

MAEUTICA

IDEAS SHAPED TO MEET GOALS-INDUSTRIES-PEOPLE



We are an international **concept-driven development company**, focused on creating functionally current yet essentially timeless projects with our partners.

Since 2008

- More than 400 complete projects around the world
- Multi-cultural team of experts
- Deep analytical approach
- Integrated verbal and visual aesthetics we are focused on **leading projects that encompass the entire cycle of brand's life**, from conceptualization to seamless launch and operation.

In an ever-changing sea of trends and social narrative, we keep rethinking and expanding our business capacity to always offer our partners more in terms of **trend prediction, analytics, creativity, strategy and support.**

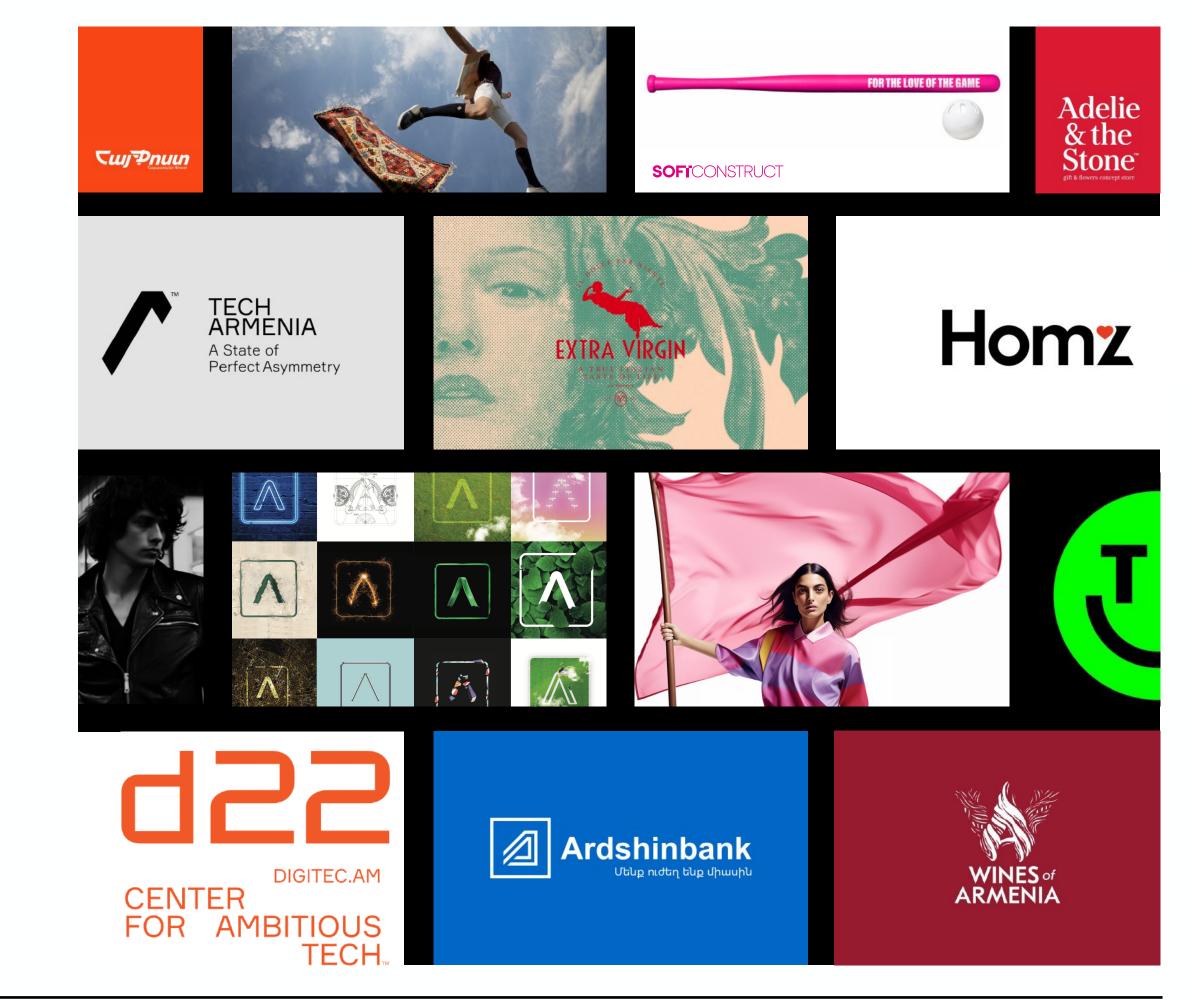


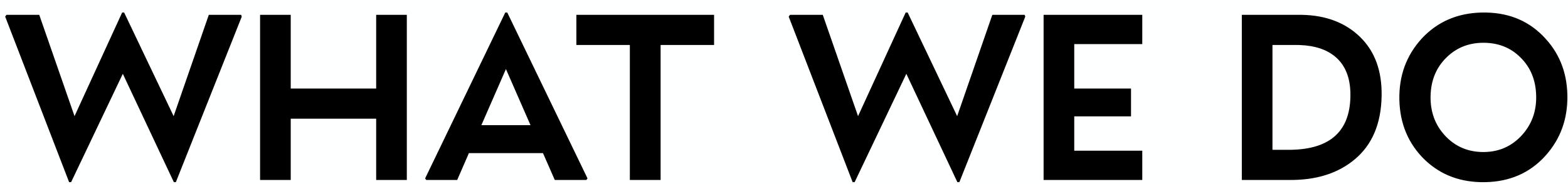
WHO WE ARE

In a world oversaturated with template projects, staying current and ahead in this industry, means transcending modern definition of "branding".

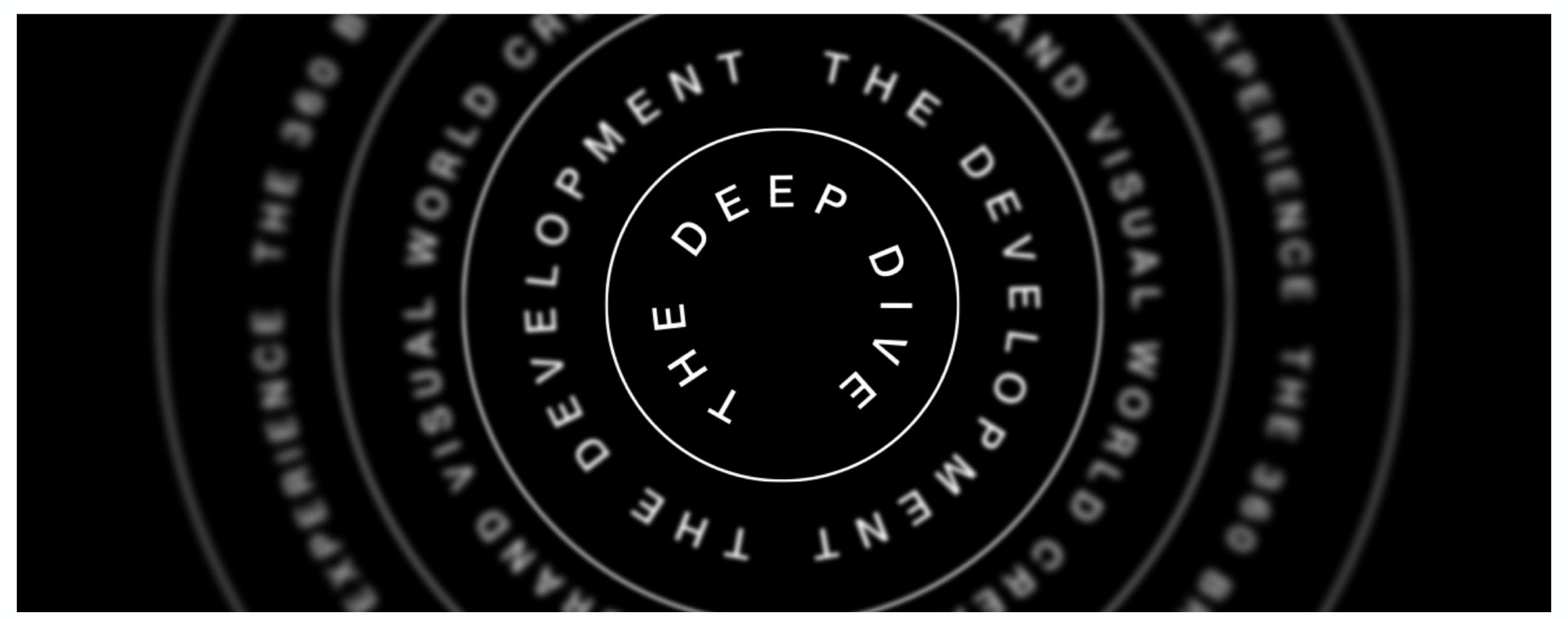
We have determined that success in today's market and society relies on authentically creative and analytically sound concept development, capable of predicting, designing and tracking full chain of experience.

Concepts we think into reality and stories we tell are strategic, true, emotional, tailored and timeless. They weave themselves seamlessly into the tapestry of modern society, industries, places and lives.





All Rights Reserved © 2008-2024



APPROACH

We specialize in people-centric industries, where we know we can make a difference. Where inspiring ideas, emotional content and experiences have a bigger impact, allowing us freedom to drive creativity in a meaningful way.

HORECA

(HOTELS, CAFES AND RESTAURANTS)

RETAIL AND PRODUCTS

(STORES AND PRODUCT DESIGN)

CLUSTER AND URBAN DEVELOPMENT

(PUBLIC ASSETS, GREEN SPACES, CLUSTERS, NGOS)

EVENTS AND ENTERTAINMENT

(HAPPENINGS, ART AND RECREATION)

CORPORATE

(FINTECH, IT, HR)

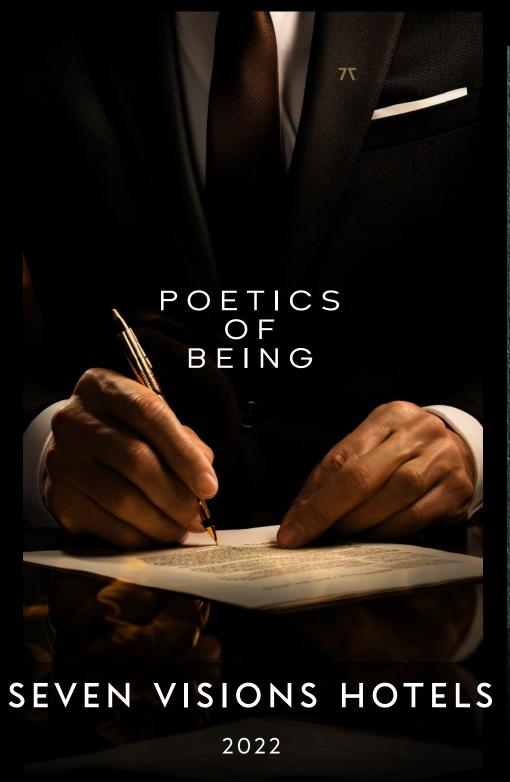
OUR EXPERTISE

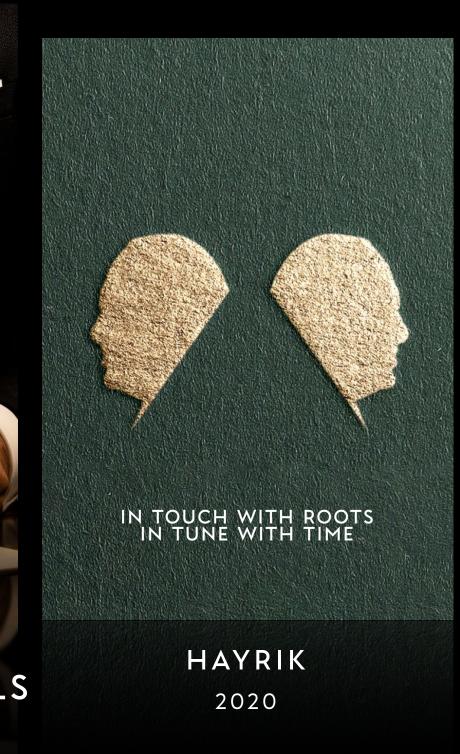








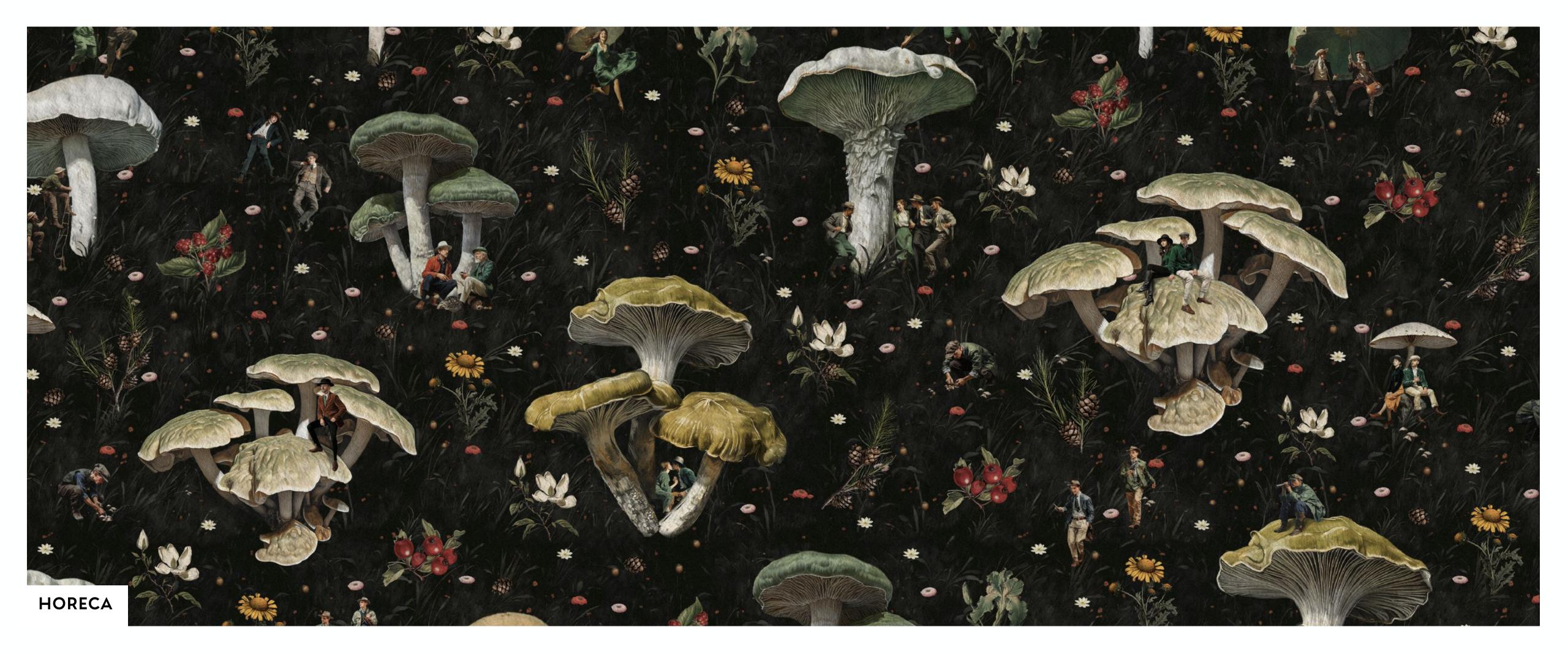




HORECA

(HOTELS, RESTAURANTS, CAFES)

Most important part of a purchase is the experience of the person who made it. What they felt looking at an ad, entering the store, holding the package, taking it home and unpacking it. Meeting and exceeding expectations, telling a relatable story, being desirable, stirring emotions... Iconic consumer brands speak to YOU. We help them find their voice.



