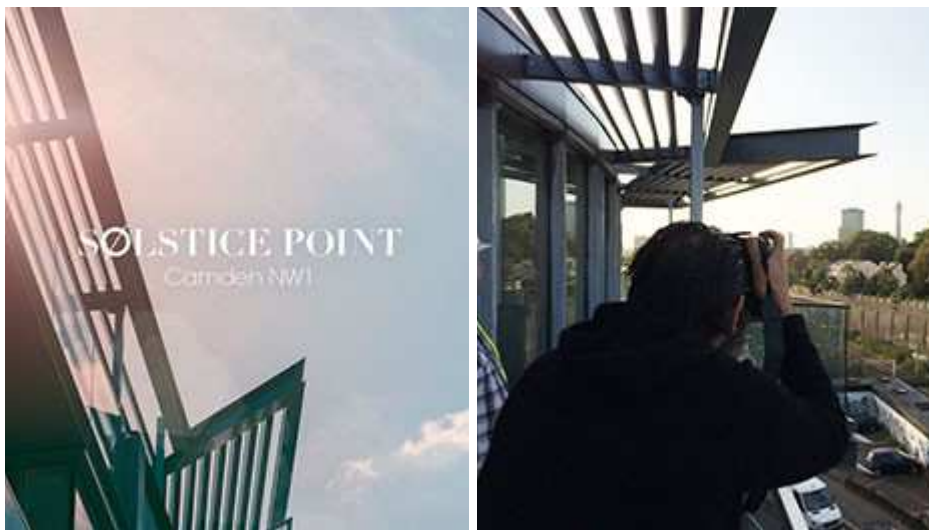


---

## Murphy Homes – Solstice Point

20 August 2014

### Murphy Homes – Solstice Point



Brand-ing has been successfully appointed to design the marketing for a new flagship development in Camden, London. The stunning new scheme, has been designed by award winning architect Nick Baker.

Solstice Point takes visionary design, cutting-edge materials and advanced construction techniques to deliver a unique and beautiful building that embraces a series of sustainable living and eco-friendly qualities, in the elegant, energetic and enchanting London neighbourhood of Camden. Vertical sectioning emulates the tall Georgian houses that form the local vernacular, but it's unabashed modernity and future-proof ingredients that characterise this particular element: six columns of solar thermal panels harnessing the power of the sun to contribute to each apartment's hot water and space heating, reducing the carbon footprint and lowering running costs.

Brand-ing's scope of works included:

- Marketing brochure
- Art directed photo shoots, location and internals
- Copywriting
- Printing
- Hoarding design and manufacture
- Email marketing design and HTML coding

We worked closely with our client Murphy and also their estate agents Knight Frank.

If you have a property development that you would like to bring to market, please do get in touch. 020 7729 8235

---

## **Brand-ing**

Gainsborough Studios, The Podium 1 Poole Street London N1 5EB

T 020 7729 8235 E [hello@brand-ing.co.uk](mailto:hello@brand-ing.co.uk)

Brand-ing is the trading name of Brand-ing communications limited