

Identify the energy behind your mark | Mark + Qi

Steelman Partners



MARQI
BRANDING STUDIO

Steelman Partners



Established in 1987, Steelman Partners has positioned itself as the premier touchstone in entertainment architecture. The firm is well known within the gaming industry with a client list that includes, MGM, Harrah's, Wynn, Venetian, Lady Luck, Swiss Casinos, Sheraton, Hyatt, Plaza/EI-Ad, Crown SDJM, Melco, Caesars, plus many others.

Steelman Partners is an enclave of the industry's most talented and acclaimed architects, designers, planners and artists - resulting in remarkably distinguished and world-renowned work. Crafting exemplary entertainment destinations for an ever-increasing global market, Steelman Partners has designed well over 3000 projects worldwide, including theme parks, resorts, casinos, and even master planned cities. Steelman Partners prides itself in creating the most successful casino in the world - the Sands Macau; the first Las Vegas style casino in the People's Republic of China. This project was designed and constructed in record time and returned 100 percent of its investment to the owners within 10 months. It is still one of the most profitable casinos in the world.

Steelman Partners expanded to develop MARQI Branding Studio as an essential component for the firm's globally prospering projects.

Housed under one roof in Las Vegas, exists an exceptional team of visionaries, story-tellers, problem solvers, and creative junkies that can accomplish just about anything. Armed with experience of the past and projects that scope all industries, no challenge is too big. Whether it be an innovative concept, a unique service, a signature product, or an iconic structure, MARQI Branding Studio offers a unique set of resources and talent that will both set you apart from your competition and bring results to your bottom line.

In a society that's information rich and time-poor, people value the things that make them pause, observe, and engage in what we are selling. MARQI Branding Studio prides itself on creating lasting and memorable impressions through a vast array of design expertise gathered from all angles of the Steelman Partners team.



A theme park without a story is just a carnival.
We write the magic for your adventure.

Disciplines: Logo and Signage Development, Environmental Concepts, Story Telling, Ride Theming, Character Development

Led by a self-made businesswoman from Vietnam, KT Entertainment approached Steelman Partners in 2009 to develop a theme park in Vietnam comparable to Disney. Armed with the dream of uniting children from around the world in universal happiness, MARQI Branding Studio was tasked to brand every aspect of the park, from concepts and names to character development and stories behind each ride.

Pictured here is a ride from BugsVille, where giant flowers, towering blades of grass, and oversized bumble bees allow guests of all ages to trade in their brazen human existence for those of the Mother Earth's creatures – insects and animals commonly typecast beneath us.



Happyland

Disciplines: Logo and Signage Development, Menu Design, Signature Dishes and Mixed Drink Branding, Interior Concepts

In 2008, Steelman Partners set out to design a new hotel tower which would become an icon amongst the progressive offerings in Dubai. A single tower designed after a butterfly was created to stand strong in this *City of Gold*, representing rebirth, rejuvenation, and forward thinking.

Pictured here, is the Oscuro Steakhouse, which captures a breathtaking, 360-degree view at the top floor of the Butterfly tower in Dubai.



The branding originated with the concept of cooking one's steak – rare or well done – as a metaphorical contrast of light and dark. This concept of color and light was carried out in the materials using light and dark woods and lightly colored furniture set against dark carpet. Dramatically lighting the contours of the space are a series of brightly-lit circles on ebony walls. The circle motif was extended through the space in the choice of lampshades and even inspired the logo for the restaurant.

The essence of the butterfly was still a captive influence of the interior, as a butterfly's wings often have a strong contrast pattern. Just as the fluttering butterfly dances in the wind, the dynamic ceiling comes alive and adds movement.

Signature dishes, specialty mixed drinks, and wing-sculpted menus were also developed to accommodate those visiting this internationally friendly city.

**A restaurant without ambiance is just a dining room.
We add more flavor to your experience.**



Oscuro Steakhouse Concept at Desert Butterfly | Dubai, UAE

**Disciplines: Interior Concepts,
Cultural Unification, Thematic
Branding Concepts**

In 2006, Sheldon Adelson, CEO for the Las Vegas Sands Corp, asked Steelman Partners how quickly he could have a chic Las Vegas style hotel at an existing casino resort in Macau. Steelman Partners turned around plans within a week and constructed a very aggressive five-star design in under six months.

Winner of the 2008 Hospy Best Suite Award, the exclusive suites for Sands Macau were inspired by the glitz and glam associated with Las Vegas's VIP lifestyle. Modeled to reflect a merge in east and west cultures, this all-suite hotel was designed with the valuable high limit gaming clients and their families in mind.