Ideas Shaped To Meet Goals, Industries, People

MUSHROOM HUNTERS

HOTEL & MINDSET

ARCHITECTURAL ART DIRECTION EXPERIENCE CHAIN DESIGN ESTD 2023 VISUAL AND VERBALIDENTITY **COMMUNICATION**

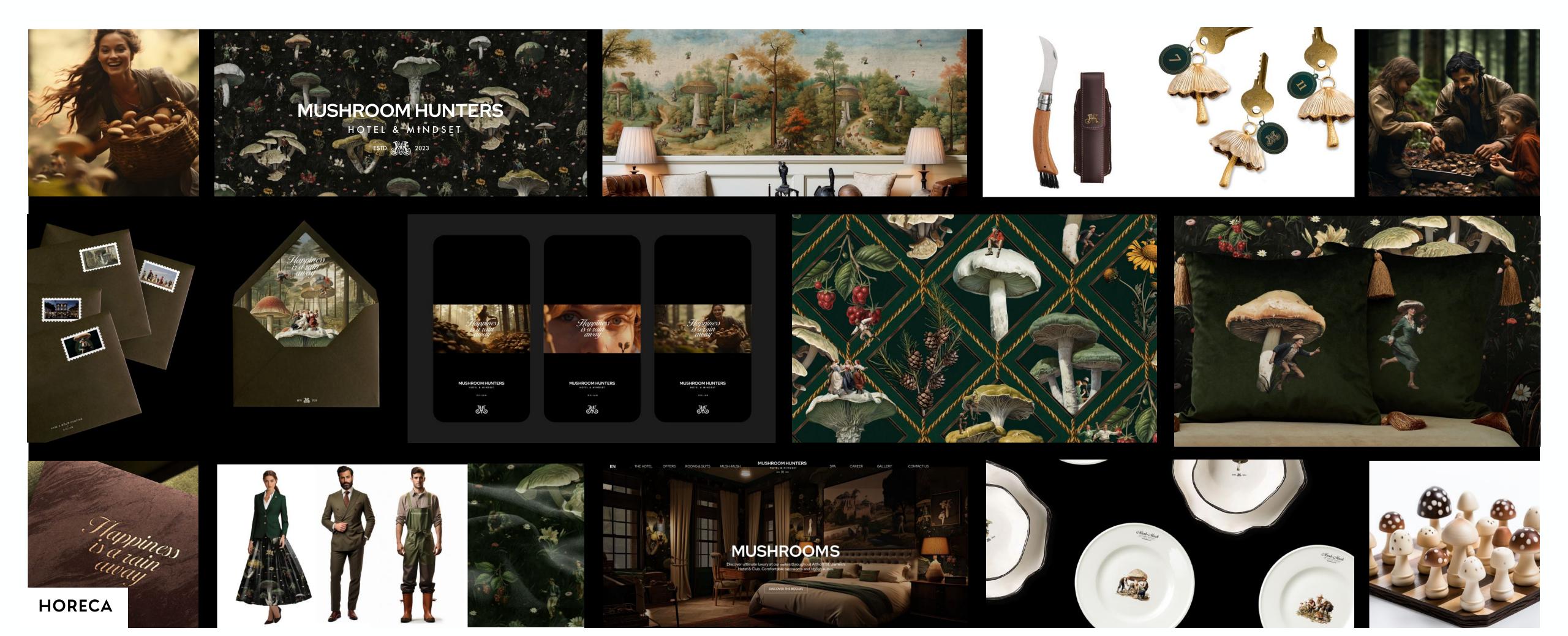
WE DID

BRAND IDEOLOGY AND NAMING

MERCHANDIZING DESIGN

PROJECT OVERVIEW

Mushroom HuntersTM boutique Hotel Located in Dilijan. The proposed solution, "Mushroom Hunters," blends the pursuit of happiness with Dilijan's rainy weather, offering a quiet luxury experience centered around local mushrooms. The hotel aims to provide a distinctive and localized experience, emphasizing community, fun, and a connection to nature in Dilijan.



CHALLENGE

MUSHROOM HUNTERS

HOTEL & MINDSET

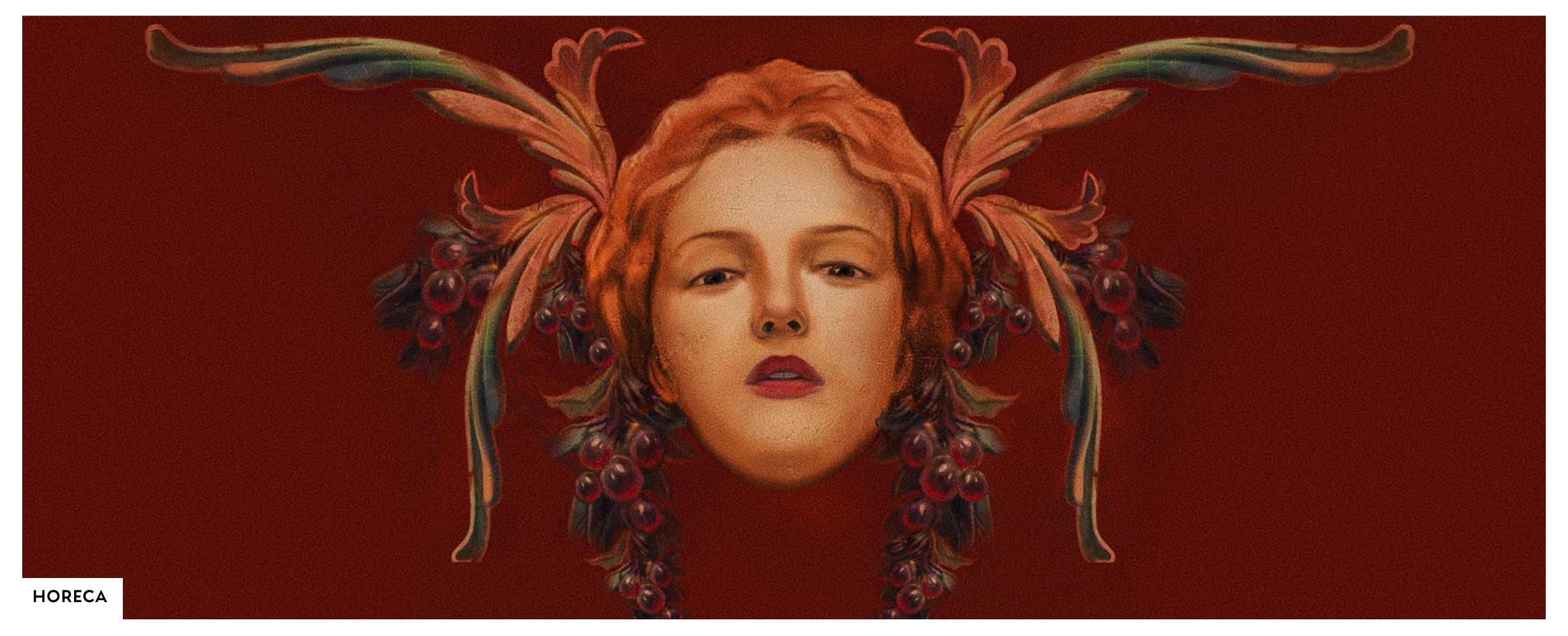
ESTD 2023

The challenge was to fulfill our client's desire to make a smart investment into a piece of land they owned in Dilijan. To develop and curate a hospitality project of a niche hotel, in line with current travel trends and Dilijan's unique landscape.

ANSWER

Based on our extensive research and data on hospitality branding trends and Dilijan as a developing destination, we have outlined an empty niche for luxury boutique hotels. To fill it, we have developed an original, a bit quirky, highly localized concept of "Mushroom Hunters", a place where happiness is only a rain away. This concept unifies two main themes: the modern lifestyle trend of the "pursuit of happiness" and Dilijan's rainy weather. Additionally, we've fully showcased local gastronomic offerings, the true gift of the rain, the mushrooms. In the end, Mushroom Hunters became a place steeped in quiet luxury, sense of community, fun, nature and happiness.







BRAND IDEOLOGY AND NAMING
ARCHITECTURAL ART DIRECTION
EXPERIENCE CHAIN DESIGN
VISUAL AND VERBAL IDENTITY
BRAND MANAGEMENT
COMMUNICATION

PROJECT OVERVIEW

Extra Virgin is an authentic Tuscan restaurant in Yerevan, known for its distinctive culinary offerings. Playful, somewhat hidden and highly atmospheric, the restaurant emphasizes fresh, simple ingredients, traditional Italian cuisine and relaxed Mediterranean ambiance.

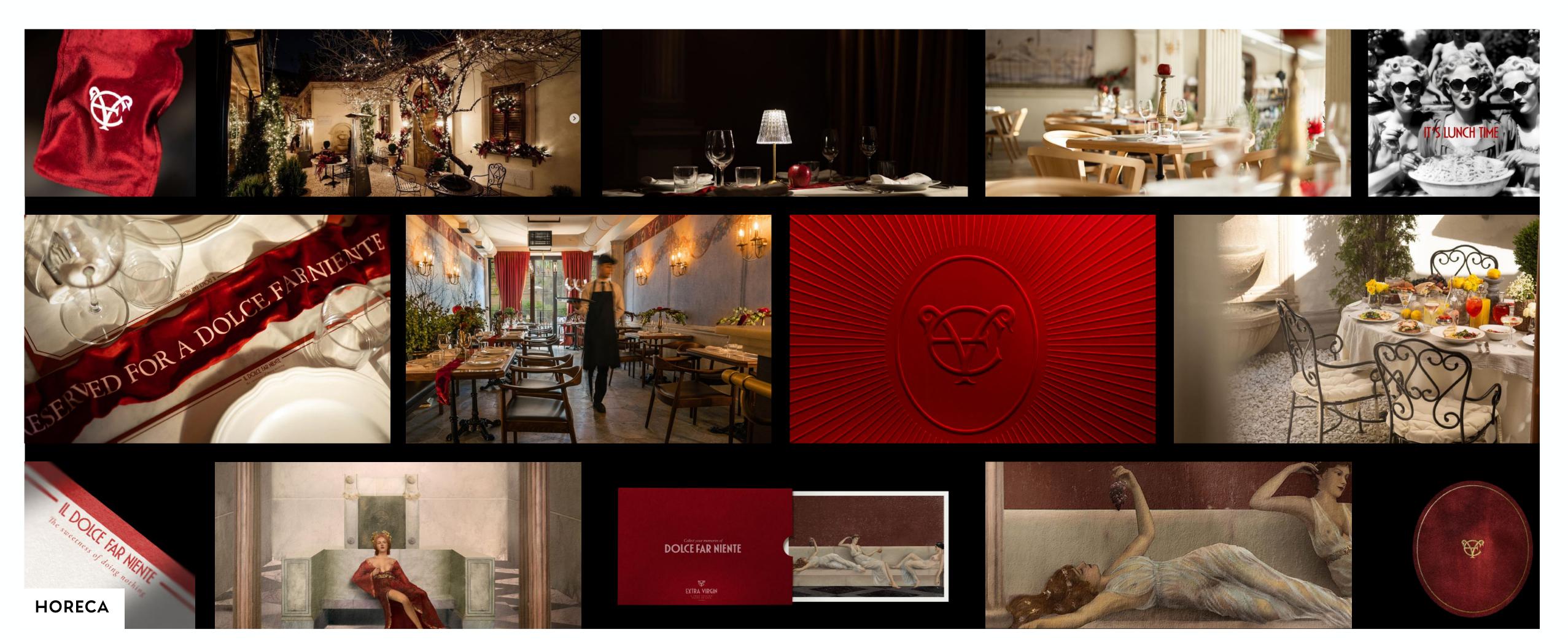
IDEOLOGICAL BASE

ID DOLCE FAR NIENTE

SLOGAN

TRUE ITALIAN TASTE OF LIFE







CHALLENGE

We were tasked with the development of a concept for an authentic Tuscan restaurant in the heart of Yerevan. The location of the restaurant was somewhat secluded, yet accessible from a busy Saryan street, filled to the brim with restaurants and cafes. This place was supposed to be the hidden gem of the street, for those who "know".

ANSWER

To contrast the business of the downtown and use the location of the restaurant to its advantage we turned to the truly Italian idea of "dolce far niente" (the sweetness of doing nothing). A way of life or a way to find yourself in a moment, away from the noise, slow, secluded and utterly delightful. The concept became alive in the restaurant's menu, interiors, social media communications and name - "Extra Virgin", personified by Virgin Virginia and three Graces. "Extra Virgin" combines the traditional Italian art and architecture, playfulness of the experience with raw culinary traditions of Tuscany. Everything here is extra but nothing is too much, because it is pure and intimate.

REACH

Highest Digital Engagement More than 5000 IG stories mentions after opening period

One of the Most Instagramble

Places of Yerevan
According to IG:Yerevan_Pike





BRAND IDEOLOGY AND NAMING
BRAND ARCHITECTURE DEVELOPMENT
EXPERIENCE CHAIN DESIGN
VISUAL AND VERBAL IDENTITY
COMMUNICATION DESIGN
MERCHANDIZING DESIGN

PROJECT OVERVIEW

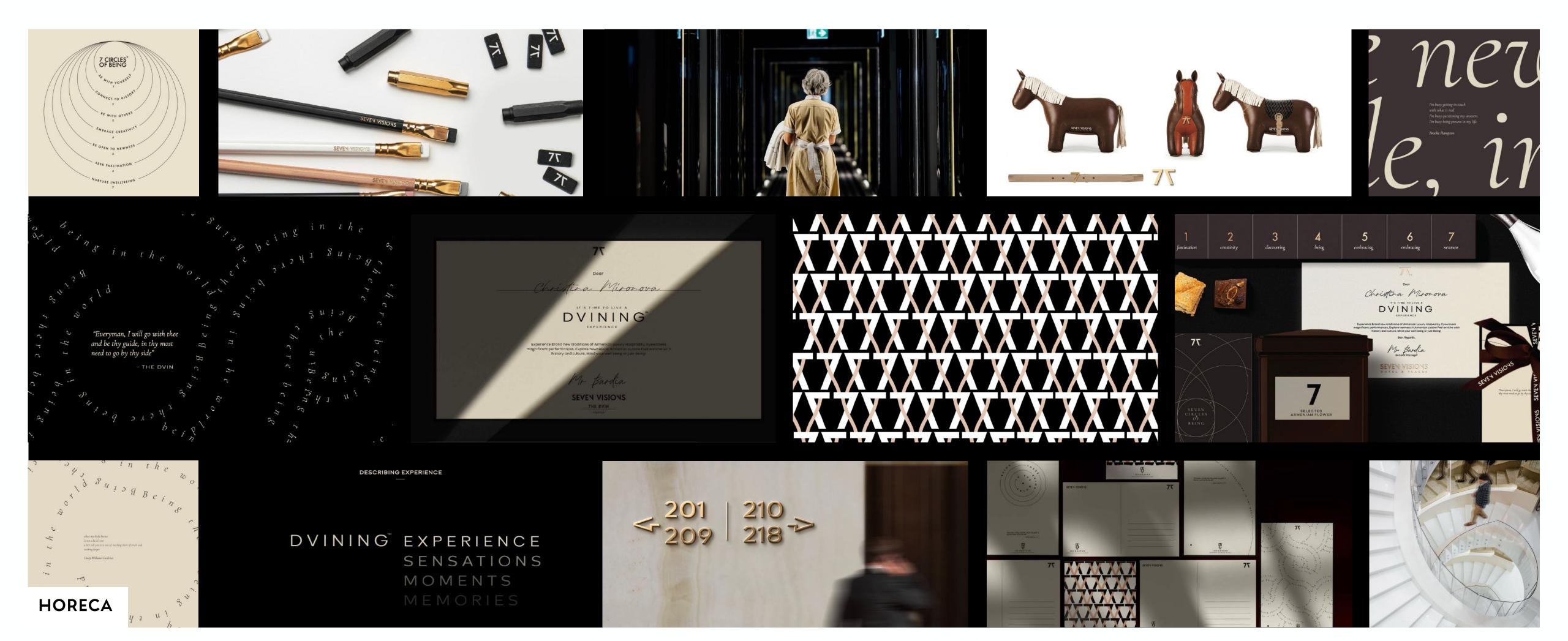
Seven Visions Resort & Places, The Dvin is a new five—star hotel in the heart of Yerevan. Built at the site of the legendary DVIN hotel of the Soviet Era, and honoring its history, the hotel is a placeholder for Tovmasyan Hospitality Group's 7 Visions Resort & Places in Yerevan and is currently offering luxury dwelling to the guests of the capital.

IDEOLOGICAL BASE

BEING THERE
BEING IN THE WORLD

SLOGAN

POETICS OF BEING





CHALLENGE

The main challenge for this project was to combine the existing heritage of a historic Dvin hotel in Yerevan with its new owner's dream to create a five-star international establishment that will put Armenia on the map as a destination for luxury tourism. Additionally, we were tasked with the development of a concept for a hospitality group that can seamlessly fit Dvin as well as all the upcoming hospitality projects into its architecture.

