Creative Laboratory:
a visual identity for your property

Creative Laboratory, a Prague based design studio, has carved a niche in the Czech market by specialization in real estate communication design, combining international experience and professional standards with a unique personal approach. We speak to Emma Dikyova, the studio's founder, about how the studio can help property people see the marketing of their projects come alive.

What kind of experience does your studio have?
I established my practice in 2007 in Australia, following my commercial arts training at a design school in Sydney. Gaining experience in this market first alongside a large architectural firm, we continued providing our services to other corporate and private clients. We acquired certification from the Royal Melbourne Institute of Technology for communication design and from University of Cambridge for English language communication.
On the Prague market, we provide communication design services to developers and investors and our clients are served worldwide.

What is the scope of your service, and how are you different?
We are communication designers focused on full project delivery. Our unique focus is on the real estate market: we understand the process and what real estate clients require, so we can do everything that comes with the promotion of the real estate project. It's not just providing a design but connecting each step that follows, from brochures and other print media to web design; but even when this is done you need a campaign to be launched. If someone has a new development, we can bring it from start to finish. Due to our experience we are accustomed to international standards in the market and practise a professional work ethic. A personal approach, one that understands our clients' needs and includes flexibility, is the added value for great cooperation and always much better results.

Portfolio – engineering and construction

How do you view creativity and quality available today?
Trends are changing and people react to different things. It's not enough just to have another brochure, sign or outdoor banner, even if the graphics are done properly – that's just a nice visual. There's got to be a reason behind the conceptual design. This takes into account everything from style elements for the end-user experience to what the competition is doing. The impact of the visual experience has to be functional. This means not only creating appealing graphics but also a relevant structure through details, guiding the viewer through the most intuitive way.
We have a dedicated group of designers, handpicked for their creativity and reliability. We are not the cheapest in the market, but in the long term we will help you save money. For example, an amateur graphic designer might just give you a quote for work, which at first can look like a bargain – but then often further steps will be necessary which will eventually add up. We understand the complexity of the work and everything we need to create along the way, including when to turn to a legal advisor for intellectual property matters, so really - it's pricing for the whole solution.

Leaflet – architectural group AU

Can you speak about some of the work Creative Laboratory has done?
Among examples on the wider scale we have designed the stand and all the promotional material at Expo Real for a well known real estate company. Previous to this we handled all the visual communication for an architectural firm serving the Asia Pacific region. Here in Prague we came up with a concept bridging both exterior and interiors for a residential developer which immediately boosted the recognition of its property by the public that was previously overlooked. That's what we are going for – a new creative solution, a different approach. In a commercial building we provided an interior concept incorporating colour, logos and typography in a particular theme linked to the building's use. Our recent work for another prominent developer has included not just print and online media but the whole promotional campaign. Currently we are working on promotional materials for a luxury residence in Břevnov. We've provided a variety of solutions for well known residential and commercial buildings. You can see them all on our website www.creativelaboratory.eu

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