfinding plays a significant role in the customer experience and we can help you craft a stellar one.

Our Signage & Wayfinding services include:

- Wayfinding Strategies
- Signage Systems & Wayfinding Programs
- Interpretive Signage
- Existing Signage Program Analysis
- Custom symbols and pictograms
- Mapping



KEY CLIENTS

- / Microsoft
- / Nestlé
- / BNP Paribas
- / Sonae Sierra
- / Mabane
- / Hampton by Hilton
- / CallisonRTKL
- / SSH
- / Hovione
- / KPMG
- / DPA
- / M Avenue
- / Nasli Holding
- / Four Seasons
- / Pestana CR7 Hotels
- / TAP
- / VdA Legal Partners
- / Sesimbra Natura Park
- / Bindopor

ONGOING PROJECTS



ONGOING PROJECTS

BNP PARIBAS PORTUGAL HEADQUARTERS
WORKPLACE / LISBON, PORTUGAL



HOVIONE
WORKPLACE / LISBON, PORTUGAL



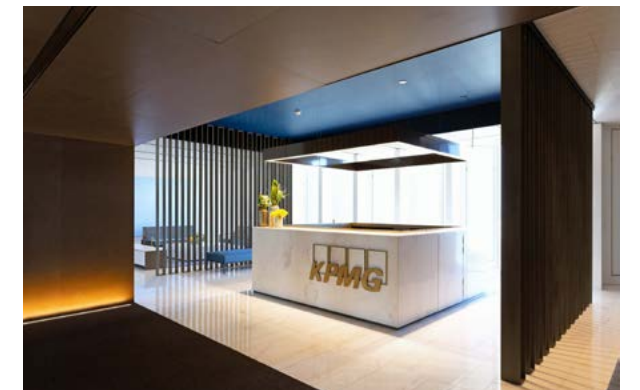
HAMPTON BY HILTON HOTEL
HOSPITALITY / KUWAIT



CONFIDENTIAL
RESIDENTIAL / HANOI, VIETNAM

KPMG PORTUGAL HEADQUARTERS
WORKPLACE / LISBON, PORTUGAL

SOUK SABAH MALL
RETAIL / KUWAIT



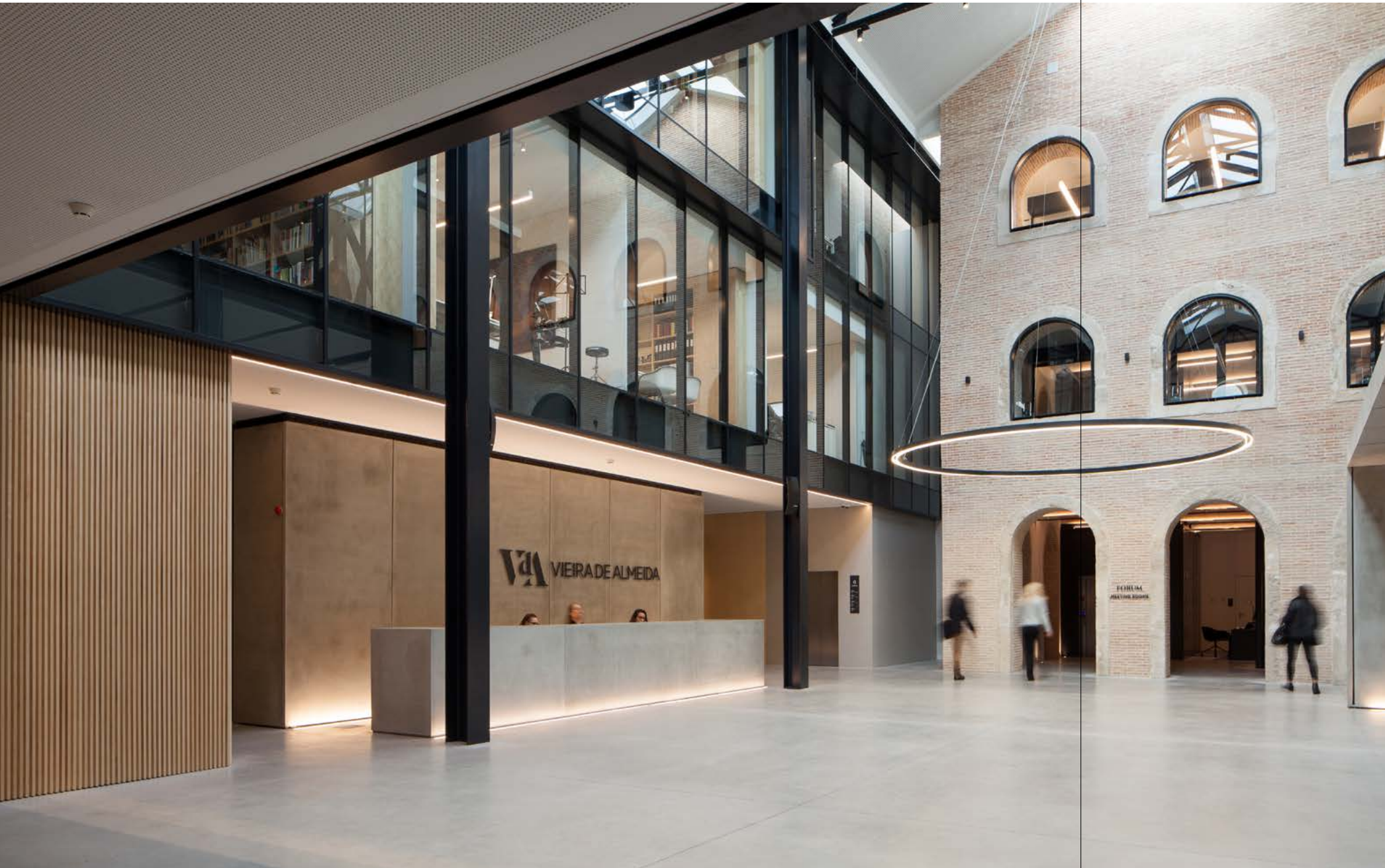
VdA VIEIRA DE ALMEIDA

VdA HEADQUARTERS

WORKPLACE

/ LISBON
PORTUGAL



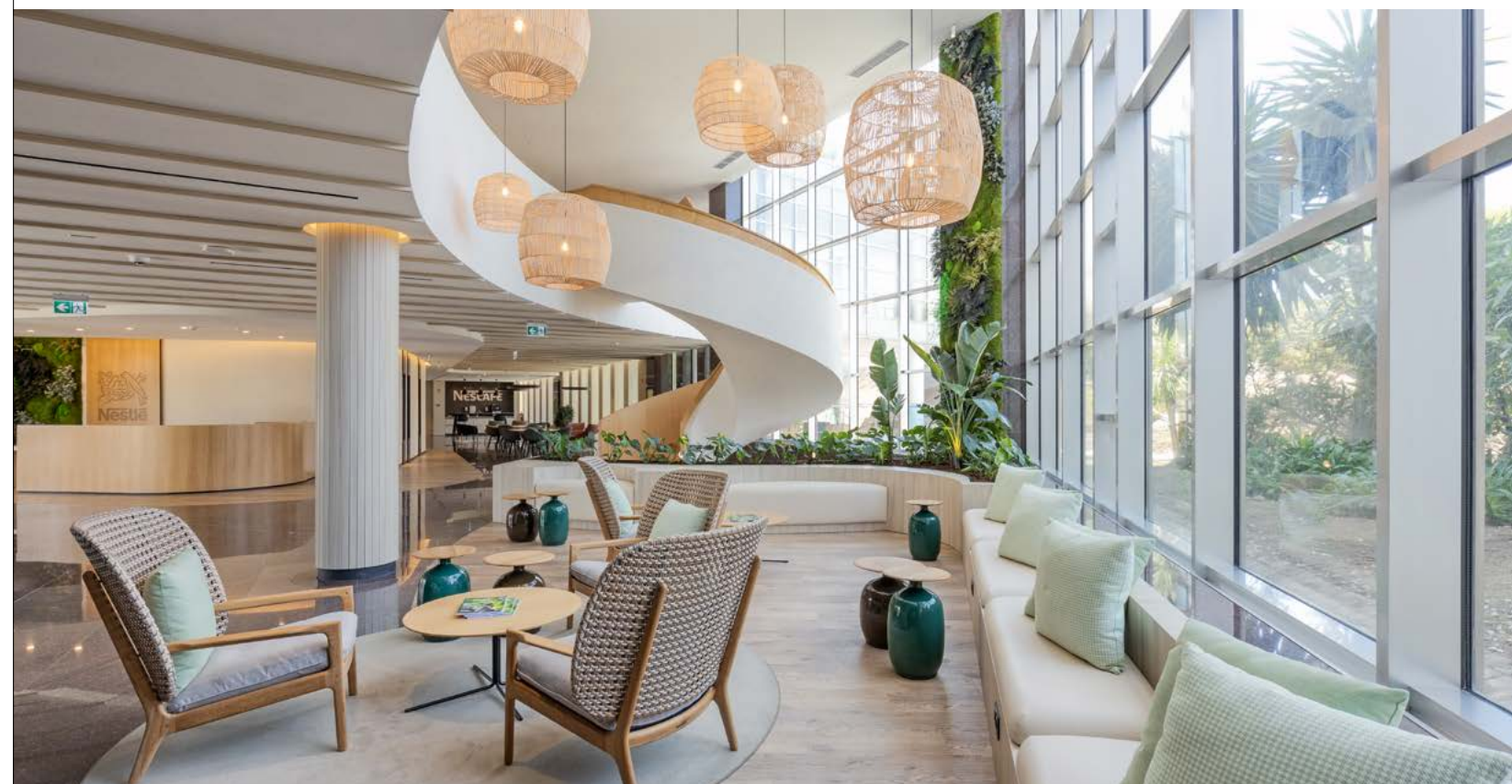
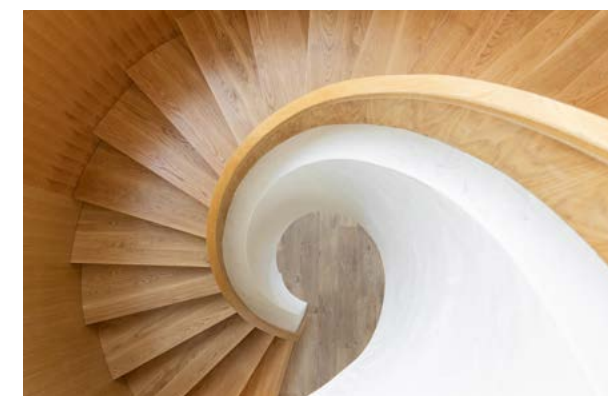
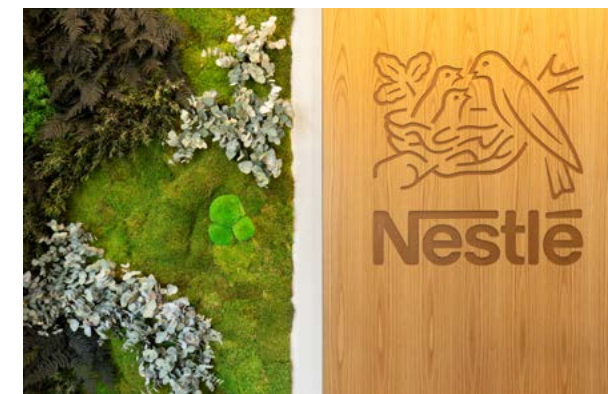