ANSWER

Working on the concept of a Tovmasian Hospitality Group, we took the category appropriate strategic approach of building a vision-driven story, based around the persona and beliefs of its founder. Deconstructing his vision into a philosophy of 7 Circles of Being, we have created a narrative that can be easily interpreted via verbal and visual cues, used to design experience chains and drive multi-channel communication. Seven Visions Resort & Places followed as the luxury hotel subcategory of the hospitality group and The Dvin became its first local embodiment.

REACH

The World Travel Awards

Europe's Leading new hotel 2023 Armenia's Leading hotel 2023

Luxury and Success Awards

Europe's Leading new hotel 2023







BRAND IDEOLOGY

BRAND ARCHITECTURE DEVELOPMENT

VISUAL AND VERBAL IDENTITY

COMMUNICATION CAMPAIGN

MERCHANDISE

PROJECT OVERVIEW

"Hayrik" is a restaurant that serves Armenian cuisine in its modern interpretation, combining diverse cultural influences while staying true to Armenian traditions. The restaurant's menu and ambiance reflect its historic background, Armenian dining culture and legendary heritage of the person it was dedicated to - famous Armenian soviet era chef Rubik Tovmasyan.

IDEOLOGICAL BASE

JAZZY CUISINE

SLOGAN

A IN TOUCH
WITH ROOTS
IN TUNE WITH TIME













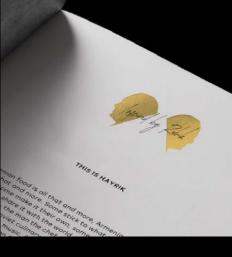
Inspiration for restaurant

IN TOUCH WITH ROOTS



N

And one is cold to cold to



























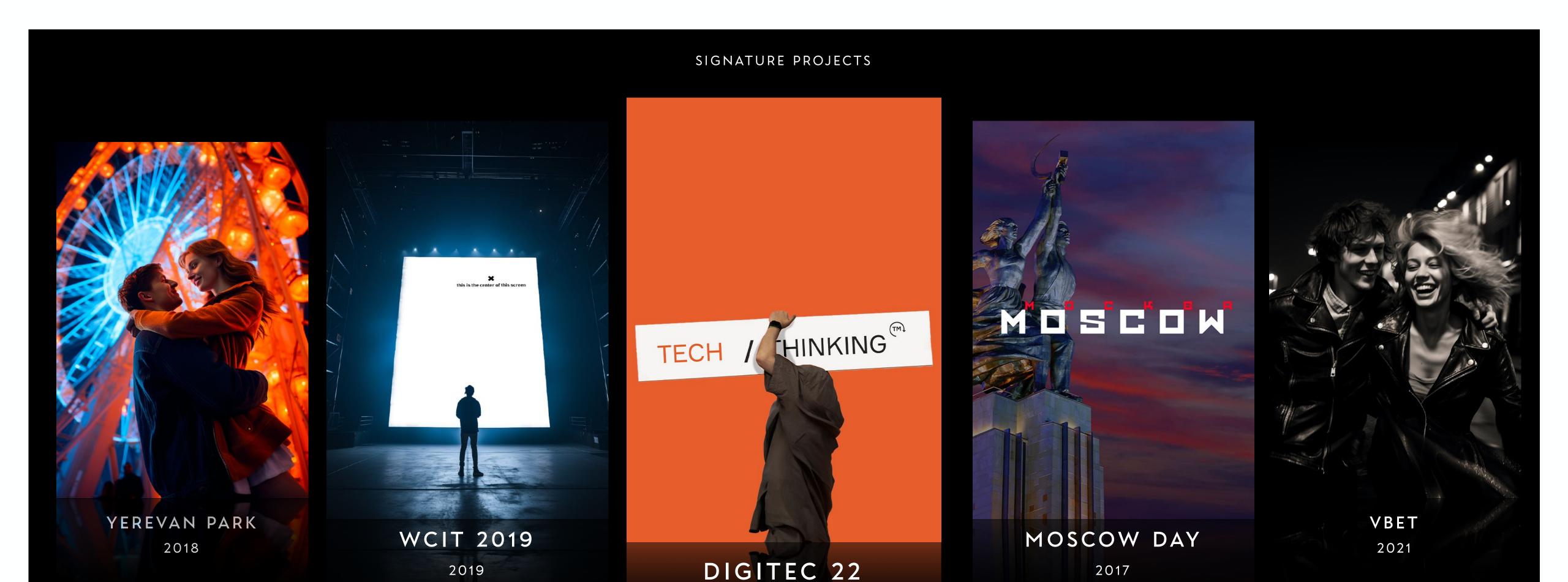


CHALLENGE

We were presented with a challenge of developing a concept for a restaurant that would honor the legacy of our client's father renowned soviet era chef, a pioneer of Armenian restaurant business. A man famous for his cheerful, generous, inventive nature, who loved cooking and treated everyone like family.

ANSWER

The concept emerged like a folk hero, encompassing the essence of a person loved and known by so many. "In touch with the roots, in tune with time", the restaurant emanates warmth and familiarity. The name "Hayrik" (meaning "father" in Armenian) as well as its inviting interior, staff and unique menu, form the idea that walking the restaurant should feel like visiting a generous, hospitable friend, a real father figure, that will celebrate life with you, cook you a meal, tell you a joke and give you a hug if you need it.

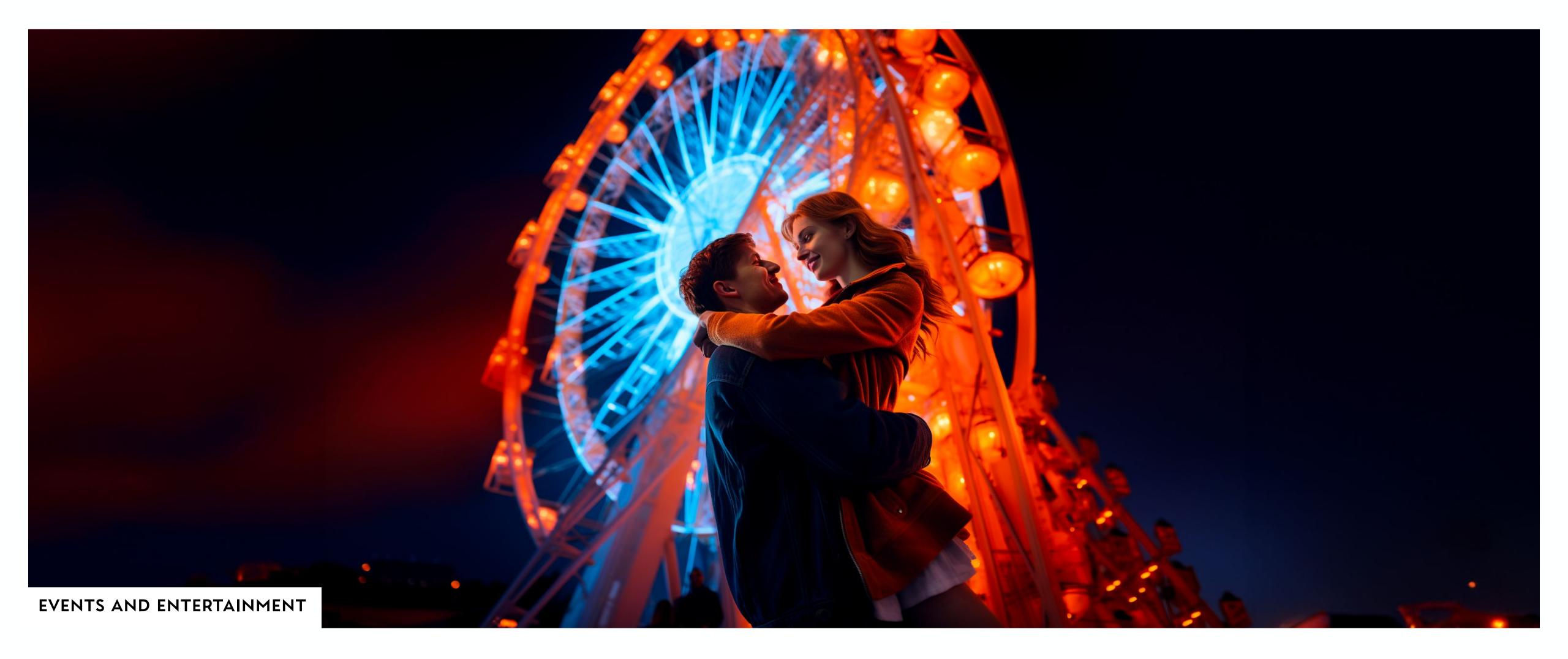


2022

EVENTS AND ENTERTAINMENT

(HAPPENINGS, ART AND RECREATION)

Months of careful preparation and planning, hundreds of people involved in the process, everything made ready for a final showdown. The big bang. The main event. Born ready to shine. To stand proudly in the spotlight. To become the talk of the town/community/industry. It's a challenging and unique format of concept development. See how it can be done.





BRAND IDEOLOGY

BRAND STORYTELLING AND NARRATIVE

BRAND CHARACTER CREATION

ARCHITECTURAL ART DIRECTION

EXPERIENCE CHAIN DESIGN

VISUAL AND VERBAL IDENTITY

COMMUNICATION

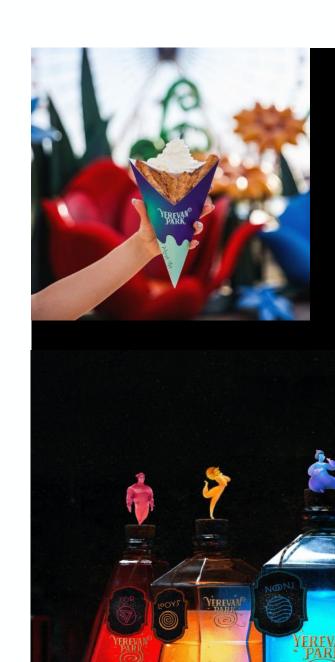
MERCHANDIZING DESIGN

PROJECT OVERVIEW

Yerevan Park is the largest thematic amusement and entertainment park in Armenia. It's designed to provide a variety of attractions, shopping, dining and fun activities for visitors of all ages. The park officially opened in Yerevan in May 2022.

IDEOLOGICAL BASE

THE TALE
THAT IS REAL



































CHALLENGE

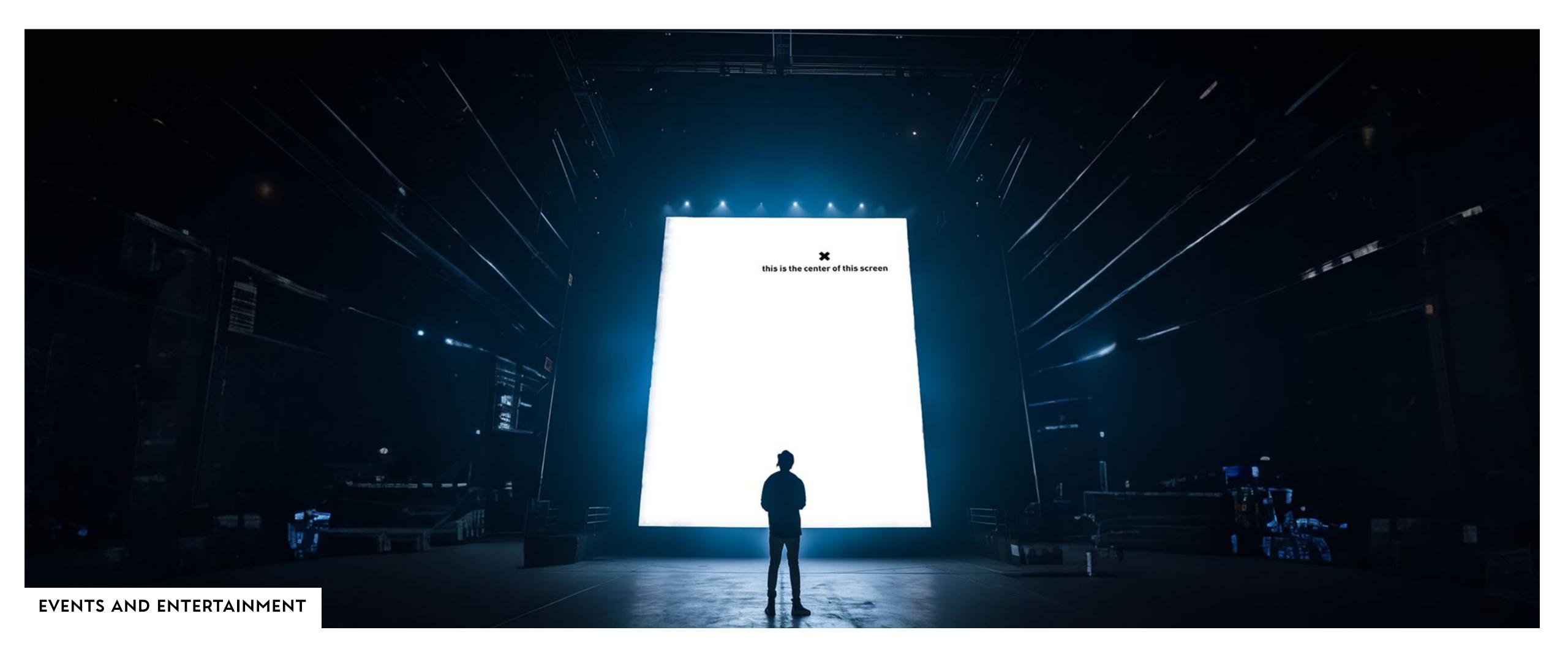
The main challenge of the project was to create a concept for a thematic amusement park in Armenia, based on an original story, populated with authentic but not ethnic characters, attractive for local and foreign visitors: children, teens and adults alike.

ANSWER

Yerevan Park's creative concept was built on a classic fairy tale idea of Emoria, a world populated with hyperbolized embodiments of emotions people tend to experience in an amusement park: courage, joy, curiosity, relaxation. The story served as a thematic blueprint for the park's zoning and visitors' experience map. The avatars of these four emotions became the park's guardians/mascots. These colorful, attractive characters and their personal stories created the perfect base for endless multimedia and souvenir adaptations.

RANKING

The Biggest Amusement Park in The Region





BRAND IDEOLOGY

BRAND STORYTELLING AND NARRATIVE

VISUAL AND VERBAL IDENTITY

COMMUNICATION CAMPAIGN

MERCHANDISE

PROJECT OVERVIEW

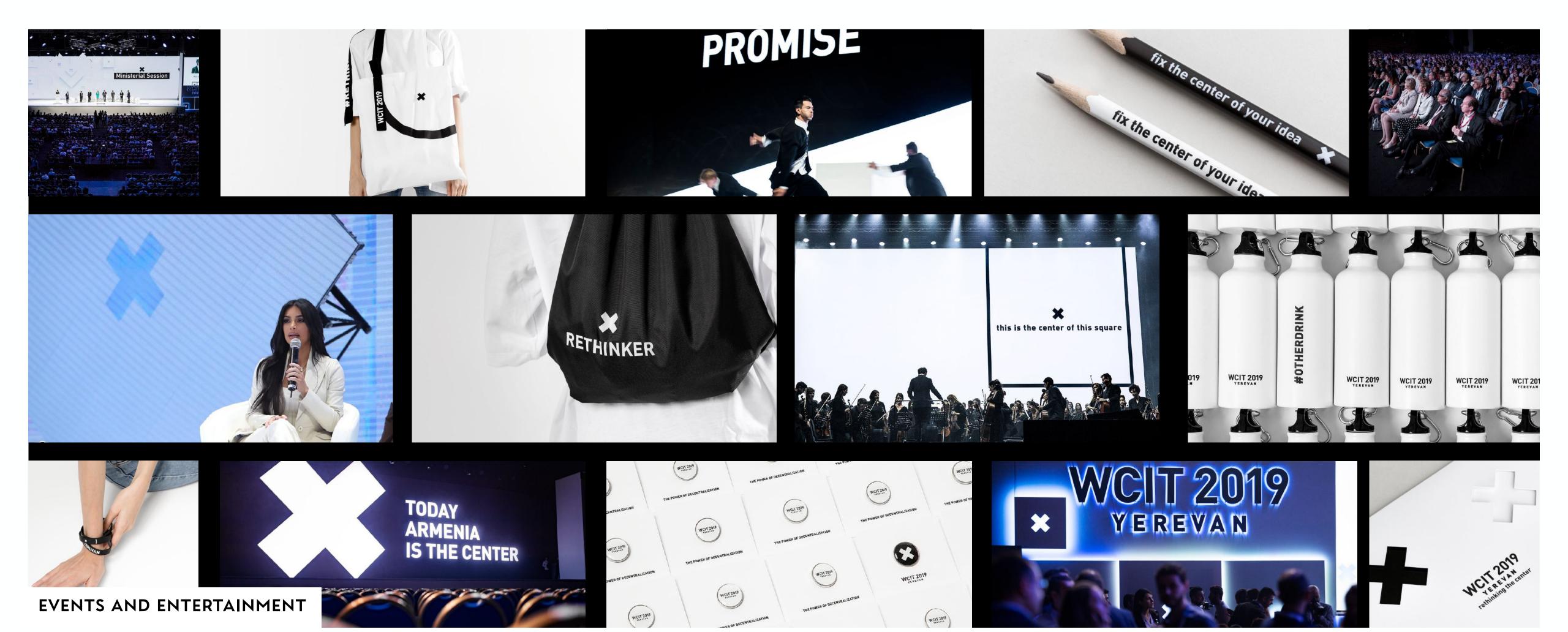
WCIT is the signature event of the World Information Technology & Services Alliance (WITSA), a consortium of ICT associations from 83 countries, representing 90% of the ICT industry. In 2019, Yerevan (Armenia) was selected as a host for this major IT conference.