Notable in the Deluxe Suites is the soothing, pale silver-blue palette, complimented by rich wenge millwork throughout. Each suite has a separate sitting room overlooking the South China Sea, plus an elegant bathroom with rainhead shower and separate luxurious Jacuzzi.

The art of *Feng Shui* dictated several decisions, including design of the chandeliers, size of the soffits, and location of headboard.



A resort without amenities is just a motel.
We indulge in accommodating your retreat.



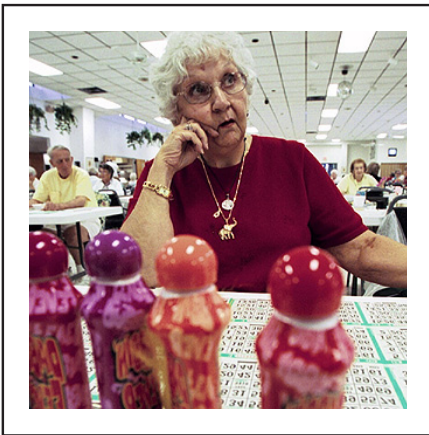
Deluxe Suite at Sands Hotel | Macau, PRC

**Disciplines: Brand Modernization,
Interior & Metaphorical Concepts**

Across the street from Central Park and situated at the corner of 59th and 5th, stands one of NYC's most iconic hotels: *The Plaza*. When the owner decided he wanted an affiliate hotel in Las Vegas, Steelman Partners was brought on to expand the classic landmark for the gaming clientele.

Inspired by a rich color palette and fine details specific to the century-old hotel, Steelman merged the energetic flair of Las Vegas with the legendary spirit of New York City. Traditional furniture received modern enhancements, tufted furnishings influenced a new patterned ceiling, and royal red carpets traditionally reserved for the elite were translated into lush velvet drapes for guests to stride through.

As an added focal point, MARQI Branding Studio helped Steelman transform the traditional crystal ceiling fixtures of the New York Plaza into a floor-to-ceiling chandelier for the high-limit gaming space. It's placement is an expressive interpretation of the whirling energy that characterizes the beloved Big Apple.



A casino without an experience is just Sunday bingo.
We celebrate the winnings of your entertainment.



The Plaza Hotel and Casino Concept | Las Vegas, Nevada

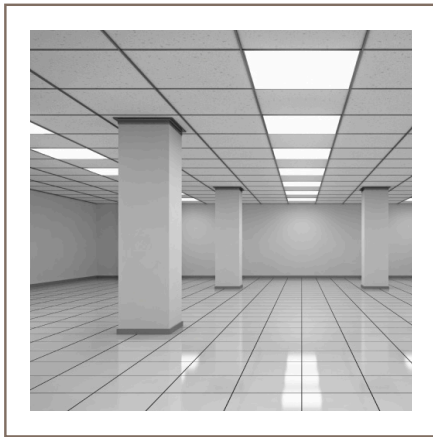
Disciplines: Logo and Signage Development, Brand Concepts, Master Plan Concepts, Story of Architecture

In 2010 Steelman Partners was approached to develop a district at the south end of Hainan Island which would bring more tourism into the area, stimulate jobs, and encourage a community atmosphere. With a strong concept of a city which never sleeps, this entertainment district became known as Nocturno, a reference to a nocturnal person who never sleeps.

A modern concept of Amsterdam allows pedestrians to travel the canals by water taxis to their destination. Resorts are strategically placed to comfort anyone from businessmen, to families, to leisure travelers. Each hotel tower is creatively themed and designed to reflect the essence of ocean life.

Upon display is the Duo Vissen Resort and Spa, which is celebrating the Koi Fish for their shining beauty and positive symbolism. These lucky fish become the focal point, as the picturesque hotel towers become a sign of an increasing abundance of success.

The name Duo Vissen is inspired by the Dutch translation of 'double fish', as the community is inspired by the water travels of the Netherlands. The logo captures the essence of movement of the Koi Fish, as the expressive 'V' of Vissen mimics the shape of the buildings if they were turned upside down.



**Architecture without an angle has no direction.
We build perspective for the landscape.**



Nocturno Entertainment District Concept | Hainan Island, South China Sea



A nightclub without a vibe is just a bar.
We bring life to the dance floor.