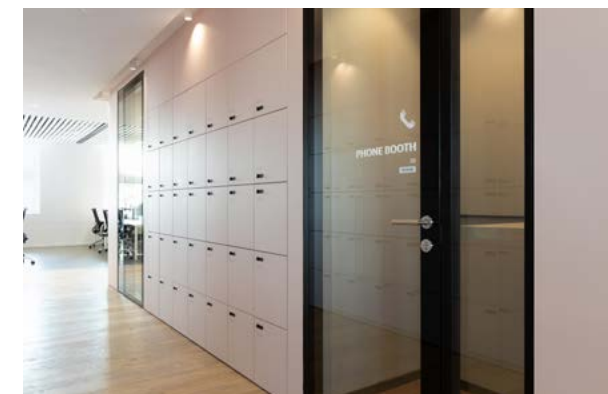
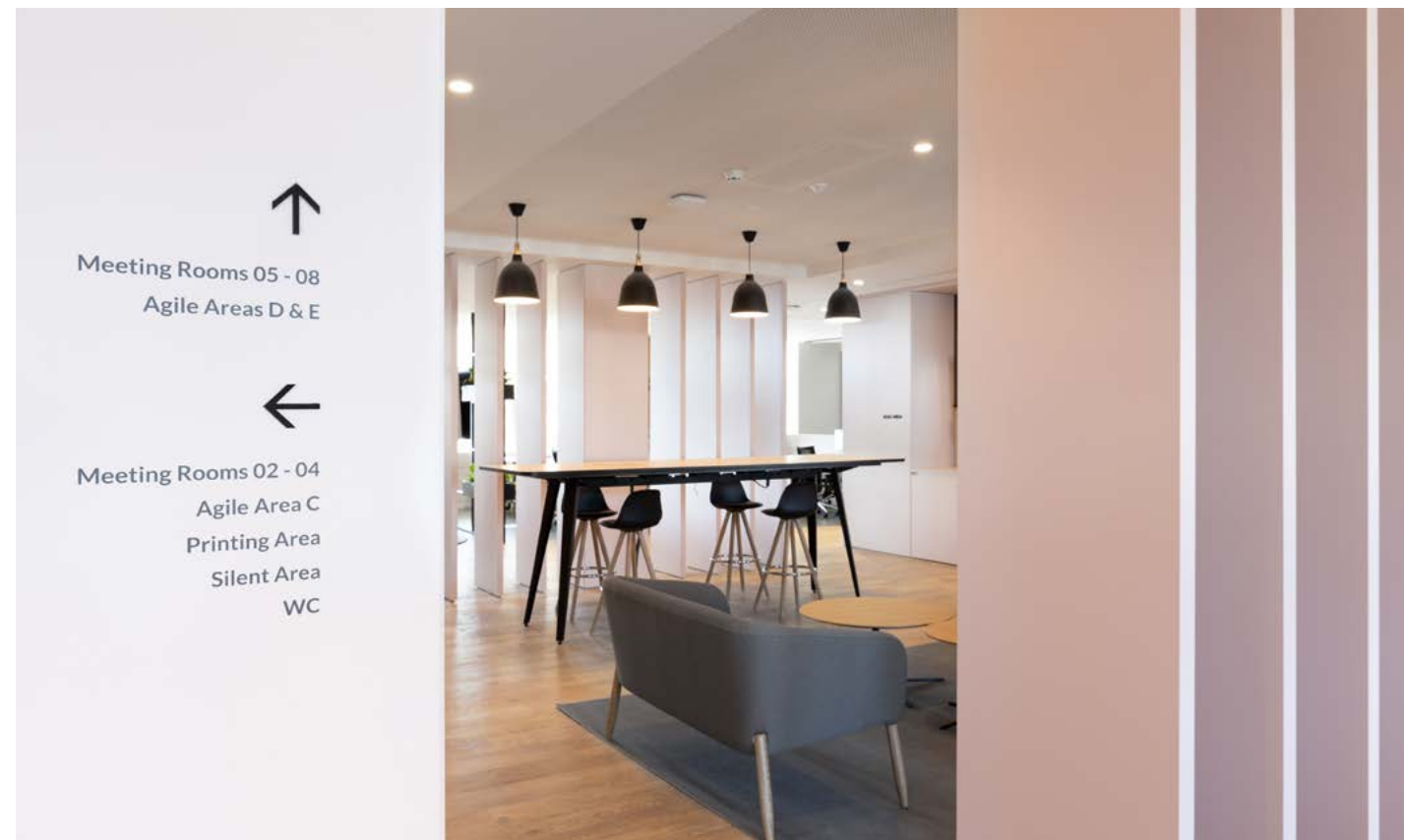


NESTLÉ PORTUGAL HEADQUARTERS

WORKPLACE

/ LISBON
PORTUGAL





MICROSOFT PORTUGAL HEADQUARTERS

WORKPLACE

/ LISBON
PORTUGAL







NORTESHOPPING EXPANSION

RETAIL
/ PORTO
PORTUGAL







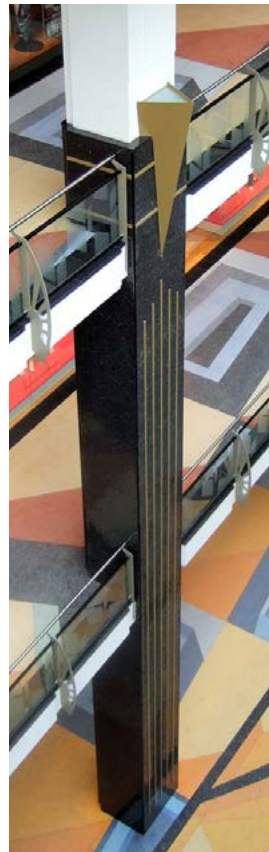
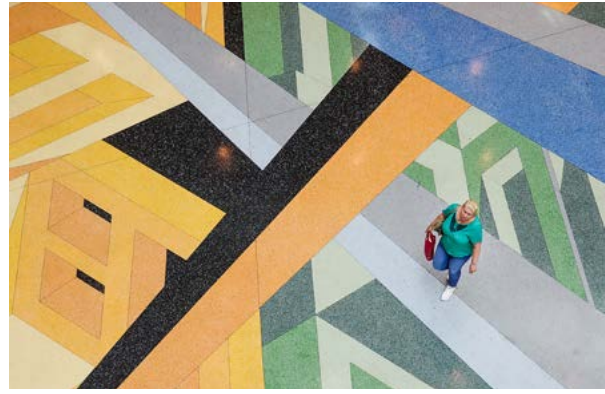
COLOMBO EXPANSION