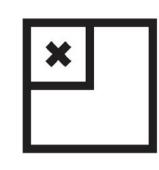
IDEOLOGICAL BASE

THE POWER OF DECENTRALIZATION

SLOGAN

RETHINKING THE CENTER





WCIT 2019
YEREVAN
the power of decentralization

CHALLENGE

Even though Armenia has been a part of the world IT scene for decades, it was the first time it got a chance to host an IT event of such scale. It was our task to develop an event concept that would highlight Armenia as a destination and a center for IT, promote WITSA's vision, be emotional, intelligent, unique and universally attractive for sponsors, speakers and participants alike.

ANSWER

At the time of the event, the idea of decentralization was getting traction and we used it as a stepping stone to raise an important question "Where is the center and who decides who's in it?". The future is within our grasp and anyone who has answers should have the opportunity to be heard. We suggested that the whole idea of "a tech center" should be reimagined. The idea of rethinking the center resonated with many people. The concept and its visualization ended up being very current, easily accepted and loved. It broke the traditions of tech event branding, made it a lot more human, emotional, beautiful in its simplicity. For the duration of the event, we truly moved "the center" to Yerevan.

REACH

48.000

attending opening ceremony

6000

mentions in local and international media







BRAND IDEOLOGY
ENVIRONMENTAL DESIGN
BRAND STORYTELLING AND NARRATIVE
VISUAL AND VERBAL IDENTITY
MERCHANDISING DESIGN

COMMUNICATION CAMPAIGN

PROJECT OVERVIEW

Since 2005, Digitec Expo has stood as the region's largest annual technology event, drawing over 100 exhibitors and tens of thousands of attendees from B2B, government, education, and B2C sectors. It's celebrated as a vibrant tech gathering in Armenia.

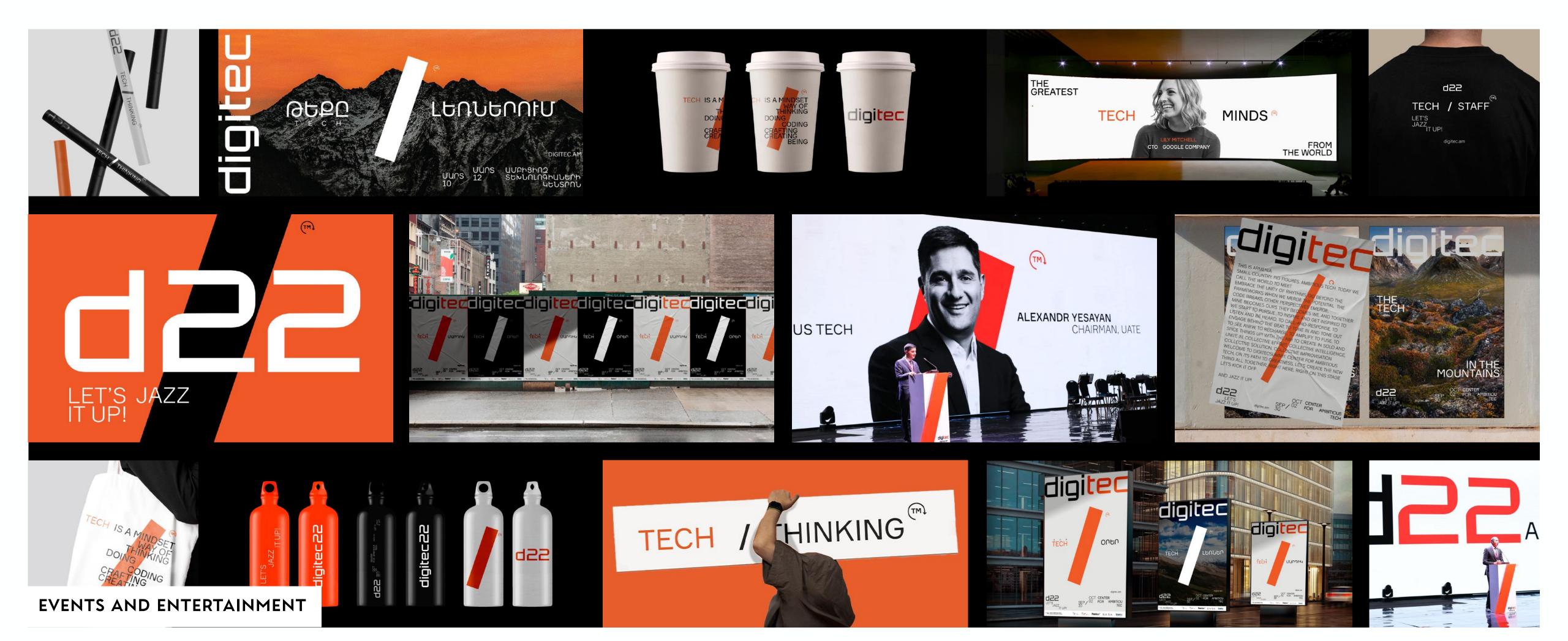
IDEOLOGICAL BASE

CENTER FOR AMBITIOUS TECH

SLOGAN

LET'S JAZZ IT UP!







CHALLENGE

Global tech events are key platforms for countries to assert their prowess and position themselves on the world stage. The challenge lay in reshaping Digitec Expo to transcend its local roots and become an internationally significant stage.

ANSWER

Digitec has transformed from an event to a mission, serving as the nucleus for Armenian Tech and showcasing its enterprises. Building on the concept of 'The Other Center' from WCIT2019, Digitec Summit emerged as the new global meeting point for emerging tech nations. The strategic shift involved rebranding from Digitec Expo to Digitec Summit while keeping the former as a supplementary expo component. Digitec Summit is now the "Center for Ambitious Tech," where nations collaborate and innovate. This transformation infused the event with a blend of tech and jazz, likening Digitec to a stage where experts improvise collectively, much like jazz musicians shaping a better future. The rallying call "Let's Jazz it up!" encourages a continuous reevaluation of ongoing developments and a commitment to innovation.

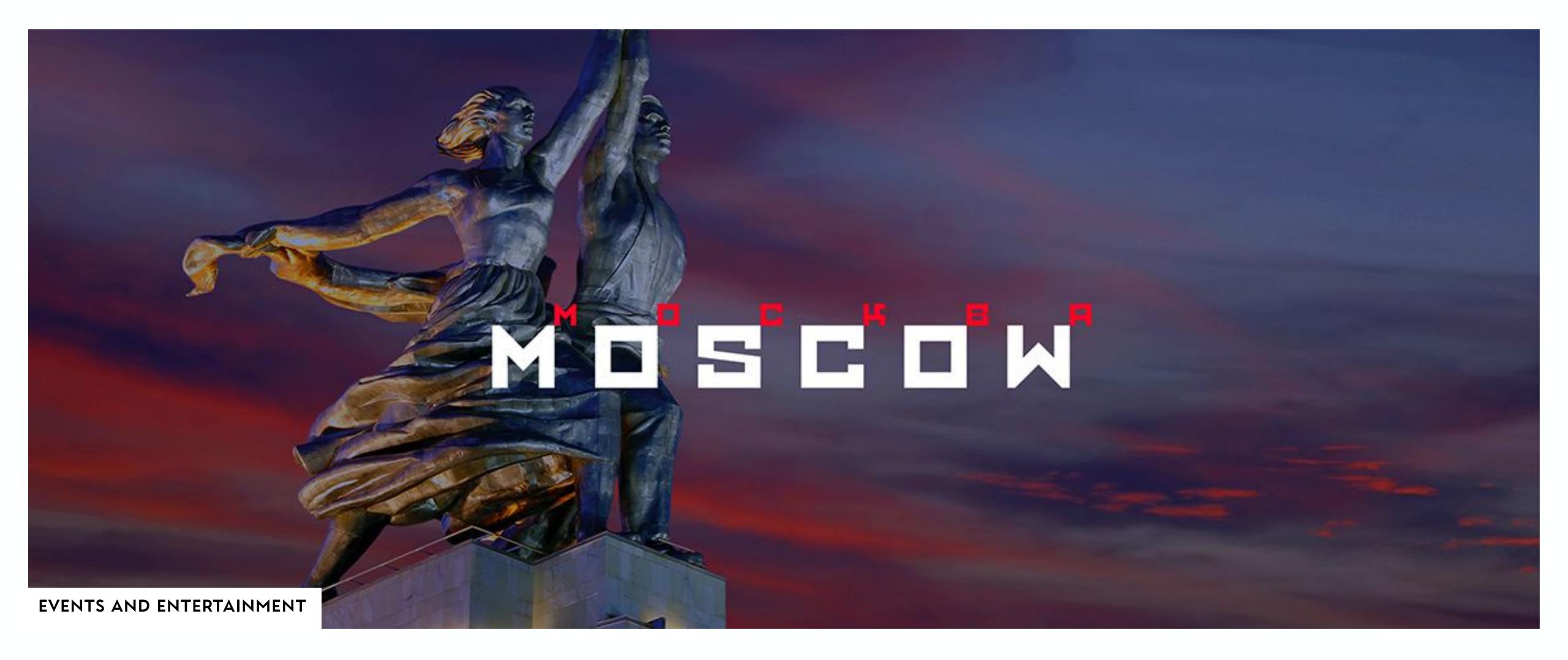
REACH

10.000

attending opening ceremony

2000

mentions in local and international media





M D S C D W B 7 D
CITY WHERE HISTORY IS MADE

BRAND IDEOLOGY

VISUAL AND VERBAL IDENTITY

COMMUNICATION CAMPAIGN

MERCHANDISE

PROJECT OVERVIEW

In 2017, we were approached by the Moscow City
Government with an exciting task to develop an event brand
for the 870th anniversary of the city. An extended event,
celebrating yet another milestone in an old yet modern city of
Moscow.

IDEOLOGICAL BASE

CITY WHERE HISTORY IS MADE







The challenge was to honor the rich, multilayered history and people of the city throughout its long and turbulent life. Tell a story that will cause a celebration. Build recognizable visual identity, capable of showcasing quintessential Moscow style and adapt it to multitude of digital and physical carriers spread across the city.

ANSWER

Our exploration of Moscow's visual identity focused on constructivism and the Russian avant-garde, drawing inspiration from 1920s Soviet ornamental prints. This led to a vibrant visual identity that encapsulated the city's essence through patterns, colors, and shapes. Our narrative portrayed Moscow as a "City where history is made," blending past and present seamlessly. The city's 870th birthday was celebrated with a joyful and dignified transformation, well-received by the public. This concept continued for its 871st and 872nd anniversaries, maintaining a consistent and engaging celebration.







REBRANDING STRATEGY
LOGOTYPE REVISION
BRAND ARCHITECTURE DEVELOPMENT
VISUAL AND VERBAL IDENTITY
COMMUNICATION CAMPAIGN
MERCHANDISE

PROJECT OVERVIEW

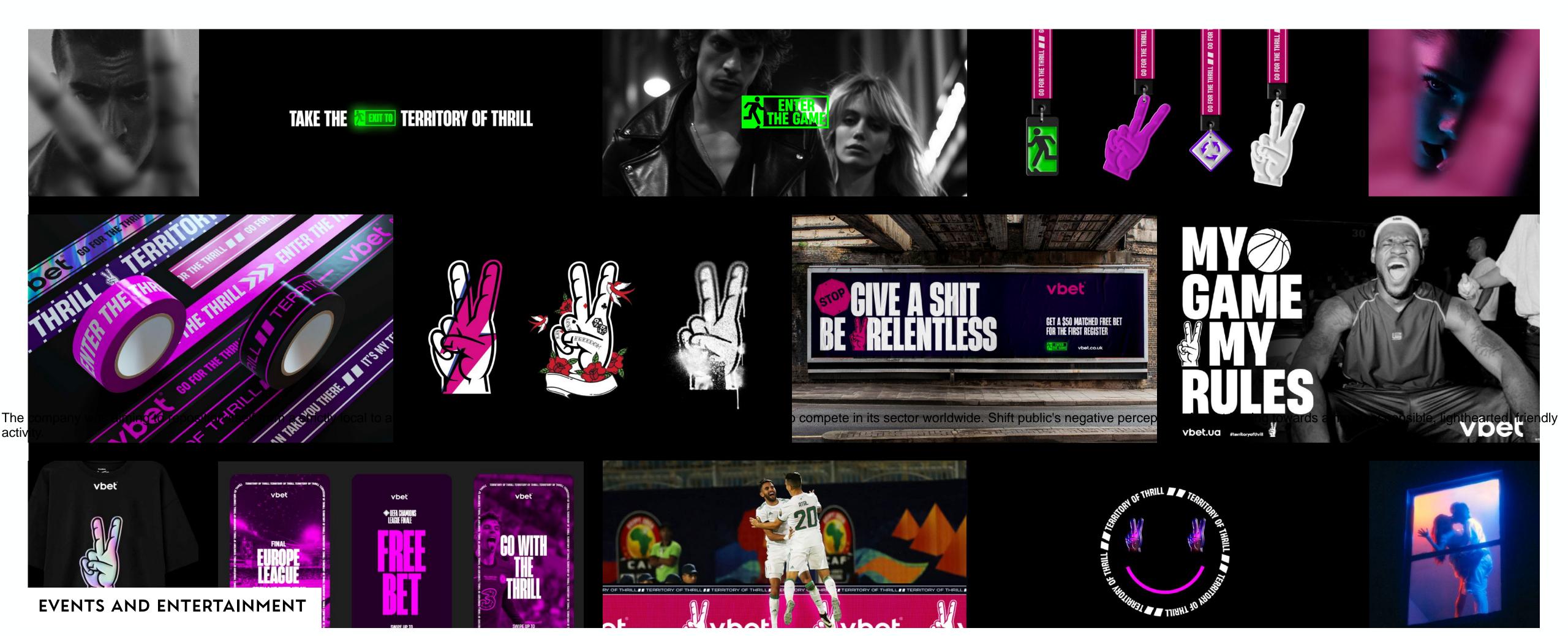
Founded in 2003 as a betting shop, Vbet has evolved into one of Armenia's largest online betting and gaming platforms. Within the last few years the platform went global and operates in several countries around the world, including Europe, CIS countries, Asia and other regions.

IDEOLOGICAL BASE

TERRITORY OF THRILL

SLOGAN

PLAY IT. FEEL IT.





CHALLENGE

The company was aiming to reposition itself from a strictly local to an international betting platform, with a brand strong and fun enough to compete in its sector worldwide. Shift public's negative perception of sport betting towards a more responsible, lighthearted, friendly activity.

ANSWER

We built a new identity, based on the archetypical rebellious nature of people who like to take risks and their desire to seek like-minded individuals, build a community, relate and have fun together. With a vibrant and fun "for the love of the game" concept, we took Vbet out of the domain of conventional digital operators and pushed it towards an actual lifestyle statement of a brand.







