



X3 Studios launches Bellevue Residence

Timișoara, June 13th 2008 – X3 Studios announces the completion of phase one of the image implementation strategy for Bellevue Residence. Bellevue Residence is a key project for X3 Studios, for which the interactive design studio created a unique online concept for the real estate marketplace from Romania.

The X3 Studios team provided a complete range of services for the Bellevue Residence project: “We started with the identity package, then moved on to the print materials needed to define the marketing strategy and then finished with creating and developing an interactive online experience, www.bellevueresidence.ro. It was a great challenge for our team due to the unique features we wanted to bring in” says Ștefan Szakal, Creative Director at X3 Studios. The real innovation is the virtual tour created by X3 Studios which gives the visitor the impression of a real experience, by showcasing the residential complex in a continuous presentation.

“The online component has an essential place in our marketing and communication strategy for Bellevue Residence. Being an ultra exclusivist residential complex, situated in an ideal location – above Brașov, surrounded by nature – a very important request for implementing the brand was the development of an online platform to communicate not only information but also feelings and values. And the extrapolation of the print materials on this platform was a very delicate issue from our point of view. But we had a great chance to find in X3 Studios the partner who immediately understood our strategy, and the creativity and talent of this team made it possible for us to even outrun our initial ideal objective. I am thus convinced that for the phases to come we can count on at least one partner ... called X3 Studios”, concluded Laurențiu Popelea, Managing Partner at Gabi’s Development.

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About Bellevue Residence: Bellevue Residence (www.bellevueresidence.ro) is a premium real-estate project, developed in multiple phases by Gabi’s Development from Brașov, Romania. The project, estimated at over 100 million Euro, is located on top of the Warthe Hill in the middle of Brașov, in an ideal location which offers a unique view over the entire downtown Brasov. In its final phase the project will include a residential complex, a hotel, spa centre, conference rooms and restaurants.



About X3 Studios: X3 Studios (www.x3studios.com) is a design studio, founded in 2001 in Timișoara, Romania. Among the services that X3 Studios can provide are the following: branding, print design, advertising design and interactive design. The X3 Studios portfolio includes over 400 projects created for international clients and over 100 projects created for national clients. Some of the awards the company received are: Rebrand 100 Awards, Eulda, LogoLounge, and Internetics.