RETAIL
/ LISBON
PORTUGAL

ALEXA CENTRE

RETAIL
/ BERLIN
GERMANY



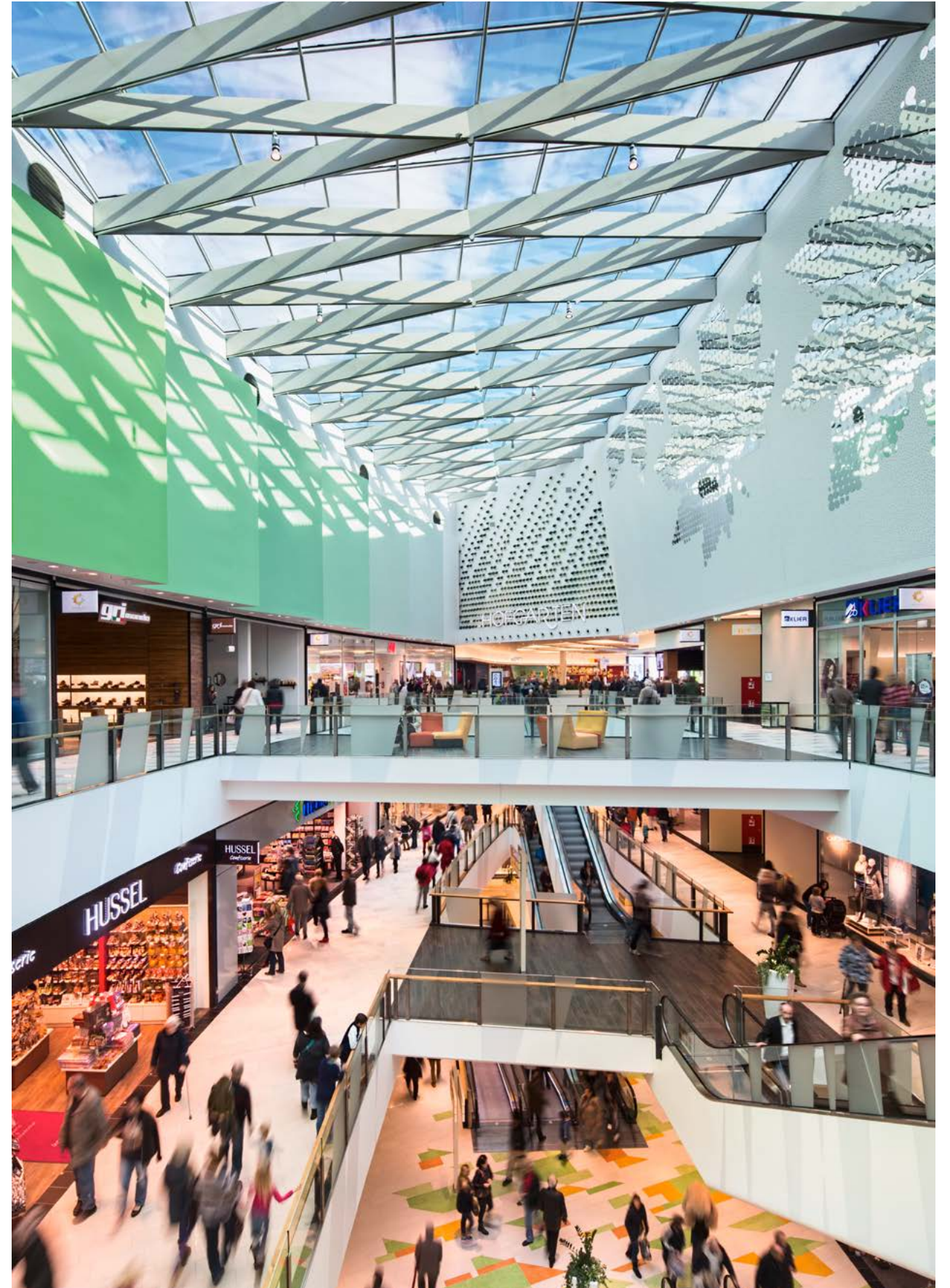
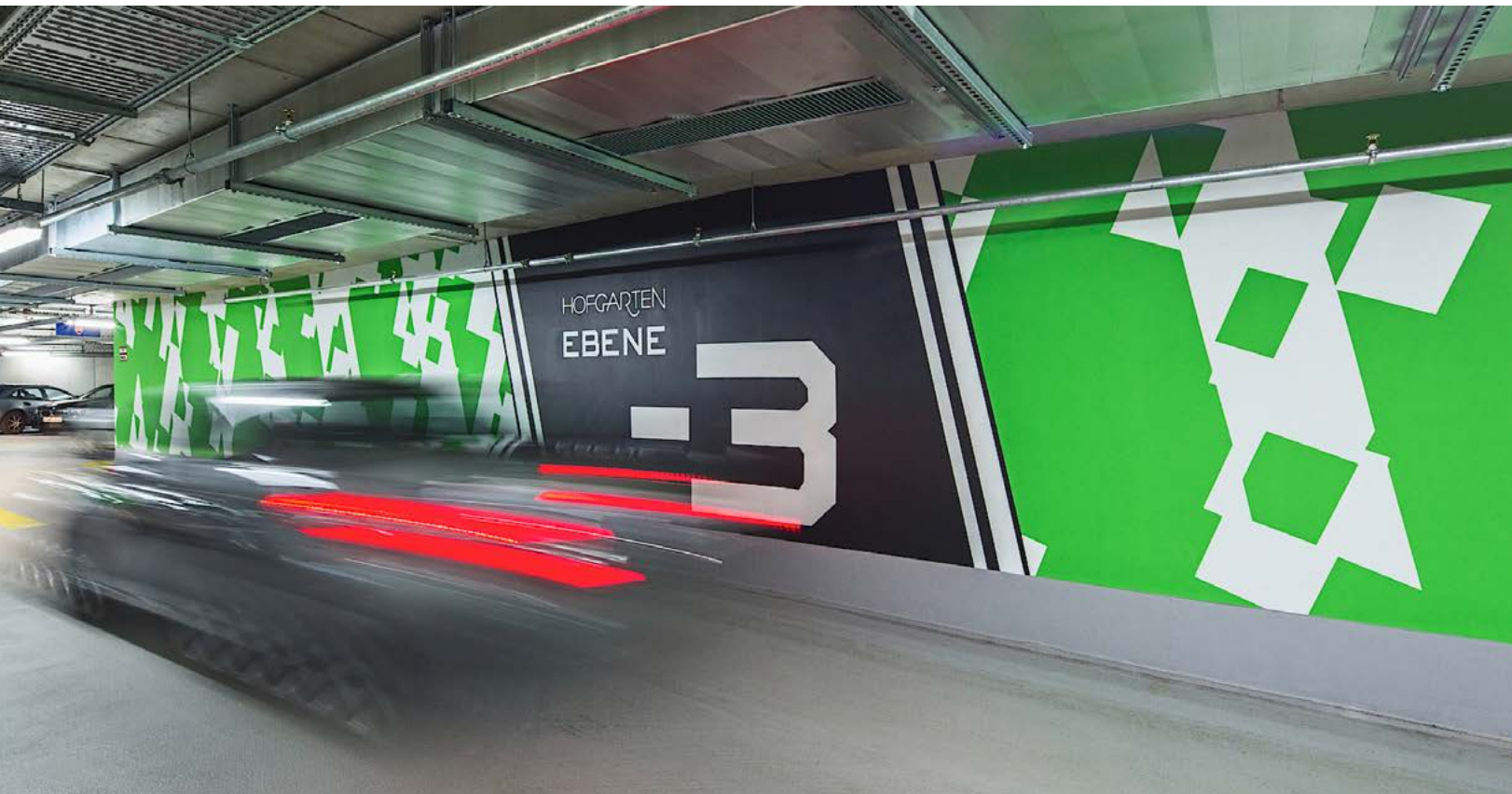