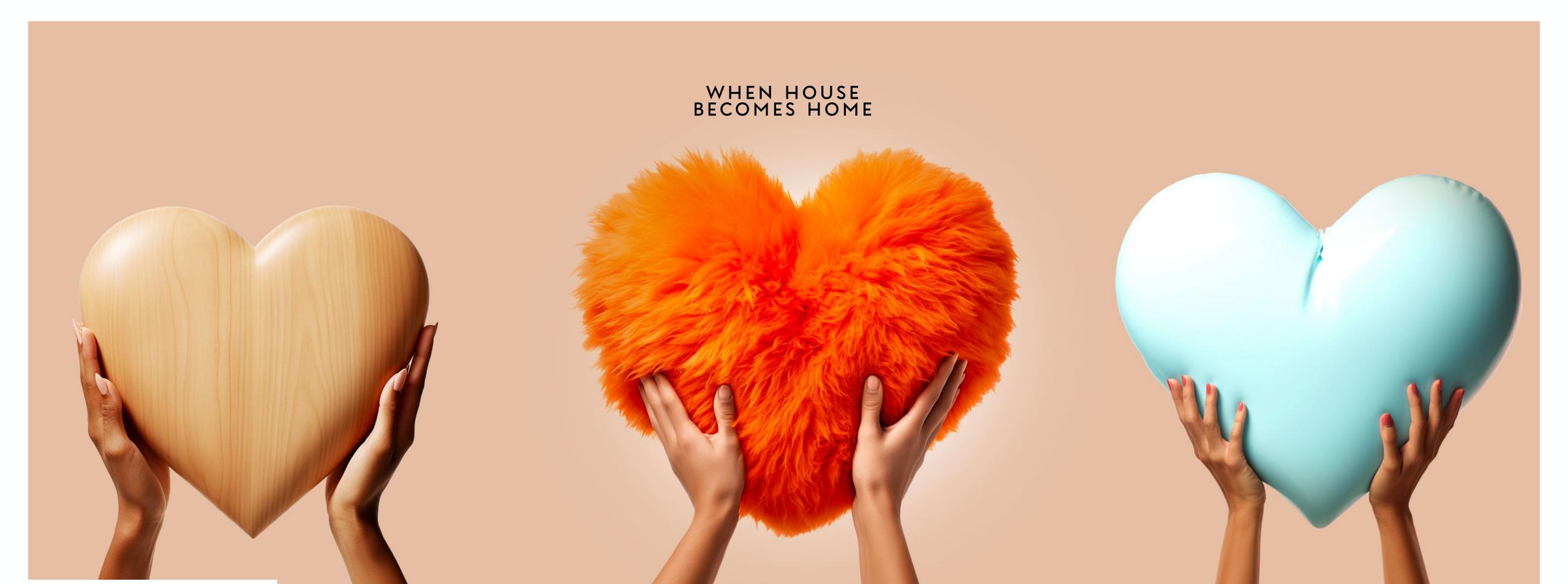




RETAIL AND PRODUCTS

(STORES AND PRODUCT DESIGN)

Most important part of a purchase is the experience of the person who made it. What they felt looking at an ad, entering the store, holding the package, taking it home and unpacking it. Meeting and exceeding expectations, telling a relatable story, being desirable, stirring emotions... Iconic consumer brands speak to YOU. We help them find their voice.





RETAIL AND PRODUCTS

WE DID

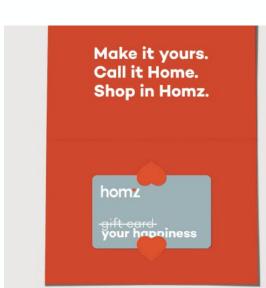
BRAND IDEOLOGY AND NAMING
ARCHITECTURAL ART DIRECTION
SPACE DESIGN
VISUAL AND VERBAL IDENTITY
BRAND LAUNCH CAMPAIGN
MERCHANDIZING DESIGN

PROJECT OVERVIEW

Homz Mall is one of the most impressive shopping centers in Kuwait, being the only destination that addresses all homerelated needs complemented with a large variety of restaurants, cafes and family entertainment.

IDEOLOGICAL BASE

WHEN HOUSE BECOMES A HOME





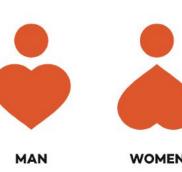
homz

Find yours for your home

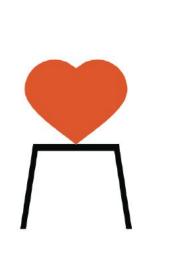










































CHALLENGE

The main challenge of the project was to create a positioning for a newly built huge shopping center that specializes in home decor and appliances, located in the center of a district famous for these types of stores and businesses in Kuwait.

ANSWER

We started by diving deep and deconstructing the cultural perception of a "home", trying to understand what significance do locals historically put in comfort and personal space. This research paved the way to our "when house becomes a home" concept and the name of the center - HOMZ. Communications, both visual and verbal, were designed to highlight the idea that a house becomes a home when you pour your heart in it. Whatever you choose to put in your home are more than just objects, but a true extension of yourself. So choose carefully and do it somewhere where you'll have all the options available.





RETAIL AND PRODUCTS



WE DID

BRAND IDEOLOGY & STRATEGY
BRAND ARCHITECTURE
DEVELOPMENT
VISUAL AND VERBAL IDENTITY
COMMUNICATION CAMPAIGN
MERCHANDISE

SPACE DESIGN
PRODUCT DESIGN
PACKAGING DESIGN
BRAND LAUNCH CAMPAIGN

PROJECT OVERVIEW

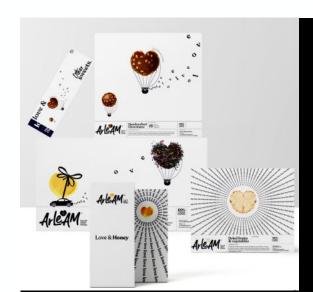
ArLeAM, an ecological produce provider stemming from vast apple orchards, has expanded to offer fresh fruits, delightful juices, wholesome snacks, and more to families globally.

IDEOLOGICAL BASE

LOVE NO ADDED PRESERVATIVES

SLOGAN

LOVE AND OTHER THINGS



love Eliferthings



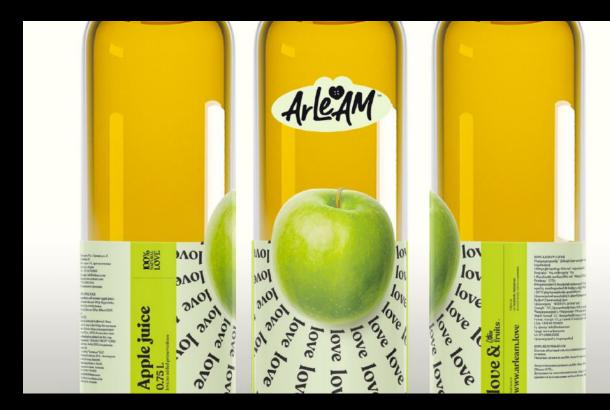














RETAIL AND PRODUCTS



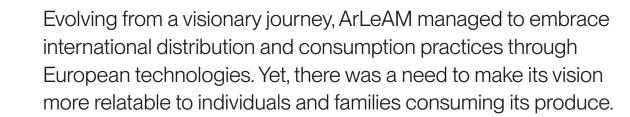








CHALLENGE



ANSWER

ArLeAM transformed by redefining itself as a lifestyle brand centered on genuine creation and love. The apple, symbolizing this love, reimagined fresh produce beyond its ordinary meaning. reFEEL Stations in cities promoted 'ME-TIME,' and gift baskets with fresh apple produce became symbols of care. Strategic restructuring organized products, harmonizing the brand and creating distinct identities for ventures. "When you love someone, give them apples" guides all brand activities.





RETAIL AND PRODUCTS



WE DID

BRAND IDEOLOGY AND NAMING
BRAND ARCHITECTURE DEVELOPMENT
VISUAL AND VERBAL IDENTITY
COMMUNICATION CAMPAIGN
MERCHANDISE

PROJECT OVERVIEW

PinkyPink™ Is an urban flower shop located in Yerevan.

IDEOLOGICAL BASE

PINK MOVEMENT

SLOGAN

THIS CITY
NEEDS MORE PINK

PRODUCT DESIGN

PACKAGING DESIGN



IT PINK TIE IT PINK TIE IT PI

Paintin' Pink Pinkypink Pail

FLO FLOWERS IN THE CITY































CHALLENGE

In the stoney heart of a city, where everyone is so busy, trying to get to their next destination, we were tasked with the development of a concept for a flower shop. A place to stop and smell the roses. Not your typical flower booth with uninspired floral arrangements. But a shop that stops you in your tracks, winks and whispers that today, right now is a great moment to get some flowers.

ANSWER

Right in the center of this concept, we have planted the pink flower of rebellion. A rebellion against the dreary mundane routine, the notion that every single day isn't worth celebrating with flowers, the idea that concrete jungle is no place for nature, that pink is for girls and men don't like roses. Pinky Pink is a color of freedom, a color you can smell and one that smells like happiness. In a city built from pink stone, it's a manifestation of beauty found in a single petal, a promise to bring joy to ourselves and our loved ones simply on a whim. This shop is a mood, a smile, an air kiss. It's fun, playful and quite obviously pink.

C I T Y F L O W E R





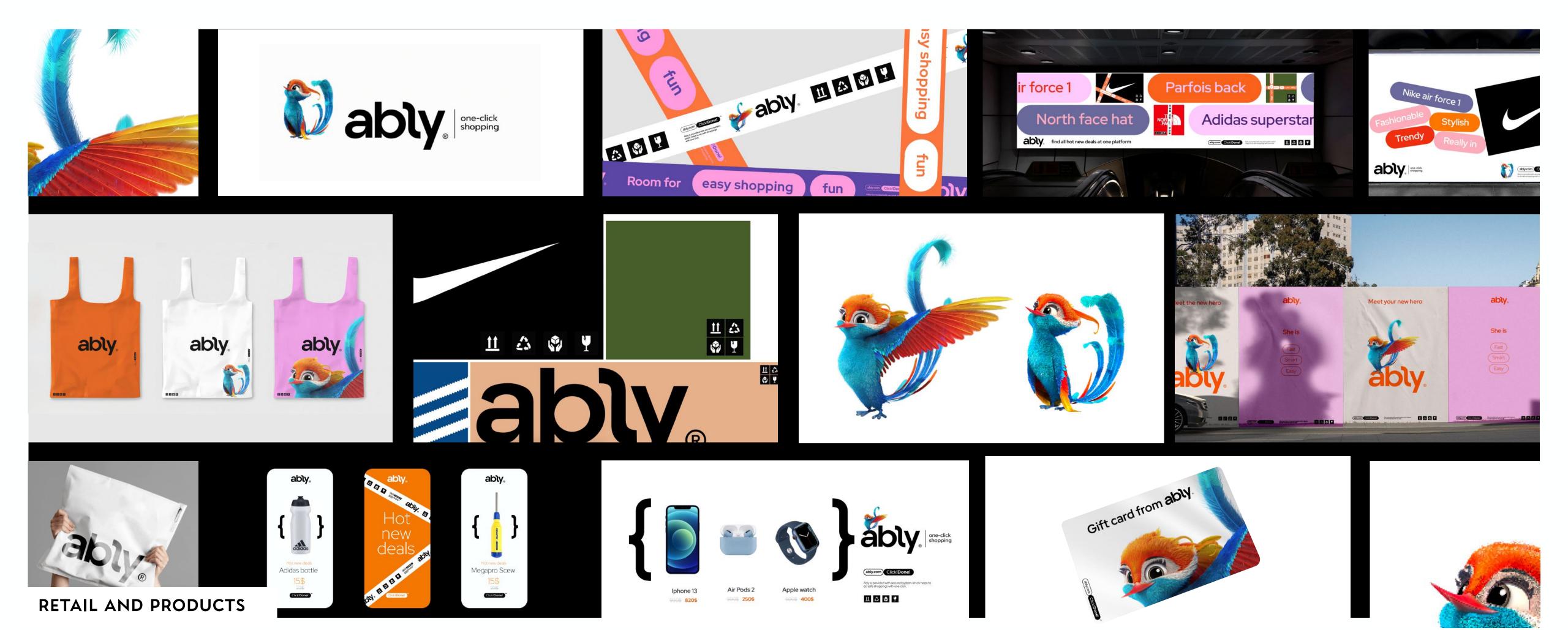


BRAND IDEOLOGY AND NAMING
BRAND MASCOT
VISUAL AND VERBAL IDENTITY
MERCHANDISE

PROJECT OVERVIEW

Globbing, an online shopping platform in Armenia, developed a new product offering aimed to simplify user experiences through a one-click shopping solution while retaining the essence of cross-border shopping. SLOGAN

ONE-CLICK SHOPPING





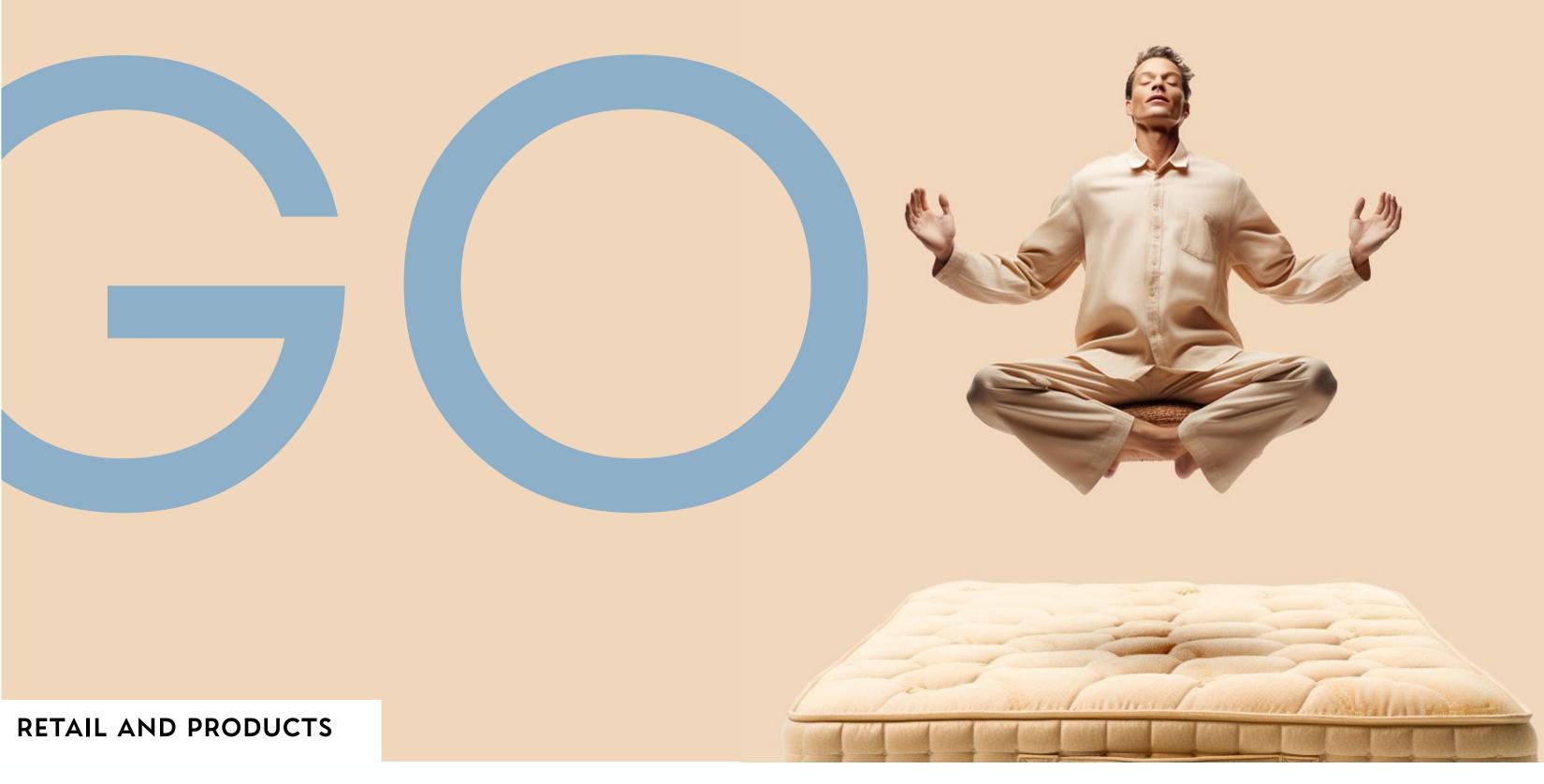
CHALLENGE

The challenge was to craft a fresh sub-brand that harmonizes the standalone nature of the new product with the ethos of the parent brand. It needed to embody the vibrancy and simplicity evident in Globing's mascot, George the Giraffe while amplifying the fun and easy-going character even further to capture the excitement of a one-click shopping experience.

