PriestmanGoode today unveiled branding and designs for a new co-living community for Embassy Group, a leading real estate developer in India.

Olive addresses the social issue of non-existent purpose-built co-living supply for millennials - who form the largest demographic in India - by providing affordable and thoughtfully planned communities for students and young professionals. Furthermore, Olive aims to minimise social isolation by providing spaces that are designed to encourage shared experiences.

PriestmanGoode has worked on every aspect of the project from naming to defining the brand identity, designing the logo and brand guidelines and all interior spaces including bedrooms and communal spaces.

Paul Priestman, Chairman of PriestmanGoode says: ‘We are proud to have worked with Embassy Group to develop this new brand of co-living. We’ve created something that offers young people a good quality of life, in a market where there is very little choice. Olive is a place that feels like home, that gives users the privacy they need when they want it, with all the facilities of a luxury hotel. The attention to detail is across every element of our designs, from the logomark and the application of the brand on different platforms, to the interiors, where each element of the room has been designed bespoke to create a beautiful, highly functional space.’

Anthony Morgan, Head of Brand at PriestmanGoode, explains: ‘Developing a new brand from scratch is a dream project to work on. What we have created for Olive is a dynamic brand that reflects the key values Embassy wanted to convey for this new asset: openness, community, digital innovation and shared experience. The brand identity is inspired by Indian visual and cultural heritage, while developed with Embassy Group’s future international expansion plans in mind.’
Aditya Virwani, COO, Embassy Group and Co-Founder Olive says “The shared economy concept has percolated all aspects of society, creating unprecedented disruptions as well as opportunities. Today it is not just the scarcity of spaces or living in congestion that are driving co-living, but also the affordability and flexibility, aspirations of the current generation, transition from owning to sharing, the digital economy and technological innovation. There are over 36 million students in higher education and the migrant millennial workforce is growing at a rapid pace across metros. Olive by Embassy aims to uplift the standard of living for this segment with hospitality services and an eco-system that will support India’s youth in their academic and professional pursuits”

Kahraman Yigit, Co-Founder and CEO, Olive adds: ‘Our partnership with PriestmanGoode has allowed us to create a space for our members to flourish. Between bespoke interiors and services designed to provide everything they could need under one roof, with additional benefits like business & networking, arts & culture, travel, fitness, as well as bike share and ride hailing services, we hope Olive will help enhance personal development and learning as well as minimize social isolation for our members.’
NOTES TO EDITORS

About PriestmanGoode

PriestmanGoode is a design studio dedicated to designing a better future. The London and China based company specialises in large scale projects in infrastructure, aviation, transport, hospitality and product design. Their work is used by millions of people around the world, every day.

www.PriestmanGoode.com

About Embassy

Founded in 1993, Embassy Group is one India’s largest real estate conglomerates with a broad portfolio of over 54 million Sq. Ft. of prime commercial, residential and industrial space in India. Across all asset classes, Embassy lays strong emphasis on high standards of quality, delivery, world class service environmental management and safety. Embassy has partnered with global investors including Blackstone and Warburg Pincus at the group and project levels. In many areas, Embassy has been a pioneer of new practices; Embassy was a sponsor of India’s first REIT, the largest office REIT in the Asia Pacific. As an extension of its vision to create world class urban infrastructure, the company has also contributed in the field of education. The Group’s community outreach program empowers over 7000 children across 17 schools to create a positive social impact in urban India.

www.embassyindia.com

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