HOFGARTEN SOLINGEN

RETAIL

/ SOLINGEN
GERMANY





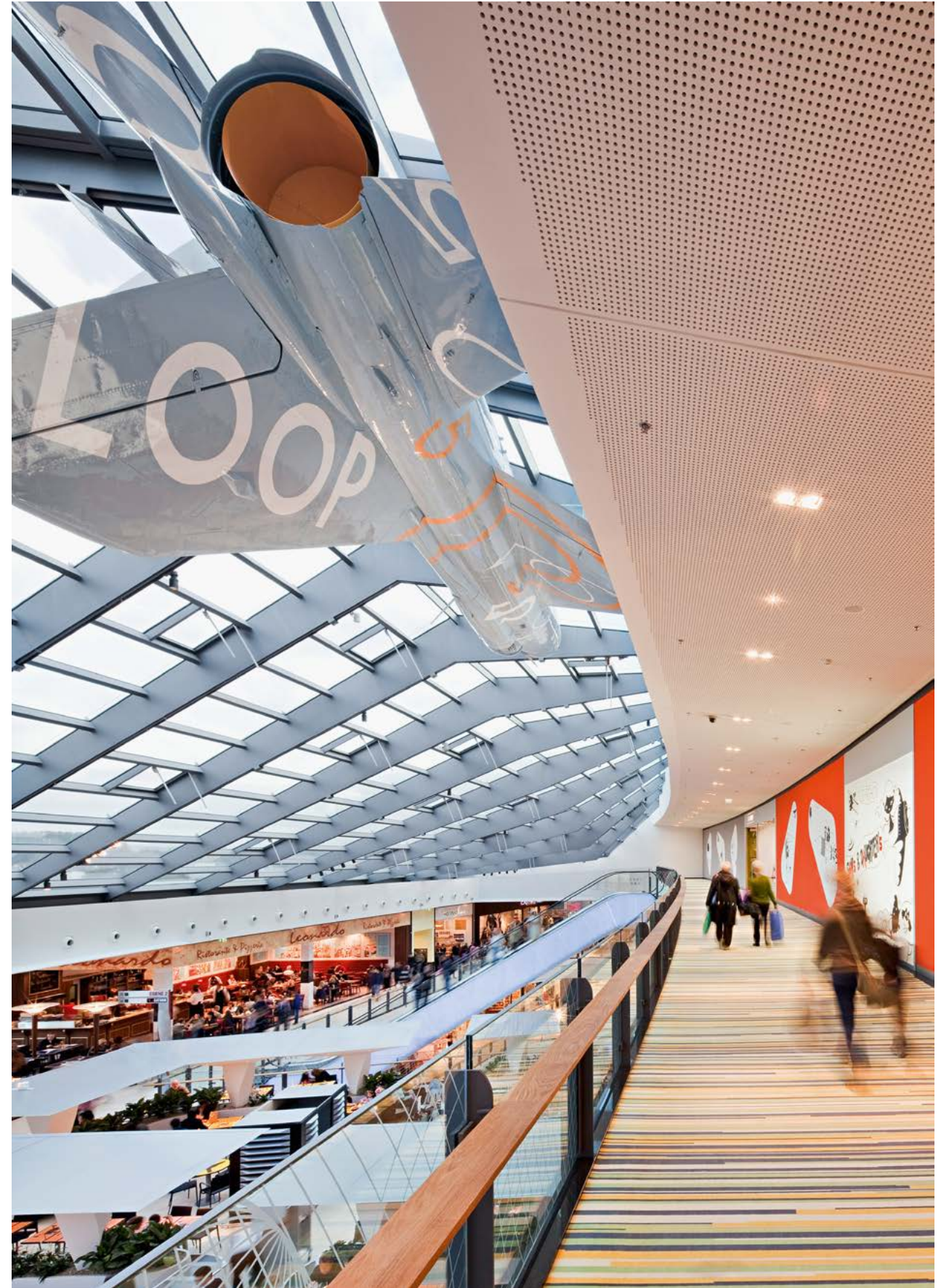


LOOP5

RETAIL

/ WEITERSTADT
GERMANY

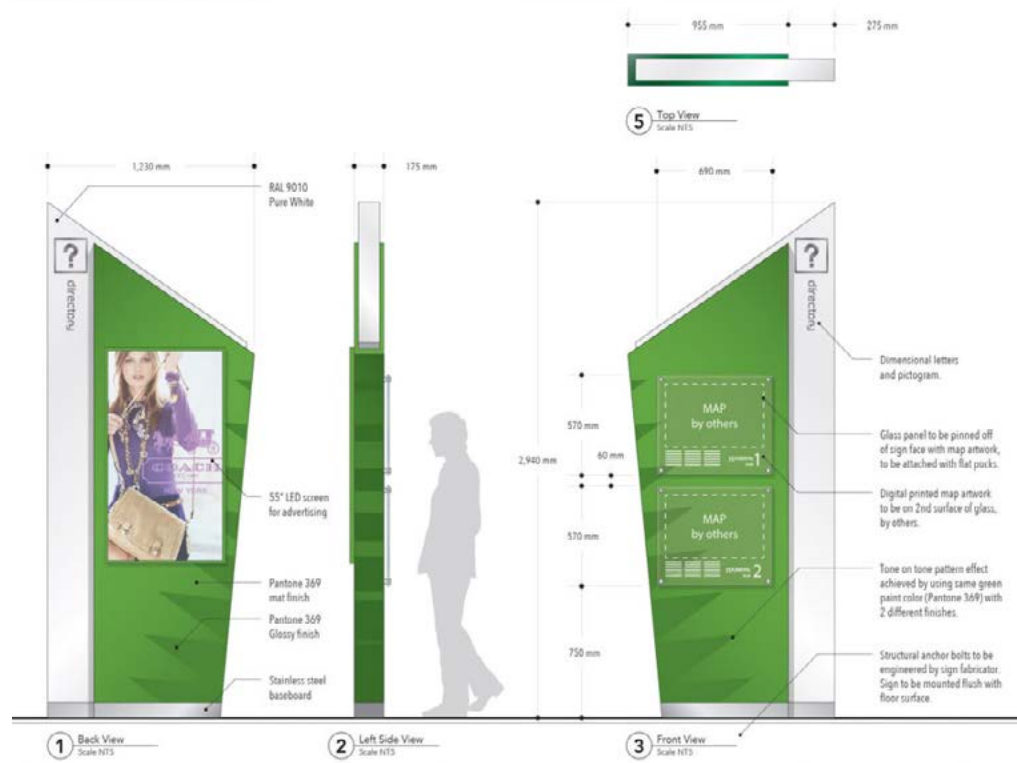






YAROSLAVKA SHOPPING CENTER

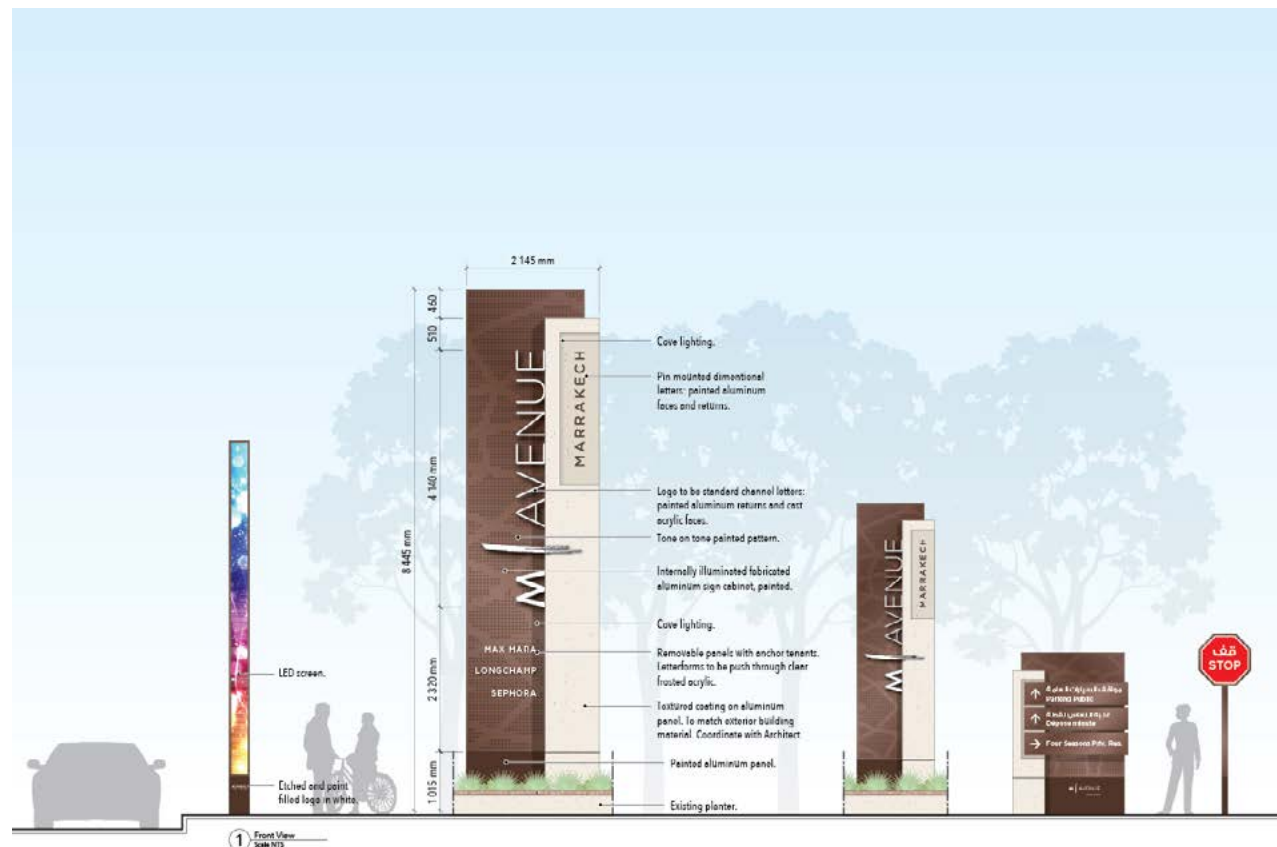
RETAIL
/ MOSCOW
RUSSIA





M AVENUE

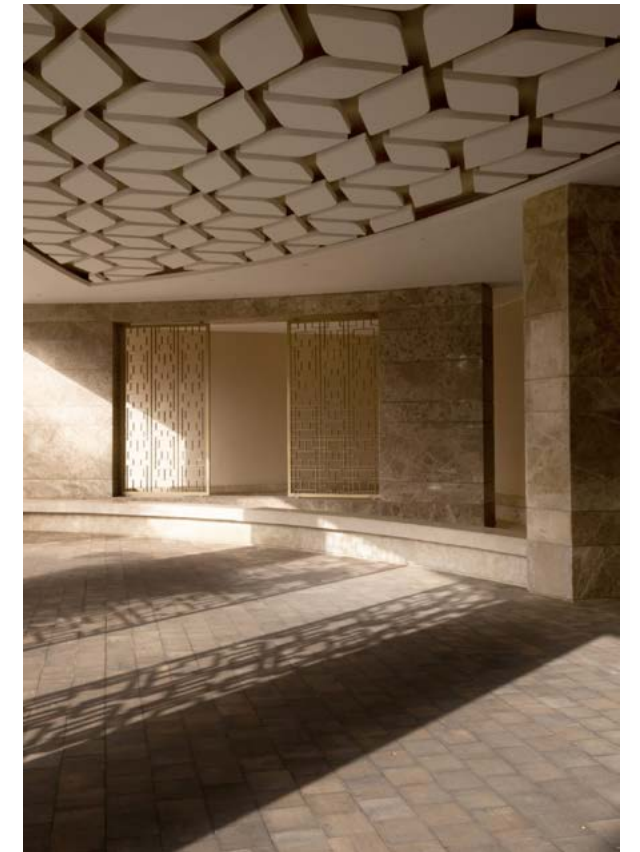
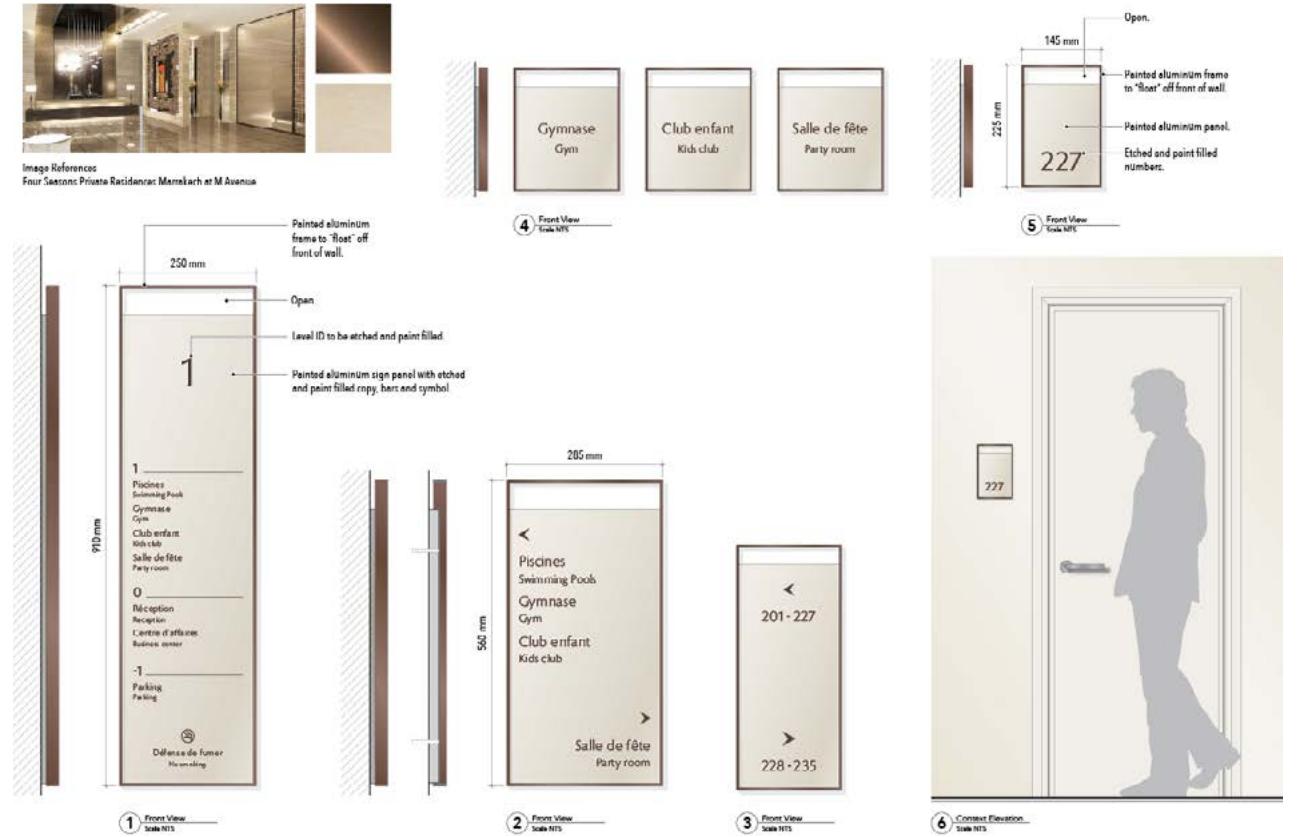
MIXED-USE
/ MARRAKESH
MOROCCO