ANSWER

One-click shopping is about speed and ease, but we wanted our brand to stand for more. So, we created 'Ably,' embodying agility, trustworthiness, and capability—captured in its name. To complement the existing mascot, George the Giraffe, we drew inspiration from birds, known for their beneficial bond with giraffes. Ably became a vibrant addition, radiating an easy-going personality that mirrors our product's effortless nature.

Strategically, 'Ably' was chosen with an eye on the future, potentially evolving into an online shopping assistant, much like Amazon's Alexa. This approach aimed to blend the established brand's essence with the excitement and agility of the new one-click shopping experience, merging the best of both worlds.



to sleep





WE DID

BRAND IDEOLOGY

BRAND ARCHITECTURE DEVELOPMENT

VISUAL AND VERBAL IDENTITY

MERCHANDISE

PRODUCT DESIGN

PROJECT OVERVIEW

Agoy Sleep Experience, a Dubai-based company, specializes in comprehensive sleep solutions, from mattresses to relaxation accessories. Their product range, spanning existing and future offerings, is segmented into pre-sleep, sleep, and post-sleep experience phases. In the initial stages of product development, the branding and strategic creation processes were crucial for charting the company's direction.

IDEOLOGICAL BASE

SLEEP EXPERIENCE

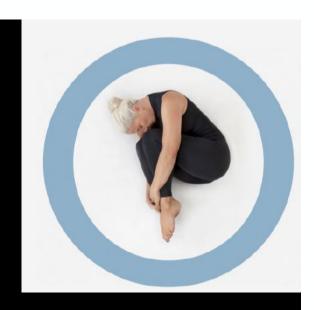
SLOGAN

DREAMING PEOPLE















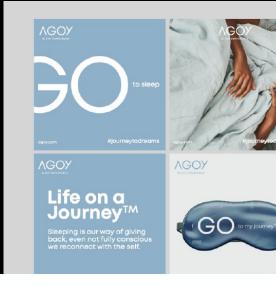














Sleep, much like various aspects of human life, has been commodified for productivity-driven purposes, focusing on keeping the body and mind efficient. The predefined name "Agoy," inspired by yoga practices, posed a challenge in finding a positioning beyond selling a product—a stance that advocates for healthier, fulfilled, and happier human well-being. Aligning with yoga practices while maintaining a holistic brand story was another hurdle.

ANSWER

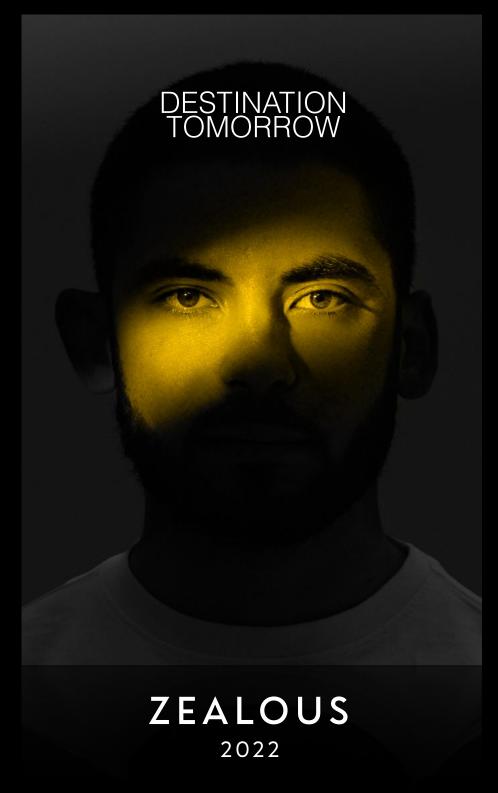
In crafting a holistic lifestyle brand, we reshaped the narrative around sleep. Instead of viewing it as wasted time, we positioned sleep as a creative, productive, and joyful aspect of human life to be embraced. Our purpose centered on advocating a deeper connection with oneself during sleep—a journey inward. This metaphorical journey extended across all product phases, emphasizing savoring each stage as a nurturing act towards oneself. This approach led to a consistent product architecture encompassing products, inspirational content, and professional support services. The challenge of integrating yoga was met by blending the themes of sleep and yoga, recognizing both as reflective practices. They allow us to explore our true desires and understand ourselves better, ultimately fostering energy and paving the way to happiness and fulfillment.

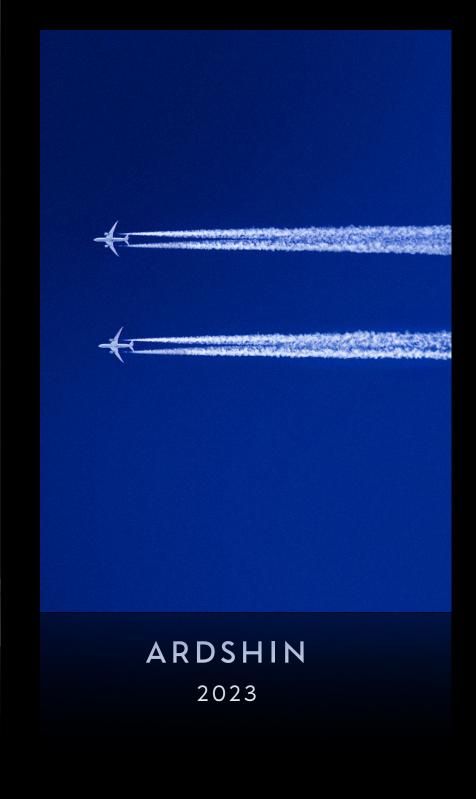
SIGNATURE PROJECTS







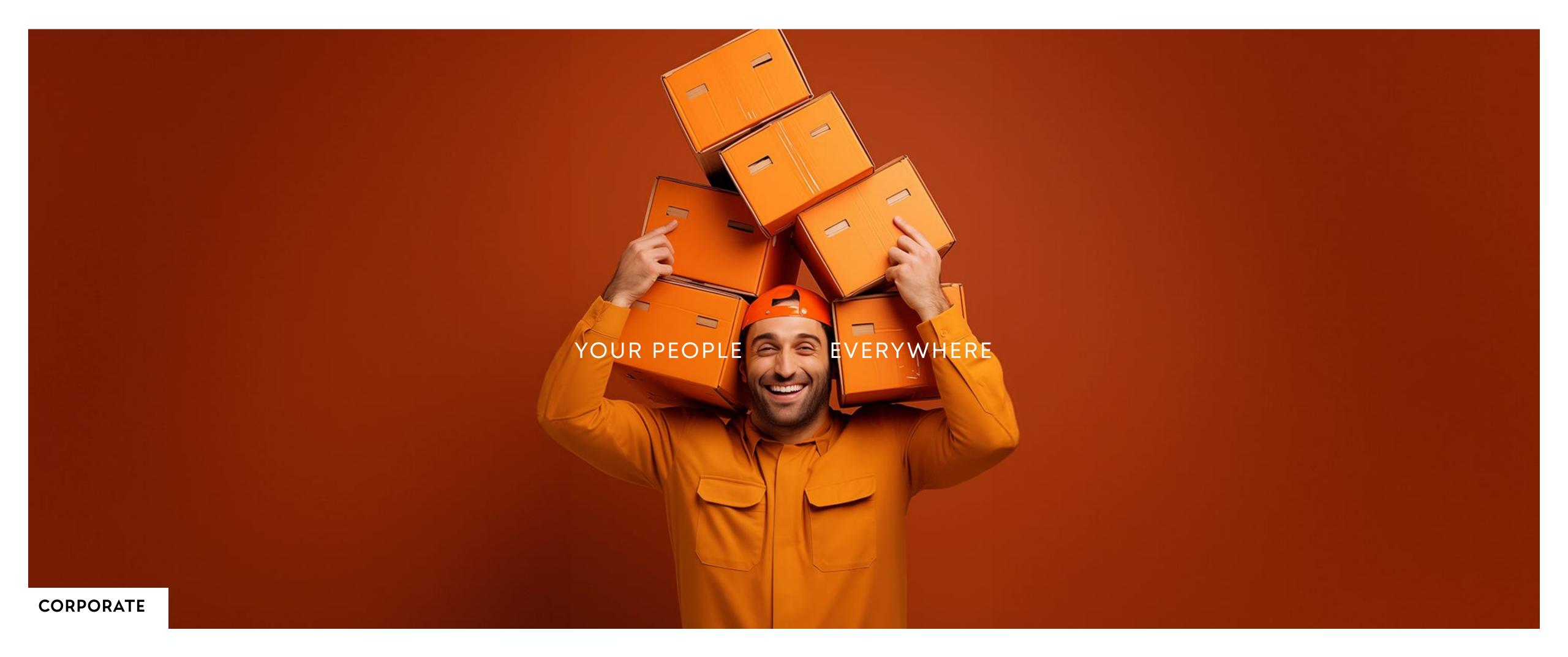




CORPORATE

(FINTECH, IT, HR)

Large companies are faced with a unique challenge of being universally attractive to dramatically diverse target audiences: general public, their consumers, potential and existing employees. Building a culture and communications that can organically appeal to all these audiences is an intricate strategic process that requires finesse and experience.





BRAND IDEOLOGY

BRAND ARCHITECTURE DEVELOPMENT

BRAND STORYTELLING AND NARRATIVE

VISUAL AND VERBAL IDENTITY

COMMUNICATION CAMPAIGN

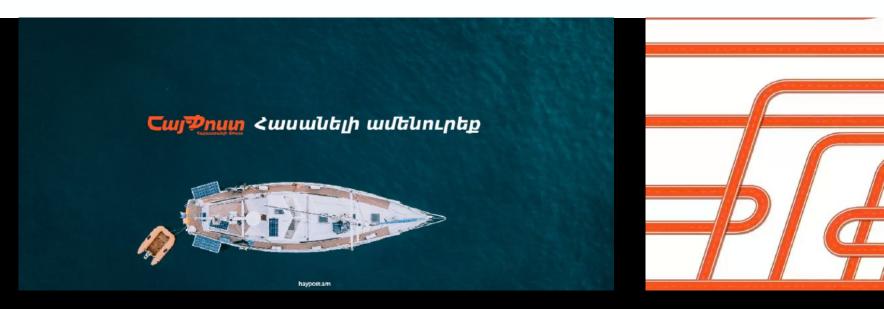
PROJECT OVERVIEW

"HayPost" is Armenia's national postal operator that provides a range of postal services locally and internationally. Established more than 100 years ago, it has a long history that reflects the country's political and economic changes. In recent years a lot has been done to modernize and improve the efficiency of its operation, including upgrading its logistical capabilities, introducing new technologies, and expanding its range of services.

IDEOLOGICAL BASE

YOUR PEOPLE EVERYWHERE



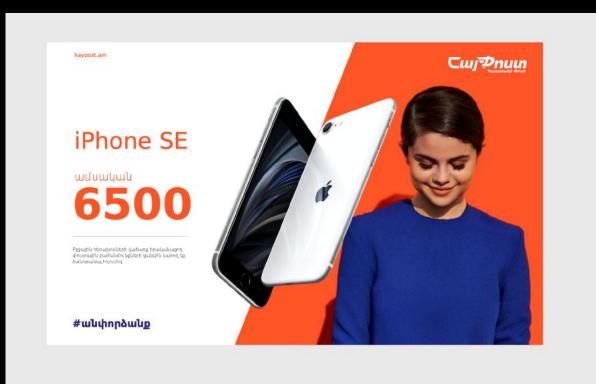










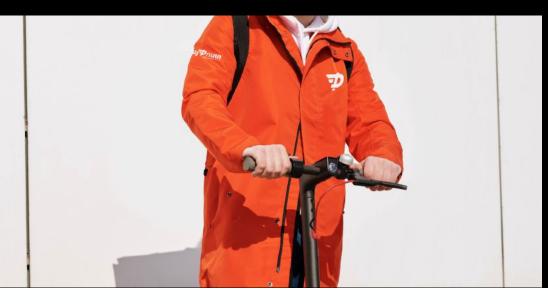
















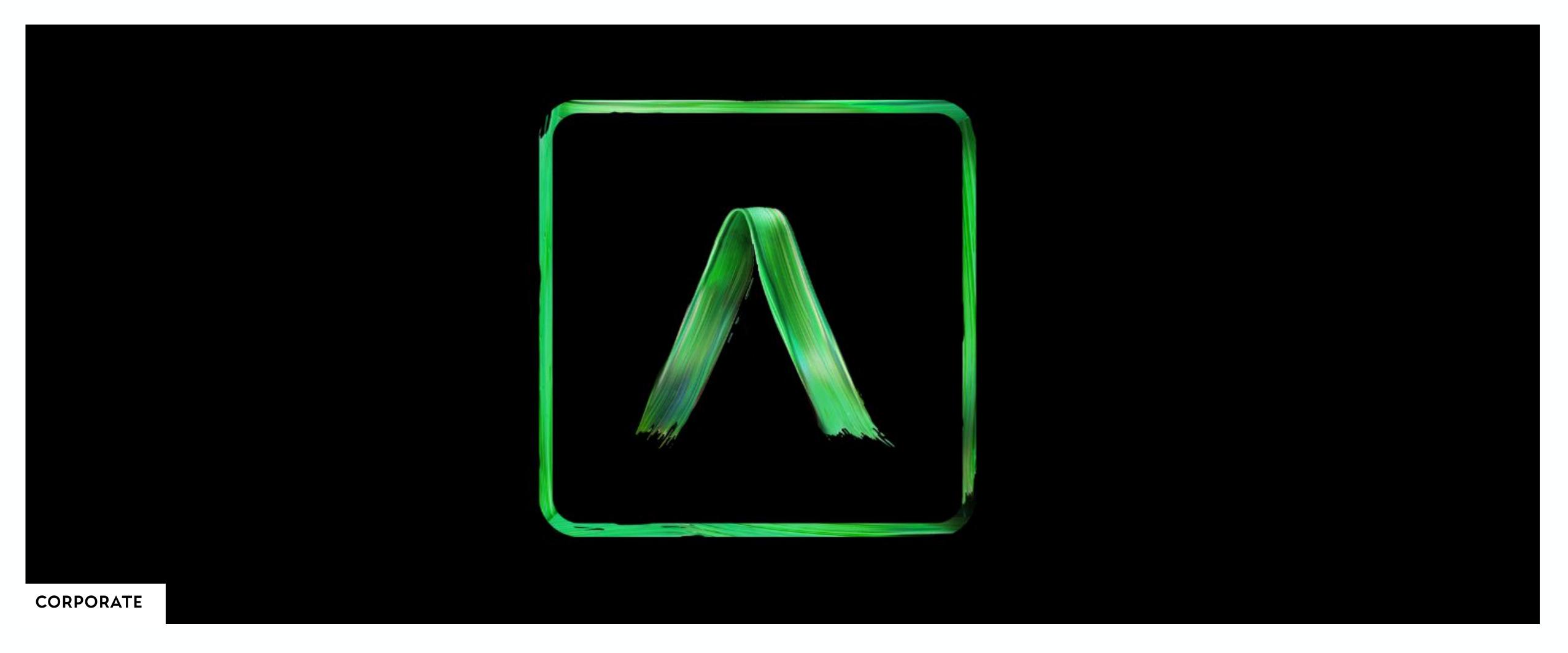
As of today, Haypost is no longer simply delivering mail. It's an entire international ecosystem of postal services. The company aspires to remain the region's biggest, most trusted postal operator. This raised the necessity of a rebranding that would update their visual identity, corporate vision and communication strategy, bringing them closer to their clients and their long term goals as a company.