Disciplines: Interior Concepts, Digital Signage, Technological Innovation, Social Media Concepts, Progressive Gaming Furniture,

In 2008, Holland Casinos approached Steelman Partners to design a prototype casino with a new brand identity for both existing properties as well as any future expansion. Faced with unique local government requirements – where gambling is not to be the primary event of the casino but merely a touch point in the journey – Steelman was given an opportunity to define a new kind of environment, with a distinct separation between gaming and gambling.

In response to this challenge, MARQI worked to develop a new avenue for social adult entertainment. Centered on ground-breaking technologies, custom gaming pods and newly designed slot machines were revolutionized to accommodate today's social interaction.

Featured here is the casino's nightclub, *Chiq*, where social media defines the nightlife destination. This redefined cocktail lounge is centered on the full sensory experience, with an emphasis on visual stimulation.

Club guests are given the ability to 'text' original messages to a system that runs on the linear strips that wrap from the floor to the ceiling. Inevitable fun arises when a man on one side of the bar gives the girl in the stylish red dress a digital compliment which all can read. Social interaction becomes enticing and irresistible.

Forward thinking concepts were carried out with brightly glowing interiors. Private table service pods allow the guest to be in complete control of their environment from the comfort of their table.



Chiq Nightclub Concept for Holland Casinos | Netherlands



An ad campaign without a vision is just a broadcast.
We communicate the voice of your venture.

**Disciplines: Story Development,
2D Artwork, 3D Animation,
Character Development,
Cultural Unification**

Galaxy Entertainment approached Inviro Studios, a MARQI Branding Studio Partner, before the Chinese New Year to design a creative e-Card meant for potential clientele to promote the opening of their newest property, Galaxy Macau. Galaxy requested that the message incorporate the Year of the Rabbit. MARQI Branding Studio worked with the Inviro concept team to develop a lovable bunny rabbit and story line, while 3D artists modeled the character and the 3D environments in which he would be placed.

The e-Card showcases the gorgeous beach themed pool deck at Galaxy Macau as well as part of the grandiose property and gardens. The New Year's Rabbit demonstrates how simple it is to relax at this five-star resort and inspires others to do the same.





We are your co-creators.

We collaborate ideas to guide your next masterpiece, compose an unforgettable message, and sculpt a competitive stance.

Disciplines: Story Development, Character Development, Interior Concepts, 2D & 3D Artwork

Far, far away in a place called Happyland, this grand ballroom was designed to accommodate officials and elite guests inside the VIP Villa of the Khang Thong Entertainment District in Vietnam.

Fictitious dinner guests were created for presentation purposes. Shown toasting their glasses in celebration of a magnificent meal, their presence in the ballroom gave a compelling visual story and simultaneously showcased how the ballroom might be used. Storylines, character personalities, and quirky traits all became intricate to the presentation.

Additionally, MARQI and Inviro worked together to create lovable characters, whimsical stories, and an animated television series for the children of Vietnam. As characters are released live to the public on the theme park's opening day, MARQI envisions children who are ecstatic to meet their storybook idols and friends.



Villa Ballroom Concept | HCMC, Vietnam



We are your storytellers.

We help you speak of where you've been, nod to what's ahead,
and beckon to those who yearn to know more about you.

Disciplines: Story Development

Our creative minds discover inspiration everywhere. We see things that others do not know how to look for, and have the eyes to organize information in compelling ways that grabs the interest of our audiences.

A traditional image of children sitting around a rocking chair listening to a great story being read aloud from a book can be easily pictured by all of us. MARQI sees that timeless concept a little differently. Featured here is a concept image that represents a twist on how we envision the story process to unfold.

The vibrant red chair acts as the rocking chair as it demands to be the center of attention, appearing to be magically shrunken to fit inside a fish bowl. Dramatic lighting highlights the focal point while casting dark shadows in the background, all as if it were a theatrical play acting out on stage.

It intrigues the mind as to what the story would be told in this environment and who the storyteller might be, leaving an unforgettable message.





We are your interpreters.

We illustrate with simple lines and bold forms that establish a unique visual signature, a global presence, and a meaningful voice.

Disciplines: Name, Logo and Signage Development, Story of the Architecture, Cultural Unification

Becoming the gateway to Hengqin, The Fortune Tower stands tall as if were a beacon, welcoming visitors and giving them an impressive impression of what is waiting on the other side of the river.

As a unique interpretation of the trunk of the money tree, the design of the tower signifies prosperity and good fortune. The two tower cores intertwine relating to the red ribbon of the Hua Biao, as well as the close tie between Macau and Zhuhai.