meydene
Experience Marrakech




FOUR SEASONS
 PRIVATE RESIDENCES
 MARRAKECH AT M AVENUE





PESTANA CR7
LIFESTYLE HOTELS

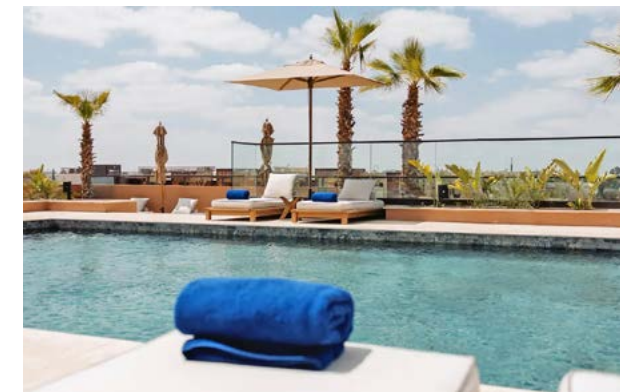
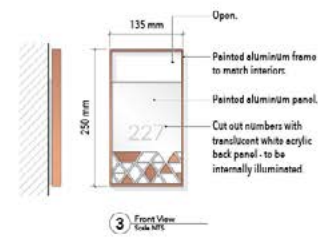
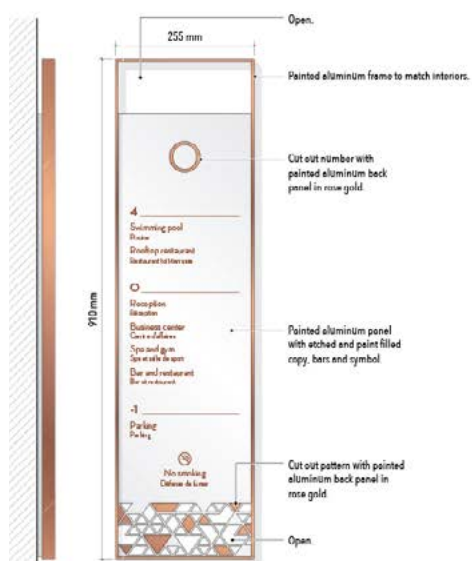


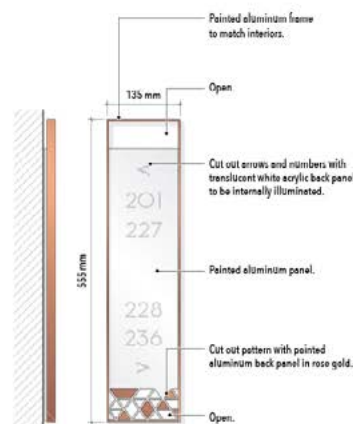
Image References
Pestana CR7 Marrakech at M Avenue