ANSWER

For Armenians Haypost is not just another company. It's a part of everyone's life, quintessentially "ours". We have conducted an extensive international case study, decoding the idea of "postal services" worldwide, and while the codes have similarities across countries, we have concluded that in Armenia specifically they are tied to the most essential cultural necessity: connection and availability. This is how our concept of "Your people everywhere" was born. It became the driving force behind Haypost's new people-centric, highly scalable communication strategy. It's a very personal message. A promise to put you first, care about you, and ultimately connect you to the whole world.









BRAND IDOLOGY

BRAND ARCHITECTURE DEVELOPMENT

VISUAL AND VERBAL IDENTITY

COMMUNICATION DESIGN

PROJECT OVERVIEW

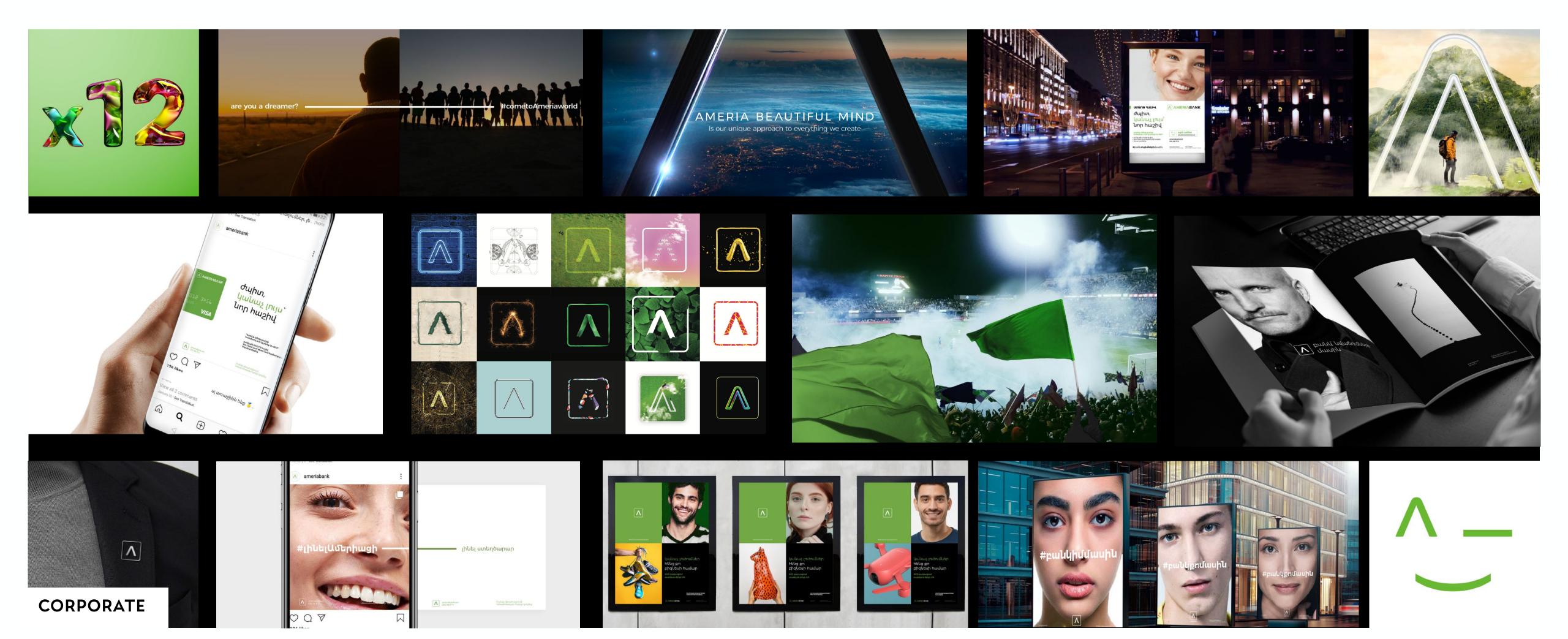
Established in 1910 as a branch of Caucasian Trade Bank and renamed in 2007, Ameriabank is one of the largest and most prominent financial institutions in Armenia, providing a wide range of banking services. Ameriabank has been known for its efforts in modernizing and expanding its services, including its pioneer efforts in adoption of digital banking technologies in the region.

IDEOLOGICAL BASE

BEAUTIFUL MIND

SLOGAN

BANK ABOUT PEOPLE





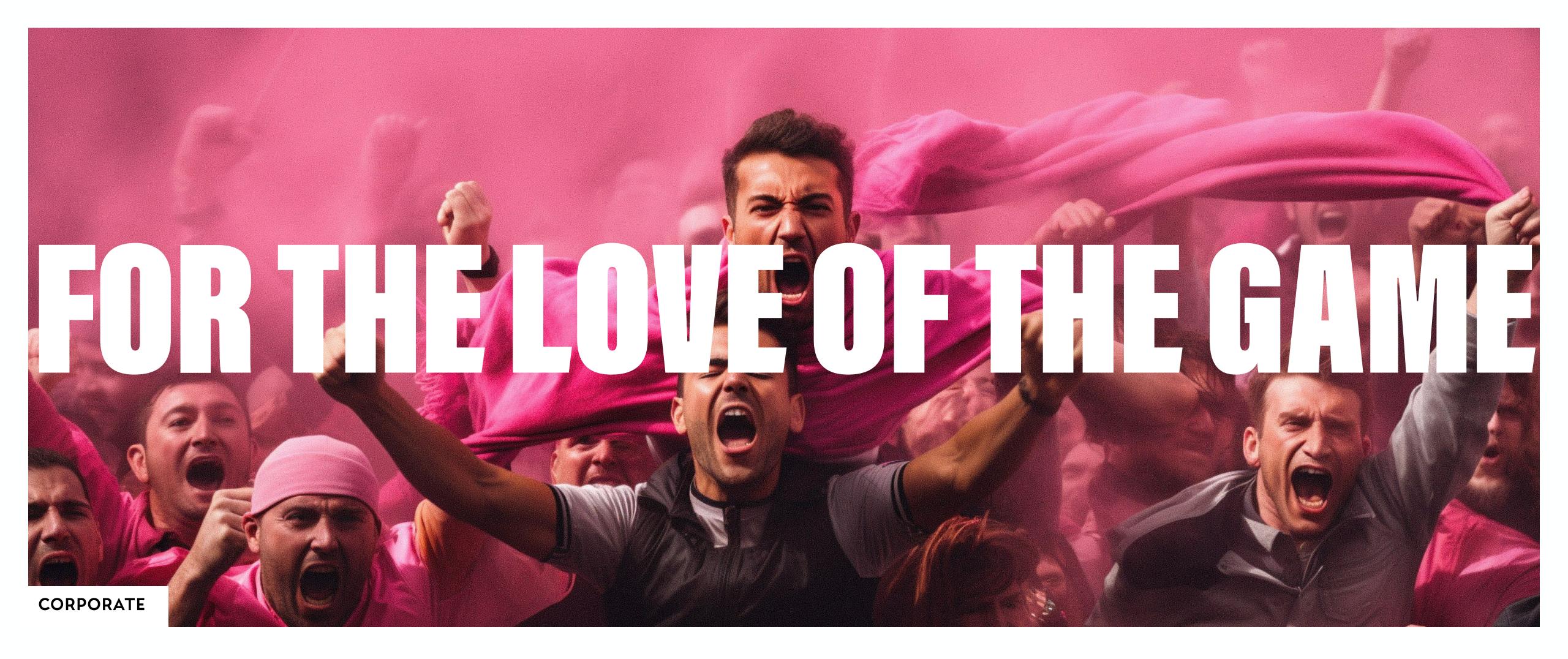


Ameria was going through a transformation from strictly investment to universal banking, becoming more public and more digital. These two main topics of transformation had to be directed via rebranding, that would rehaul the bank's brand architecture and communications, while keeping the narrative close to its tradition of trusted and upscale banking services

ANSWER

We started by infusing inclusivity into tradition, drawing from Ameria's historical values to engage loyal customers. Ameria's distinctive approach – precise, aesthetic, and purposeful – transcended its team to embrace all who chose them. We coined it "Beautiful Finance" for those who admire the beauty and precision of banking. Additionally, we proposed a new brand structure: A-Space, a dynamic, innovative digital sub-brand for tech-savvy youth, while Ameria retained its legacy as a premium, traditional yet modern banking provider.





SOFICONSTRUCT

WE DID

BRAND IDEOLOGY

BRAND ARCHITECTURE

DEVELOPMENT

VISUAL AND VERBAL IDENTITY

COMMUNICATION CAMPAIGN

MERCHANDISE

SPACE DESIGN
PRODUCT DESIGN
PACKAGING DESIGN
BRAND LAUNCH CAMPAIGN

PROJECT OVERVIEW

SoftConstruct is a global tech company rooted in Armenia. Founded in 2003, SoftConstruct is now a technology provider with over 6000 creative professionals, 10+ market-leading independent trademarks and a number of branch offices operating around the globe.

IDEOLOGICAL BASE

CREATIVE CHAOS

SLOGAN

FOR THE LOVE OF THE GAME

MAEUTICA

All Rights Reserved © 2008-2024

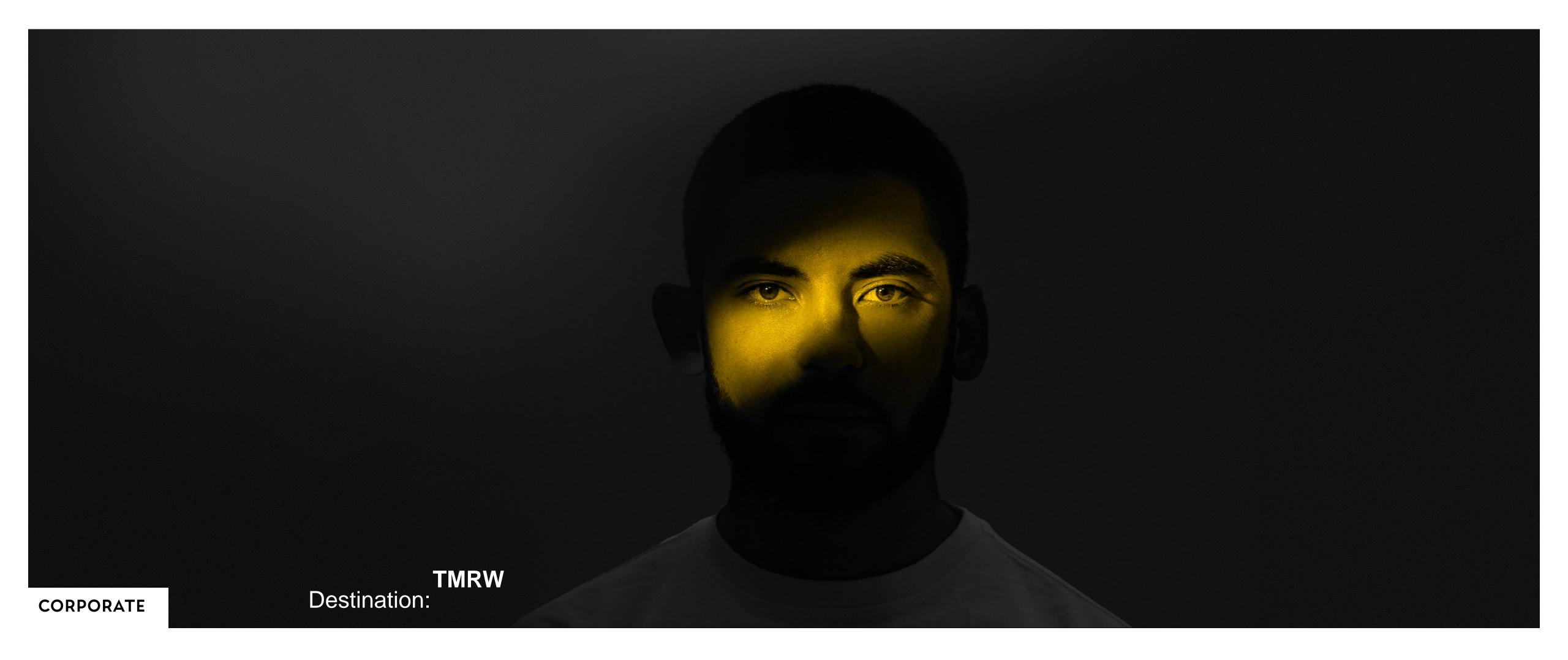


SOFICONSTRUCT

Being one of the biggest employers in the Armenian IT market, SoftConstruct faced the universal issue of constant recruitment, onboarding, training and staff retention. As the company grew, HR communications became more convoluted, corporate culture less defined and the necessity of rebranding - inevitable. The company needed a strong brand, with a story clear and powerful enough to work both internally and externally.

ANSWER

Deep diving into the clockworks of biggest international IT corporations, and combining our findings with the knowledge of local cultural intricacies, we developed a visionary leader-centered concept, built on the idea of self-challenge, fun and teamwork. "For the love of the game" is a mindset, a way of doing things, a motivation to try, fail, never give up and win. The concept became truly alive in its outward- and, most importantly, inward-directed (HR) communications, including hiring protocols, employee handbook, onboarding events, milestone rituals, mentorship and more.





BRAND IDEOLOGY AND NAMING

VISUAL AND VERBAL IDENTITY

COMMUNICATION CAMPAIGN

MERCHANDISE

BRAND LAUNCH CAMPAIGN AND EVENT

PROJECT OVERVIEW

Homz Mall is one of the most impressive shopping centers in Kuwait, being the only destination that addresses all homerelated needs complemented with a large variety of restaurants, cafes and family entertainment.

IDEOLOGICAL BASE

DESTINATION: TOMORROW

SLOGAN

EXPEND AND FORTIFY



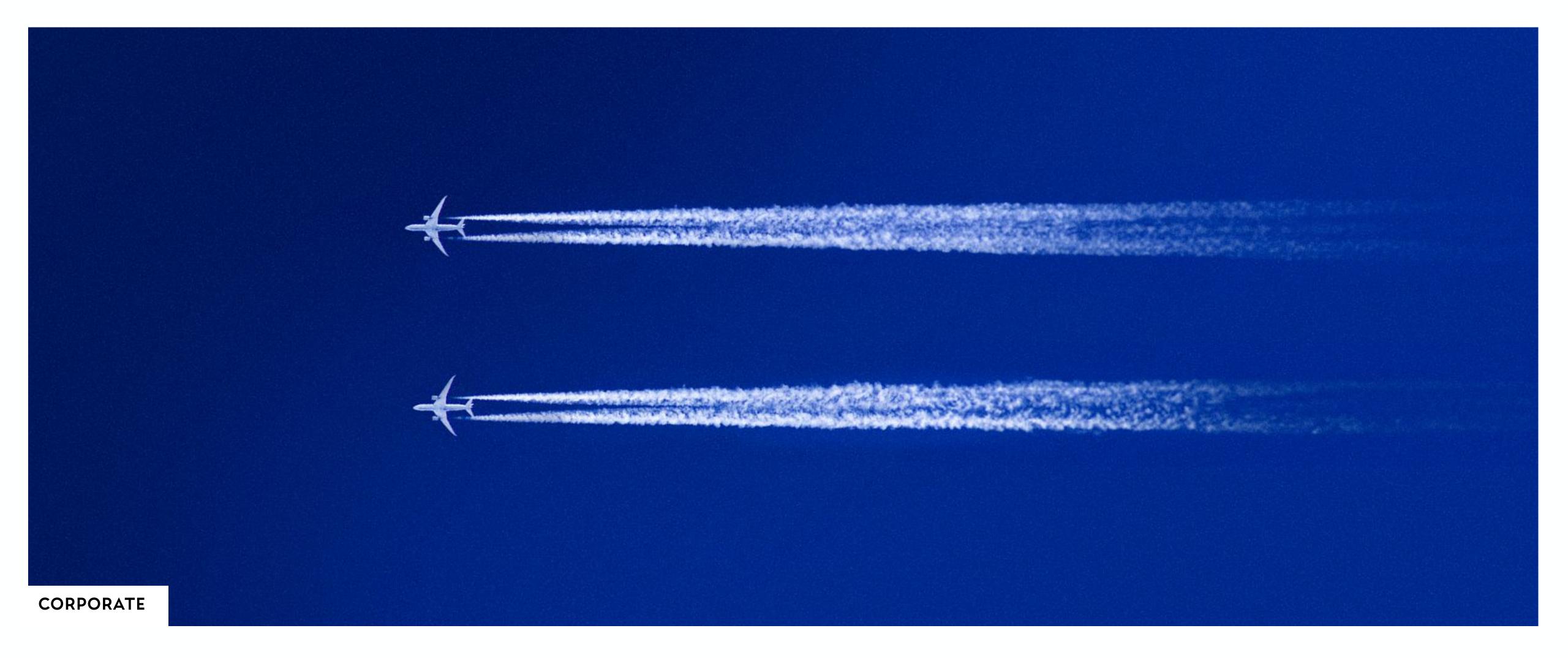




The main challenge of the project was to create a concept for a thematic amusement park in Armenia, based on an original story, populated with authentic but not ethnic characters, attractive for local and foreign visitors: children, teens and adults alike.