The podium embraces the tower acting as the power of the people and the forward expansion and economic growth, through a stylish interpretation of significant symbolisms of wealth.

Designing the building of the future which is also inspiring today, it will stand the test of time aesthetically, and precedes the future through a close relationship between strategic architecture and environmental technologies.

The Fortune Tower acts a symbol of wealth for the leaders in the economic world. Instantly recognizable by its symbolic design, its name easily appeals to an international audience.

With an identifiable relationship to prosperity, growth, and the future, both the architecture and the name signifies the strength and power of the people.



Fortune Tower | Hengqing, China



We are your visionaries.

We build iconic designs which stimulate the senses, appeal to the international market, and leave a lasting impression.

Disciplines: Name, Logo and Signage Development, Interior Concepts, Cultural Unification

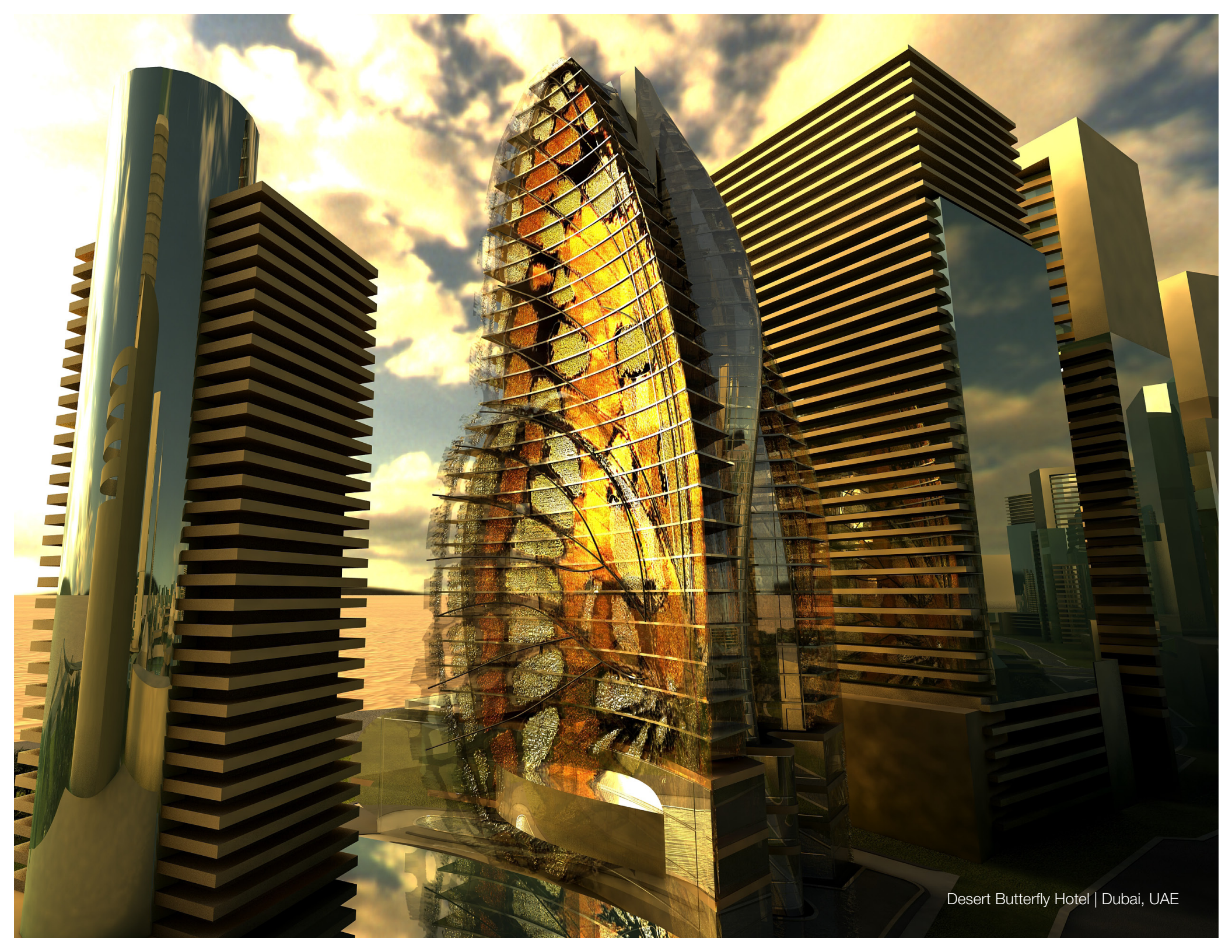
Emerging as a global city and an international business hub, Dubai has captured the world's attention through its largely innovative construction projects and globally booming tourism.