3 Front View
Scale 1:10



1 Front View
Scale 1:10



2 Front View
Scale 1:10



4 Context Elevation
Scale 1:10

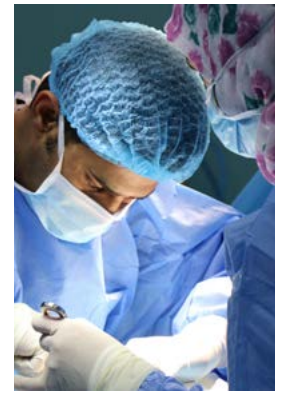




MIVIDA NEW CAIRO

MIXED-USE

/ CAIRO
EGYPT

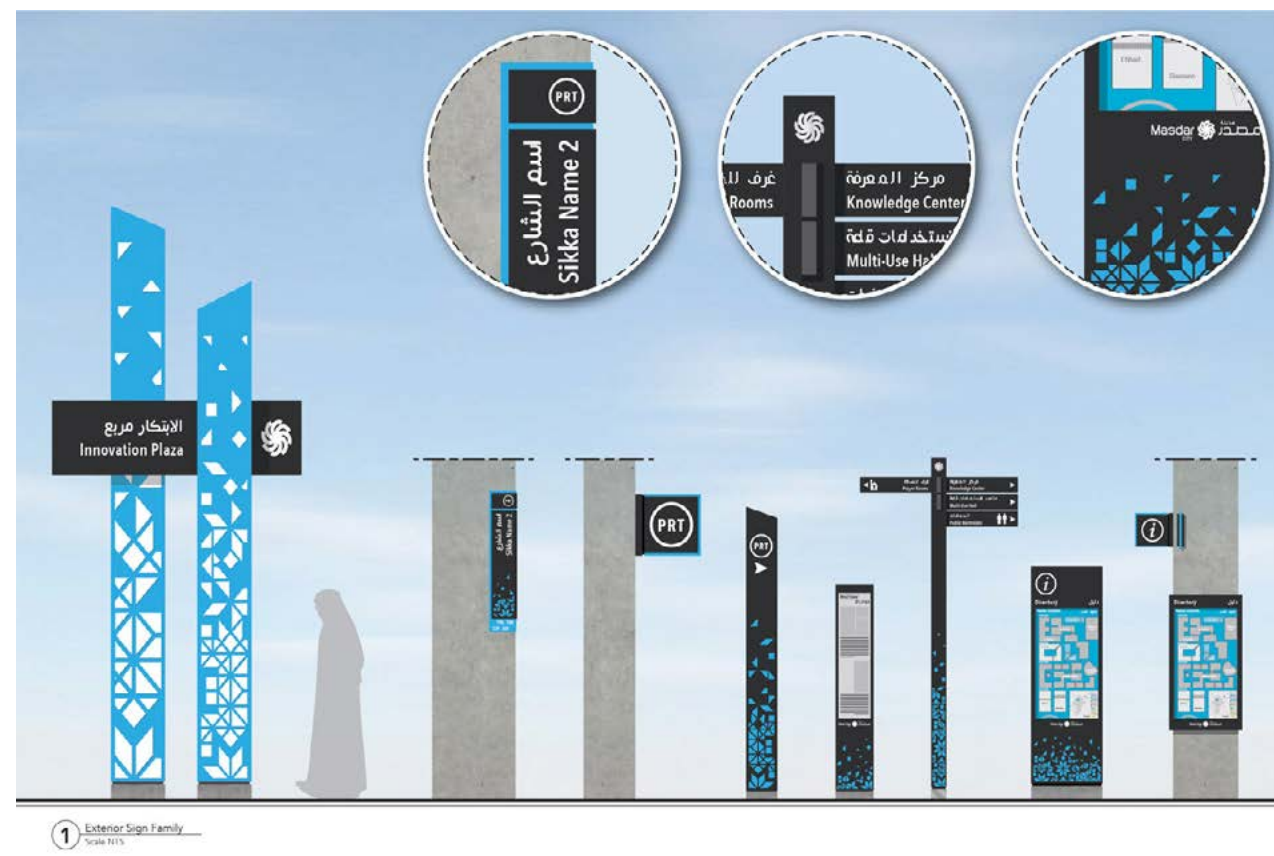




MASDAR CITY

MIXED-USE

/ ABU DHABI
UAE

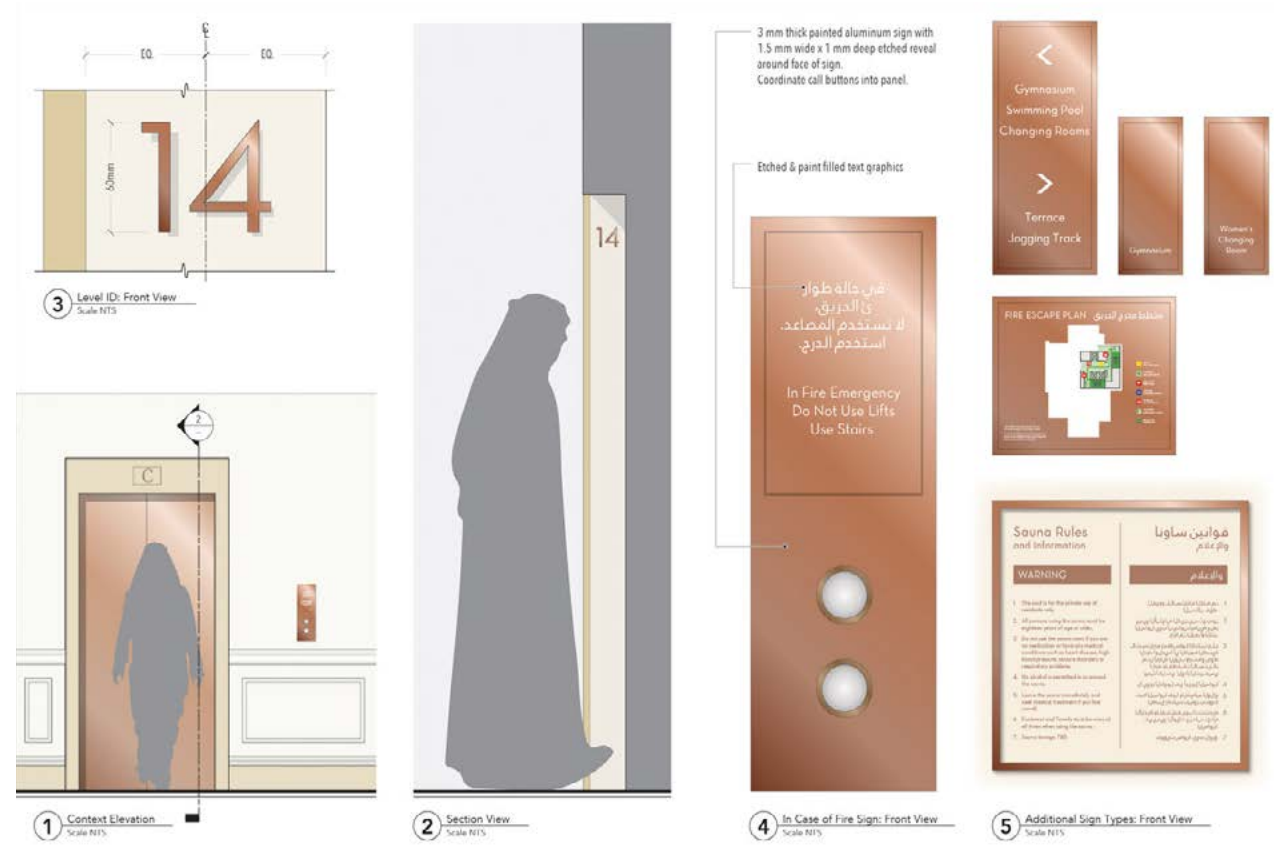


THE 118

RESIDENTIAL

/ DUBAI
UAE







HARBOUR VIEWS AT DUBAI CREEK HARBOUR

RESIDENTIAL

/ DUBAI
UAE

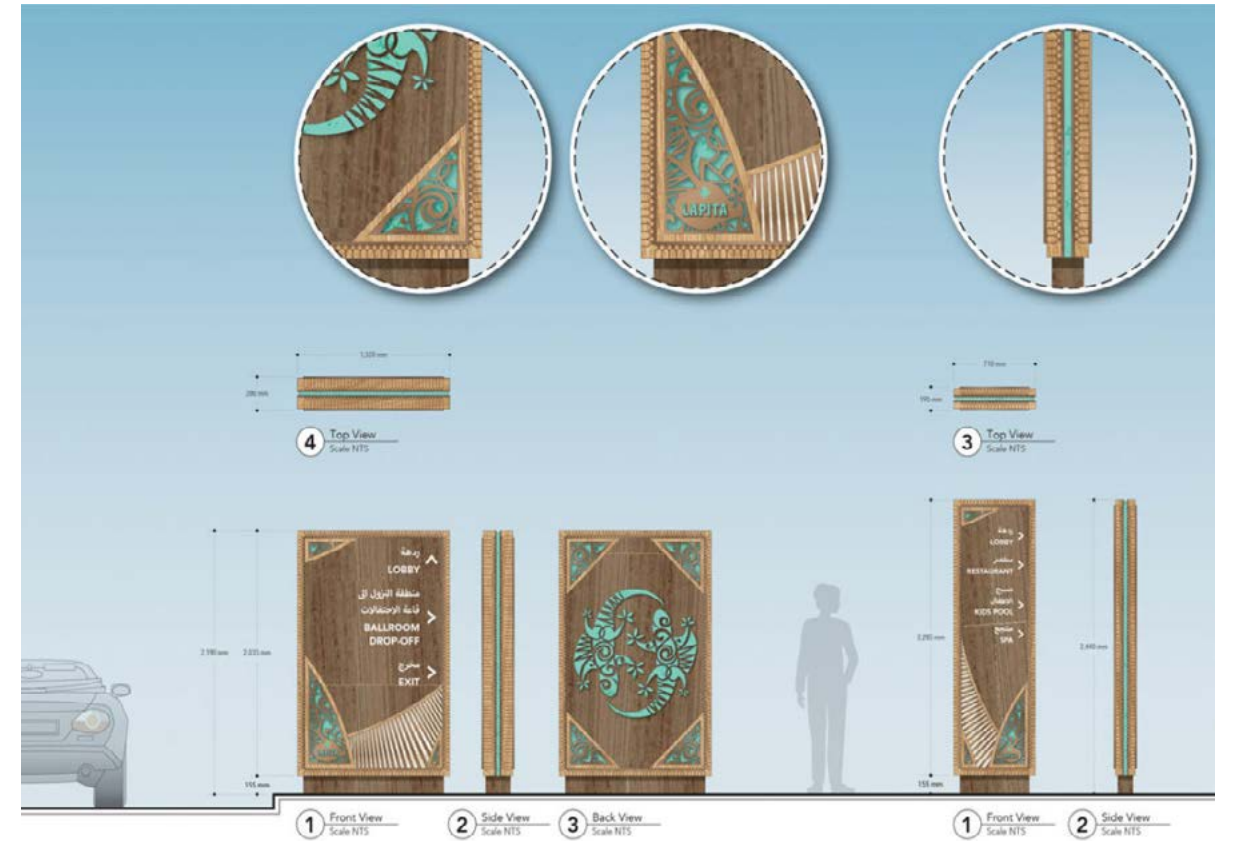


LAPITA HOTEL

HOSPITALITY

/ DUBAI
UAE





THE ADDRESS HOTEL AT HARBOUR POINT

HOSPITALITY

/ DUBAI
UAE



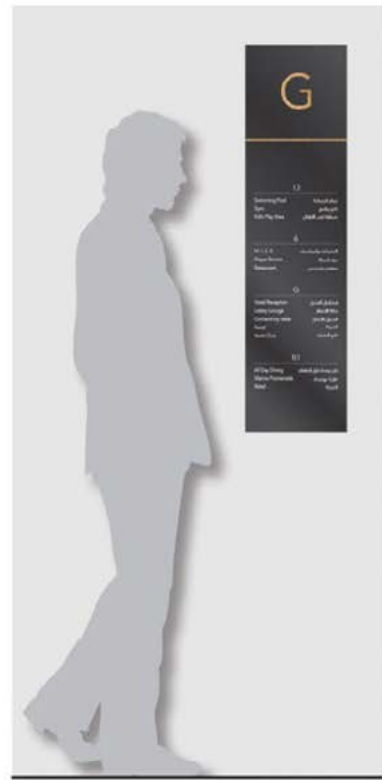


An aerial view of the Dubai Marina skyline at sunset. The sky is a mix of blue and orange. In the foreground, a modern building with white panels and glass balconies is shown. The balconies have people on them, and some have plants. The building is situated on a curved waterfront. In the background, the Dubai Marina skyline is visible, including the Dubai Eye (Ferris wheel) and several skyscrapers. The water is a deep blue-green, and there are several yachts docked at a pier in the foreground.

