

PENSON RELAUNCH WEBSITE TO CELEBRATE GLOBAL PORTFOLIO

DRAFT PRESS RELEASE

London, July 2019

Global Architecture and Interior Design studio PENSON are proud to announce their stunning relaunched website www.penson.co.

The relaunch reflects our leading global position in the Architecture, Interior Design and Brand Experience world, as well as celebrating our 15th year of being a world class studio of creative thinkers.

The relaunch has been a labour of love for nearly a year – from the early design planning to the visitor experience – we've really transformed usability. We wanted something that was the right fit for us, our clients and our incredible projects. We're chuffed with how it's turned out.

As our portfolio of projects has been expanding and diversifying, we needed an online presence that would reflect our identity as a global leader in the industry. Now, our projects and studio have a perfect new home on a slick and highly engaging platform.

After reviewing and developing a series of design options, and reflecting on our evolving brand, we decided we needed our agency mindset to sing through in order to perfectly showcase our hot new projects and the new brands and experiences we've been busy creating.

The new agency-style design perfectly harmonises our holistic approach to everything we do. Our projects are now elevated to an instantly recognisable branded status.

Adding movement was key for us to showcase not only our creative storytelling but to also encourage our visitors to explore our range of cool, fun, and operationally successful projects. Subtle movements and transitions communicates our confidence in our work and how we do business.

The site features a new and improved Journal (blog) where you can download press releases direct from the page. Navigation is streamlined to aid access to more projects and content, while the option to filter projects according to type on the 'Works' page instantly delivers results. Little unique details here and there reflect our strong attention to the small but essential nuts and bolts of design. Our high res imagery packs a punch, ramping up the visual experience. We've also ensured you can get to know the real PENSON Studio and Team thanks to our 'Studio' and 'Services' pages.

Our fresh new look and high performing site supports our continued global expansion. We hope you enjoy taking a look around.

With thanks to web design studio Superrb, who helped us to realise our online brand presence. Thank you also to digital marketing company Koozai for establishing and integrating our digital presence online.

ENDS

PENSON

WEB DESIGN: [Superrb](#)

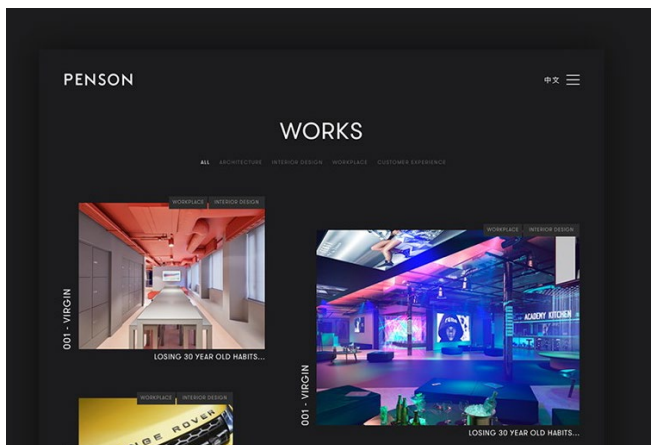
DIGITAL MARKETING: [Koozai](#)

ENDS

PENSON BOILERPLATE

PENSON are the global disrupters in Architecture and Interiors. The game-changing beautiful, intelligent design we invent help the world's most visionary brands and individuals realise their commercial, cultural and personal ambitions. Our leading global studios have brought the world's biggest brands to our door, including AccorHotels – who put us on a list of the worlds' top 20 global designers – not to mention Lotte, Jaguar Land Rover, Sony PlayStation, Google and YouTube. We've created hot new brands, becoming a global 'experience design' studio in the process. We act as a trusted advisor to these innovative brands by shaping future culture and experience programs across portfolios and spaces. We simply believe life is too short to waste in dull and inefficient spaces.

CHECK OUT OUR NEW [WEBSITE](#)



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