In 2008, Steelman Partners was asked to design a hotel tower which would stand out amongst the projected rectangular skyscrapers of the city, as well as compete with the forward thinking of the people. A single tower designed after a butterfly was created to stand strong in a city of innovation, representing rebirth and rejuvenation.

From the first glimpse of the tower, one can see the concept of the butterfly as it is artistically represented in of the shape and patterns of the exterior. The silk screen frit pattern of the curtain wall doubles as the decorative shell, as well as protecting the interior from the harsh temperatures of the desert sun. From a distance, these pigments combine with a strategic dot matrix pattern, allowing one to visually see the defined butterfly.

MARQI developed the name and logo for the hotel and carried the essence of the butterfly to guide the design of the interior spaces, as well as develop the touch points and amenities guest experience throughout the stay. We strategically branded each venue inside of the Desert Butterfly, including the internationally pleasing restaurants, where every aspect was considered from what type of food is served, to the name, logo and signage.

The result is a world-renowned iconic structure which leaves a lasting impression in the eye of the visionary.





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We are your team.

No matter the scope of your project, MARQI Branding Studio is focused on bridging the gaps between strategy, creativity, and profit.



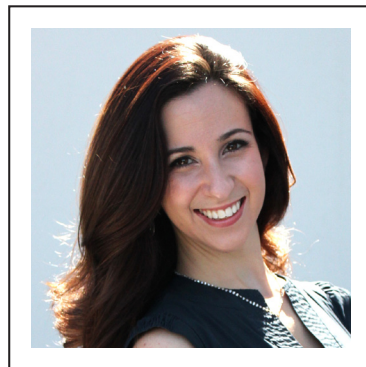
Anne Graves
*Senior Branding and
Corporate Identity Designer*

With a natural talent for art and creativity, a passion for design came early. At merely nine years old, Anne began designing custom homes, creating her own commercials, and rebranding family business well before she knew what the definition of a brand identity was. Born and raised in the Heartland of Kansas, Anne graduated with a Bachelor of Science degree in Interior Design from Pittsburg State University. She moved to Las Vegas to work with Paul Steelman in 2004 without ever visiting the vibrant city, and the firm quickly became a new home.

With a drive for success and a natural talent for the business, Anne worked her way up the

ladder quickly from Design Intern to Senior Interior Designer. After passing the National Council for Interior Design Qualification Exam, she further enhanced her career focus to become Senior Branding and Corporate Identity Designer.

With a defined eye for detail and an expressive imagination, Anne works closely with the entire Steelman team to help define the voice of new projects. Offering a unique point-of-view, she wears many hats; from designing and theming environments, to giving creative direction, naming venues, creating characters, writing stories, and unifying cultures. She is always looking for the iconic solution to make the end product better suited to the clientele.



Lauren Brown
*Brand Strategist and
Graphic Designer*

Lauren is an accomplished graphic designer with over a decade of experience creating custom identity packages, branding and advertising, marketing collateral, corporate communication, print, web, product, and information design. After receiving her Bachelor of Fine Art degree in Visual Communications and Marketing from Washington University in St. Louis, Lauren received a certificate in Web Design and Development from Rhode Island School of Design.

Lauren brings an inspired point of view and passionate energy to the branding venture. She is committed to intelligent strategies and smart design, multi-cultural communication, innovative interaction, and the planned creation of public spaces and structures. Lauren's previous experience includes work for a variety of audiences, including the U.S. Department of Defense, Cox Communications, and HDNet Television Network. Prior to joining MARQI, she spent a year teaching courses on creativity and design to students pursuing a degree in the Graphics program at the International Academy of Design and Technology in Las Vegas.



Joel Mertz
*Web Director and
Video Editor*

Born and raised in the northwest, Joel received his Bachelor of Fine Art in Multimedia and Design from the University of Oregon. With a passion for web design and visual storytelling, Joel touches every animation before it reaches the eyes and hands of the public.

Prior to joining the Steelman team, Joel worked at Magauran Video Production producing work for clients such as Nike, Crowley Maritime, and Medical Teams International. An integral part of the MARQI Branding Studio digital process, Joel's skills encompass web development and SEO, email marketing campaigns, professional videography and editing, as well as motion design, animation, and 3D compositing.