VIDA DUBAI MARINA HOTEL & YACHT CLUB

HOSPITALITY

/ DUBAI
UAE



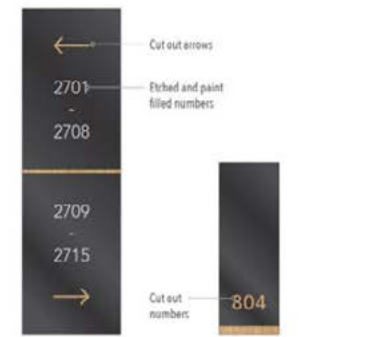
1 Context Elevation
Scale NTS



2 Directory: Front and Side View
Scale NTS



3 Directory: Detailed View
Scale NTS



4 Directional: Front View
Scale NTS



5 Guestroom ID: Front View
Scale NTS



ANANTARA MINA AL ARAB RESORT

HOSPITALITY
/ RAS AL KHAIMAH
UAE







RIVERLAND

THEME PARKS

/ DUBAI
UAE



1 French Village Sign Family
Scale: NTS



1 Peninsula Sign Family
Scale: NTS



1 India Gate Sign Family
Scale: NTS

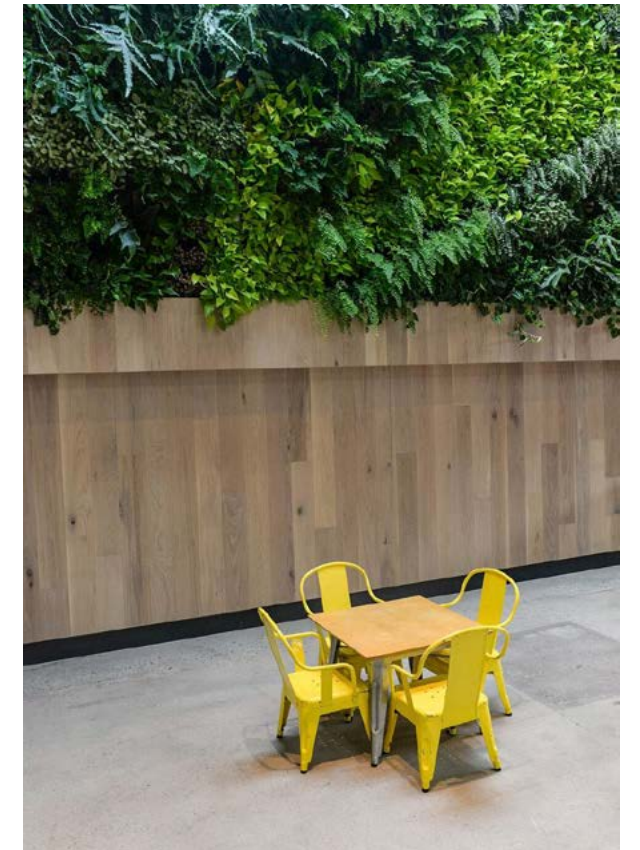


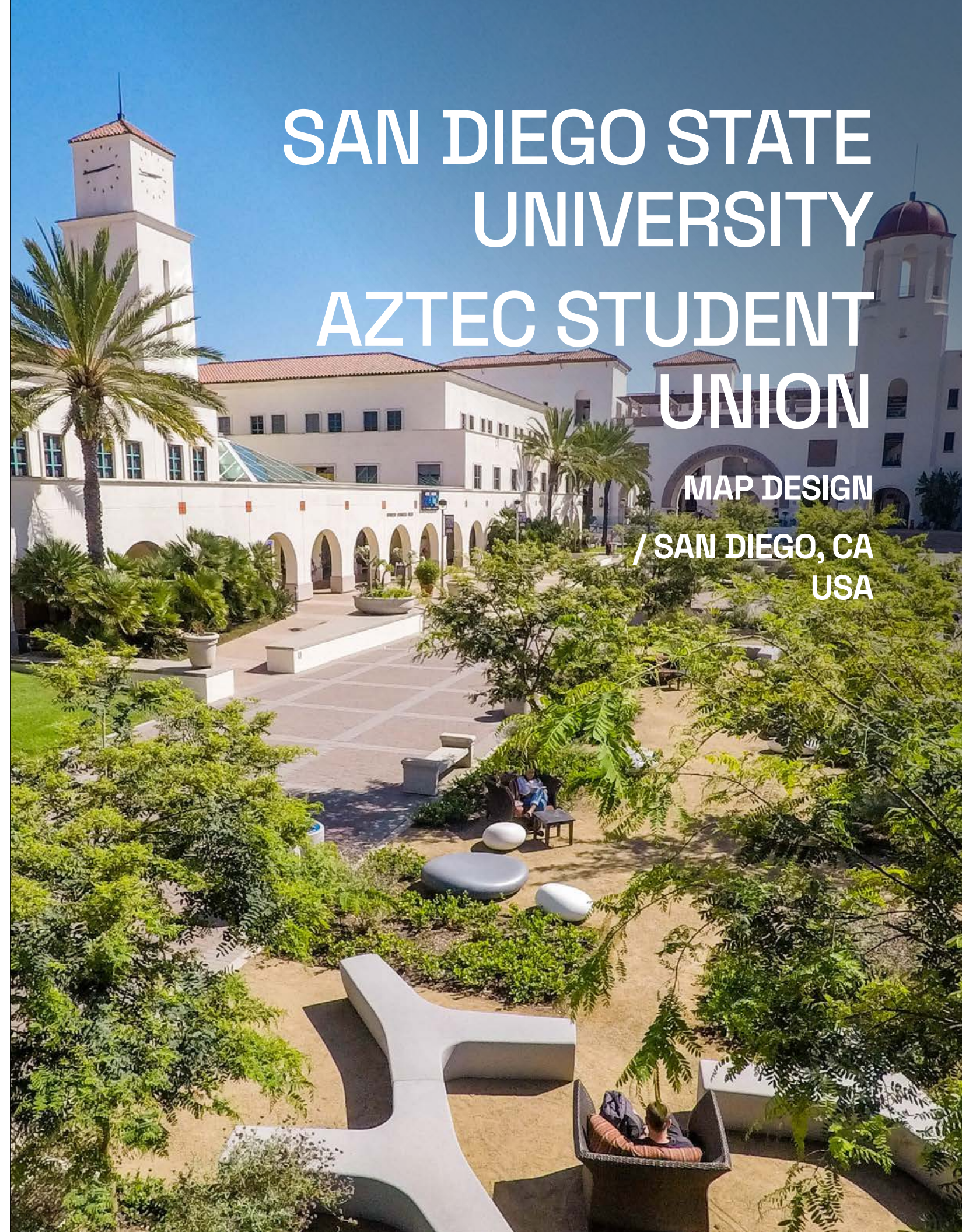
1 Boardwalk Sign Family
Scale: NTS

PUBLIC MARKET

LOGO DESIGN

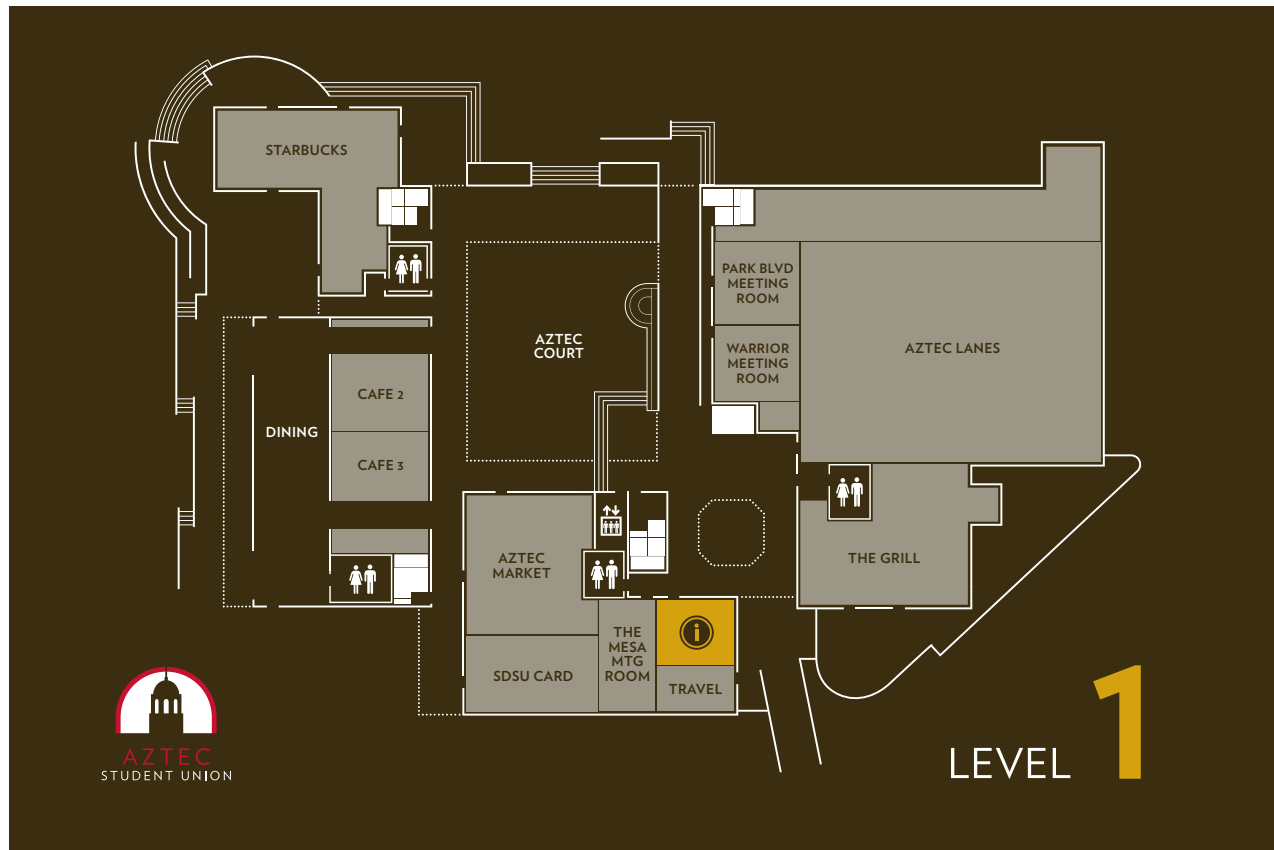
