

# Name that baby.....

Taipei, capital of the Republic of China, is a city that blends traditional culture & cosmopolitan life. As the political, economic, educational, and recreational center of the country, Taipei offers an array of significant cultural sights. It is home to Taipei 101, currently the tallest building in the world. Soon, it will also be home to Asia's newest transport interchanges.

With an outstanding business model that emphasizes close cooperation between the public and private sectors, Taipei has perfected the BOT model (build – operate – transfer) or BO model (build – operate) to provide a comprehensive range of e-Government services and cutting-edge technological innovation to both its residents and the enterprises in the Taipei metropolitan area.

Spread over a footprint of almost three acres, one such \$50m BOT development in the centre of Taipei city will house the five transportation systems serving Taipei City and surrounding areas. The new 'shinkasen' High speed rail, national rail, Taipei Mass Rapid Transit, long distance buses, and the airport transit system will interchange at Centre Nine.

Surrounding this transportation hub will be a multi-use complex that will include office blocks, premium residential accommodation, a five star hotel, shopping mall and a cinema complex. This will create a new central point at the heart of Taipei for the 21st century.

Wandutung, the key construction company and BOT owner approached Albert Smith Taiwan. They identified in Albert Smith Taiwan the combination of international resources and strong local experience and knowledge base, needed to assist them to create and manage their brand strategy and development of the signage system applications. For such a diverse complex, one of the most critical challenges facing the customer to accelerate the return on investment is to effectively communicate the "products" to all potential business partners and customers of the facilities. Our final scope of work was to include the Brand and Signage system, which incorporated such modules as Brand Definition, Brand Expression, Signage system and Advertising space planning.



■ 國際商務旅館   
 ■ 購物中心   
 ■ 辦公室/住宅   
 ■ 都會住宅   
 ■ 轉運站   
 ■ 停車場   
 ■ 捷運設施

One component of Brand Expression is naming. Developing a name for a commercial property is never an easy task in any culture, and is especially tricky for an International landmark with mainly Chinese investors, in a multi-cultural, multi-lingual environment. After a lengthy involved analysis of the Brand architecture, the client agreed to apply umbrella brand for the identity of the complex. The initial option list proposed contained no less than 65 names, and during the consideration process, that went as high as 100, ranging from the traditional, the fashionable, to the ridiculous. "Taipei Kingdom", "Taipei Empire", "Taipei Horizon", and "Taipei View" were all in the final shortlist, with the selection process being influenced by committees, bosses and even feng-shui masters. In the end, after numerous deliberations, a name for Taipei's new baby was settled on. Thankfully, logic and simplicity prevailed, and the next time you visit Taipei's new transportation hub, you can give a knowing glance to the signs for iTaipei, because you know where it came from.....

Paul Maloney – Albert Smith Taiwan

