

G TECTS
178 DELANCEY STREET
NEW YORK, NY 10002 USA
212 414 2300 212 414 2301
communications@gtectcs.com www.gtectcs.com

Vantage Properties Branding is an attempt to give a consistent identity to a growing collection of buildings throughout the New York City boroughs of Manhattan and Queens. The residential rental buildings which number in the hundreds and have been accumulating at a rate of a dozen per week, are of a variety of styles from various periods. The new owner wished to establish a cohesive visual identity for the portfolio to function as an advertisement for potential renters and to instil pride for one's home in the existing tenants. Consistent approaches to glazing, lighting and graphics were developed. Exterior walls of public spaces such as lobbies received new low iron optically clear glazing for doors, walls and cantilevered canopies. Public spaces retained historic stylistic embellishment but unadorned surfaces received flat bright white paint. This juxtaposition was highlighted through the installation of high-efficiency, high temperature lighting. A number of options were explored for the application of super-graphics. Street address numbers, identity cards with building information and address stamps were painted on masonry walls and etched into glass walls and canopies.