/ EMERYVILLE, CA
USA

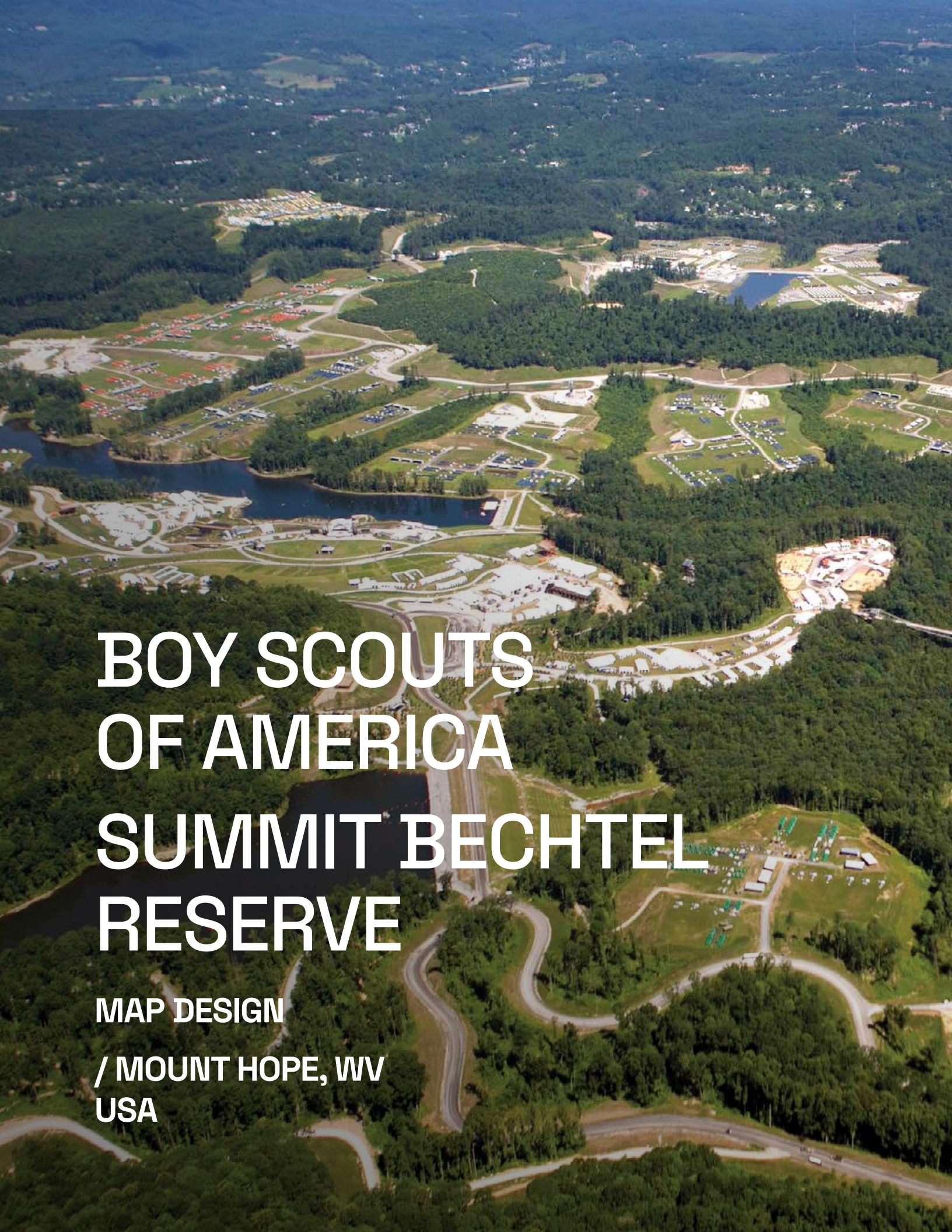




SAN DIEGO STATE UNIVERSITY AZTEC STUDENT UNION

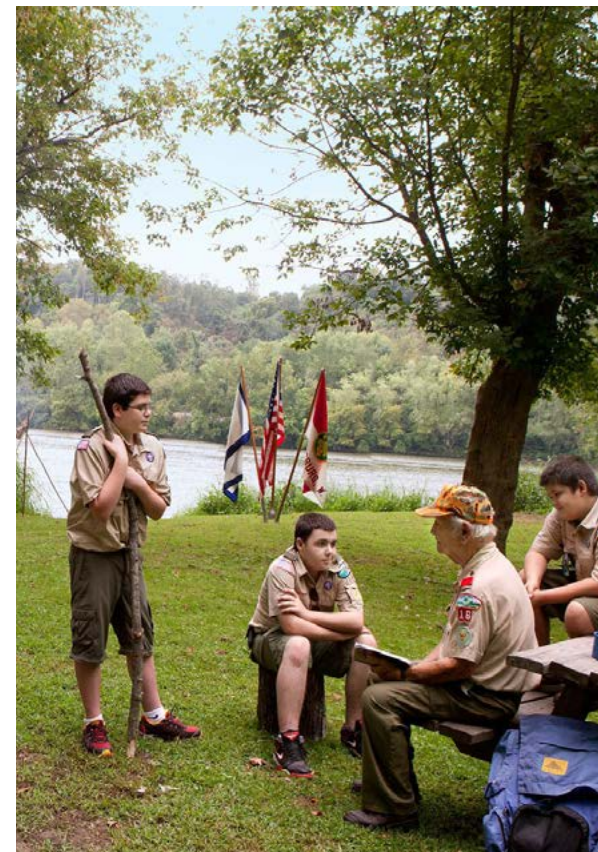
MAP DESIGN
/ SAN DIEGO, CA
USA





BOY SCOUTS OF AMERICA SUMMIT BECHTEL RESERVE

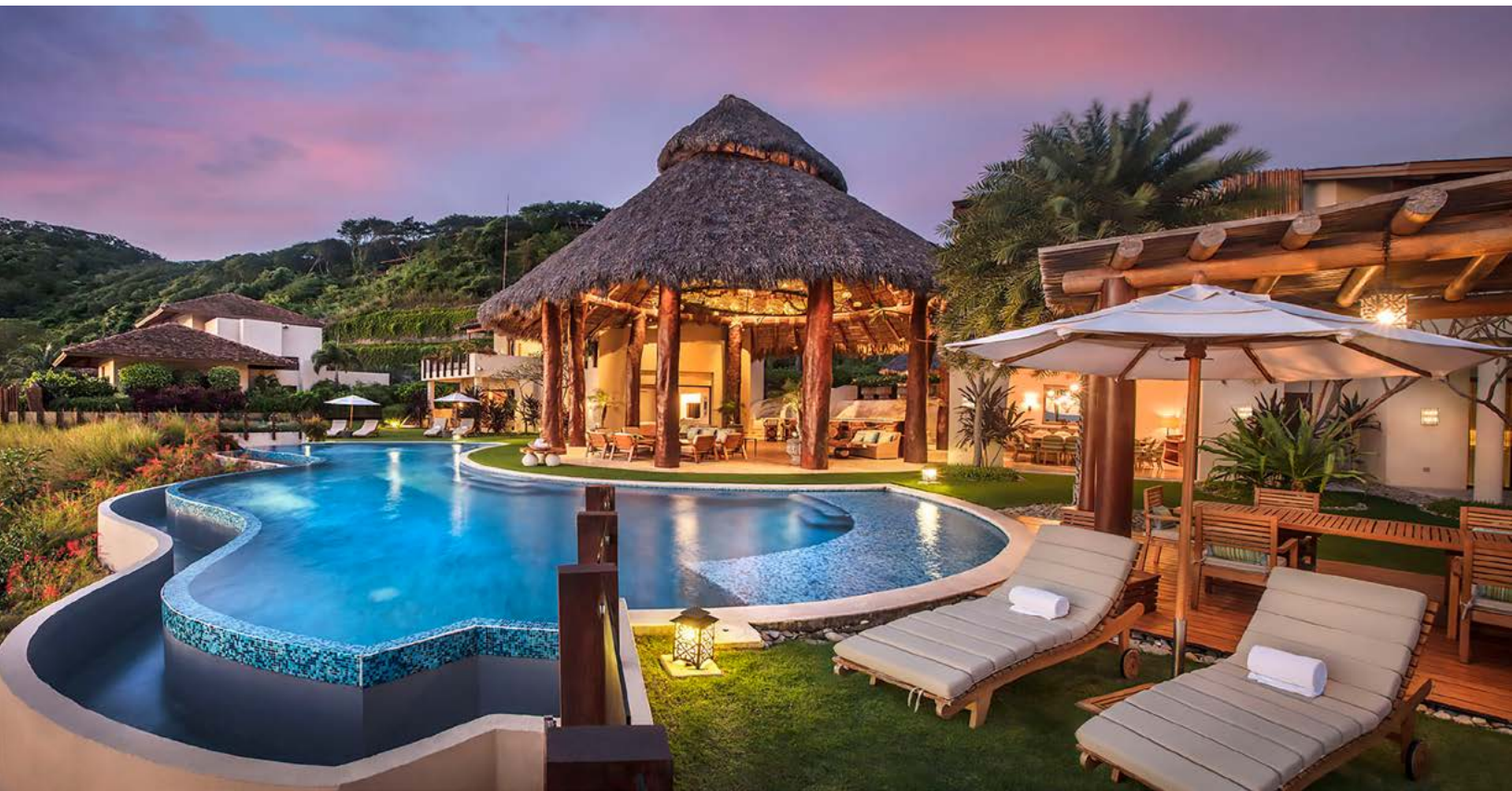
MAP DESIGN
/ MOUNT HOPE, WV
USA





MUKUL
BEACH, GOLF & SPA
RESORT

HOSPITALITY
/ GUACALITO DE LA ISLA
NICARAGUA



CONTACTS

/ GET IN TOUCH

MARIANNE HANAKO CAUPERS
MANAGING PARTNER & CREATIVE PRINCIPAL

+351 911 991 832

marianne@openbook.pt

We look forward to hearing from you.

OPENBOOK DESIGN

Avenida Conselheiro Fernando de Sousa, 19 - 8th Floor
1070-072 Lisbon
Portugal

+351 210 960 610

hello@openbook.design

www.openbook.design