ANSWER

Yerevan Park's creative concept was built on a classic fairy tale idea of Emoria, a world populated with hyperbolized embodiments of emotions people tend to experience in an amusement park: courage, joy, curiosity, relaxation. The story served as a thematic blueprint for the park's zoning and visitors' experience map. The avatars of these four emotions became the park's guardians/ mascots. These colorful, attractive characters and their personal stories created the perfect base for endless multimedia and souvenir adaptations.





VISUAL AND VERBAL REVISION

COMMUNICATION MATRIX DESIGN

PROJECT OVERVIEW

Ardshinbank stands as a leading local bank in Armenia, serving as a universal financial and credit institution that provides a comprehensive range of banking services.

SLOGAN

WE ARE STRONGER TOGETHER





















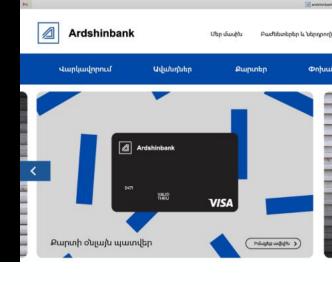


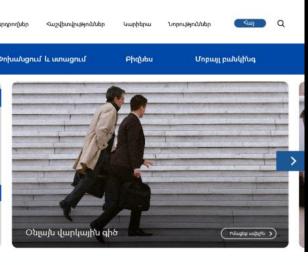


















The primary challenge for Ardshinbank was the need for modernization and restyling while preserving its identity.

ANSWER

In response, we seamlessly incorporated Ardshin's fundamental codes, bringing about a refreshed and modernized look that stays true to its core values.

REACH

Best Bank in Armenia 2023

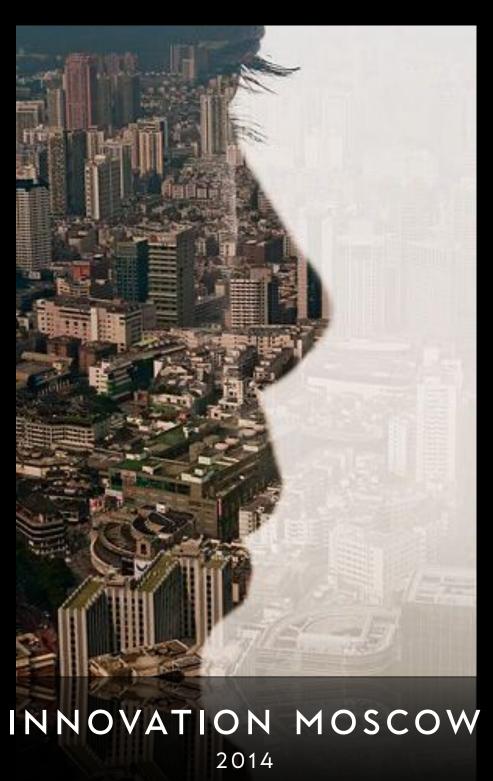
Award by by Euromoney magazine



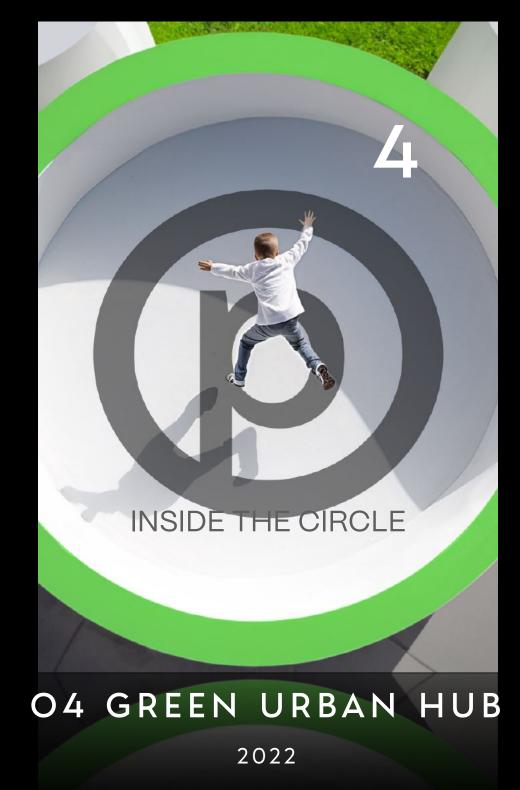
SIGNATURE PROJECTS



WINES OF ARMENIA
2021







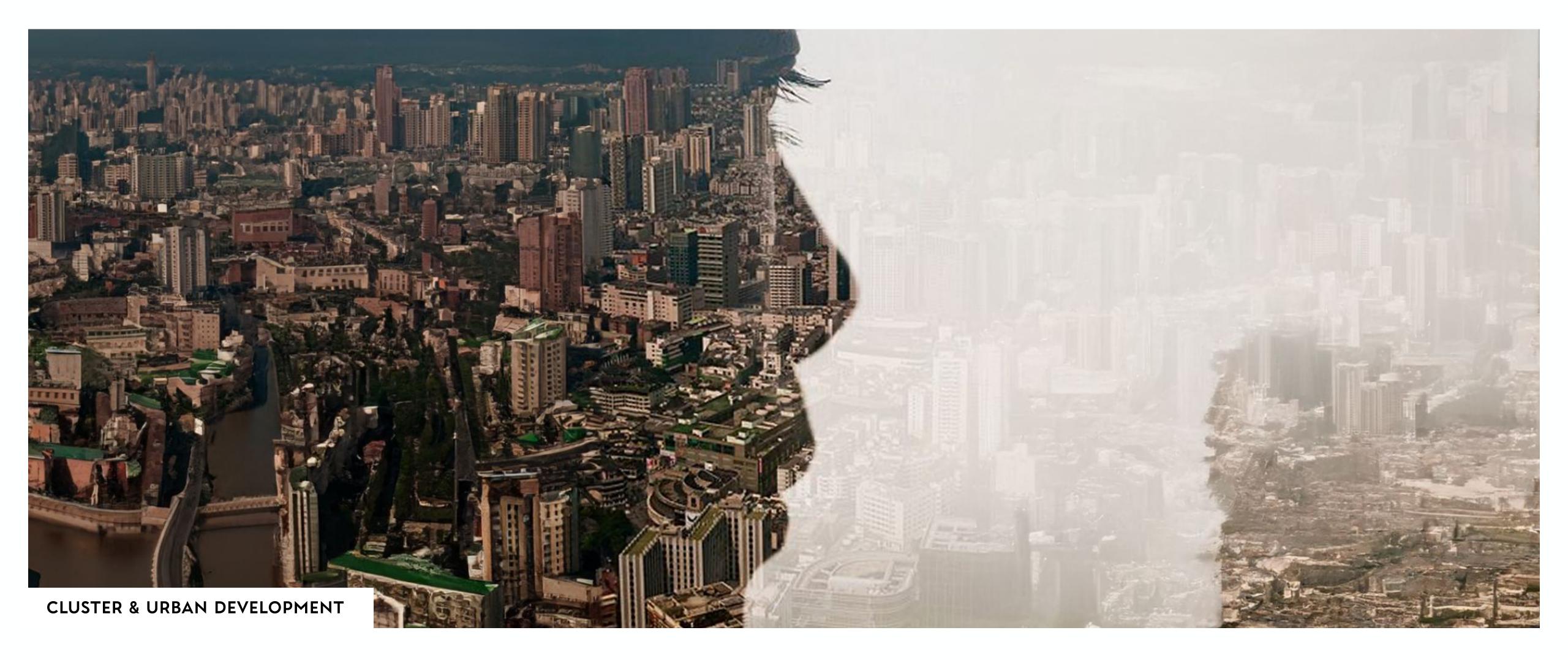


AMPER CREATIVE DISTRICT 2023

CLUSTER & URBAN DEVELOPMENT

(PUBLIC ASSETS, GREEN SPACES, CLUSTERS AND NGOS)

Toughest projects in our industry evolve around the creation of a collective identity for ideas, spaces and assets. Projects like this can truly change lives, boosting collective strength of everyone involved, driving growth and innovation, bringing people together, supporting communities.





CONCEPT IDEOLOGY & STRATEGY

CULTURAL CODE REVEALING

BRAND ARCHITECTURE DEVELOPMENT

VISUAL AND VERBAL IDENTITY

COMMUNICATION CAMPAIGN

MERCHANDISE

SPACE DESIGN
PRODUCT DESIGN
BRAND LAUNCH CAMPAIGN

PROJECT OVERVIEW

Established in 1910 as a branch of Caucasian Trade Bank and renamed in 2007, Ameriabank is one of the largest and most prominent financial institutions in Armenia, providing a wide range of banking services. Ameriabank has been known for its efforts in modernizing and expanding its services, including its pioneer efforts in adoption of digital banking technologies in the region.









In 2014, Moscow ranked low for the Innovation City Index, prompting the need for a strategic uplift. The challenge was twofold: to understand the blocking factors that hindered innovation and innovative entrepreneurship, and create a brand development program that translated into actionable steps and projects.

ANSWER

To address this challenge, we delved into Moscow's innovation codes. Tailoring programs for diverse target audiences, we emphasized fostering innovation from a young age, transforming abstract concepts into tangible initiatives for sustainable growth.

REACH

Tech Cities of the Future 2020/21 by fDi

10th in the world according to the conditions for startups





BRAND STRATEGY
BRAND ARCHITECTURE DEVELOPMENT
VISUAL AND VERBAL IDENTITY
COMMUNICATION CAMPAIGN
MERCHANDISE

PROJECT OVERVIEW

TechArmenia is a cluster brand that represents the technology sector in Armenia. It's a movement that encompasses, supports and/or leads various projects, social initiatives and events related to the tech industry in Armenia.

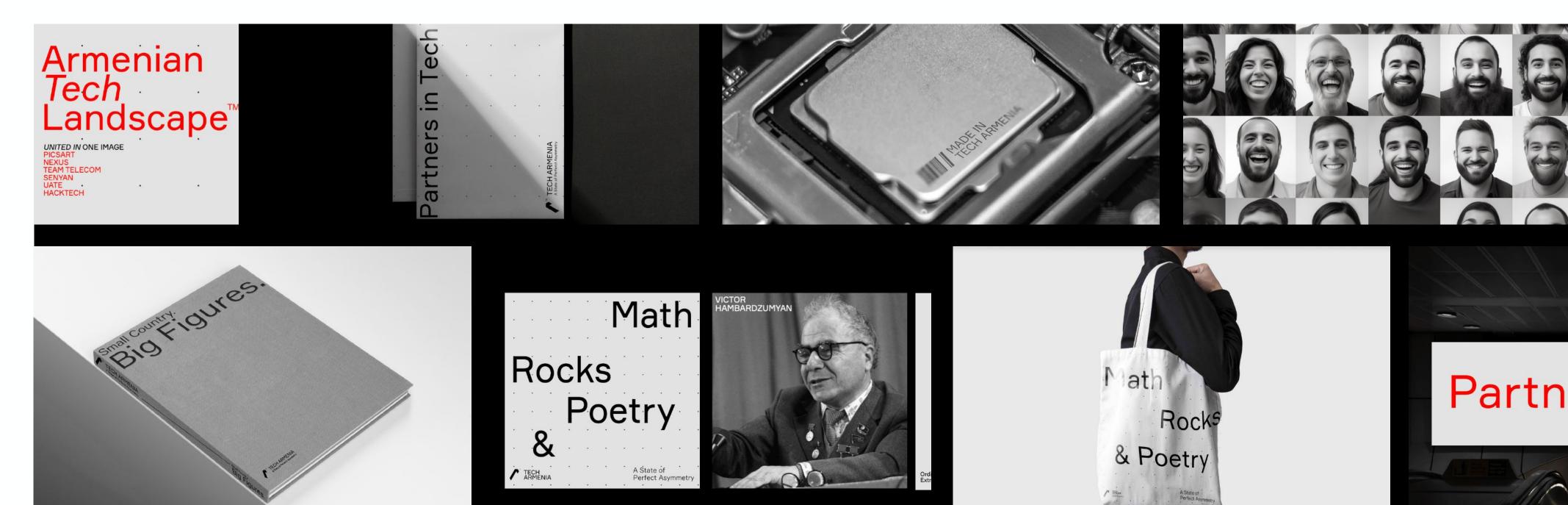
IDEOLOGICAL BASE

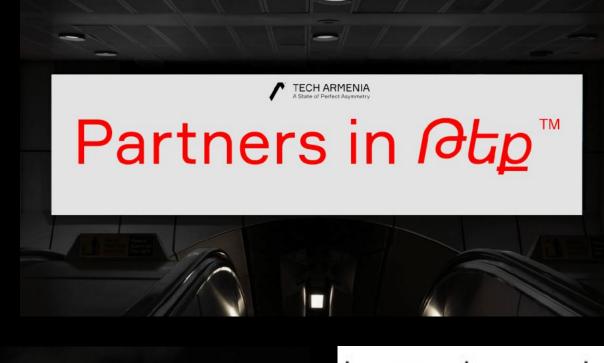
PERFECT ASYMMETRY

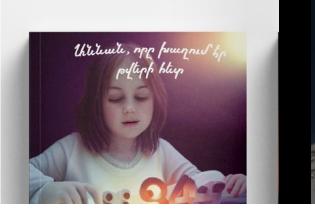
SLOGAN

PARTNERS IN TECH



















The main challenge of the project was to create a concept for a thematic amusement park in Armenia, based on an original story, populated with authentic but not ethnic characters, attractive for local and foreign visitors: children, teens and adults alike.

ANSWER

Yerevan Park's creative concept was built on a classic fairy tale idea of Emoria, a world populated with hyperbolized embodiments of emotions people tend to experience in an amusement park: courage, joy, curiosity, relaxation. The story served as a thematic blueprint for the park's zoning and visitors' experience map. The avatars of these four emotions became the park's guardians/ mascots. These colorful, attractive characters and their personal stories created the perfect base for endless multimedia and souvenir adaptations.









URBAN SPACE CONCEPT DEVELOPMENT
BRAND ARCHITECTURE DEVELOPMENT
ARCHITECTURAL ART DIRECTION
VISUAL AND VERBAL IDENTITY
MERCHANDISE

PROJECT OVERVIEW

The Circular Park (Oghakadzev Aygi) was designed by Yerevan's master architect Al. Tamanyan, aimed to transform the city into a garden paradise through its functionality and beauty. However, post-Soviet changes left the park neglected, disrupting its natural charm and human face. The area, especially segment #4, lost its vitality, becoming detached from the city's pulse. To revitalize it, the focus wasn't just on modernizing but also on honoring its heritage.

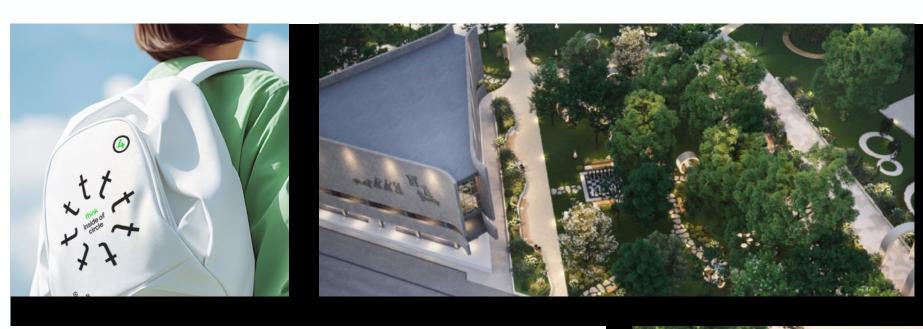
IDEOLOGICAL BASE

INSIDE THE CIRCLE

SLOGAN

YOUNG AT HEART





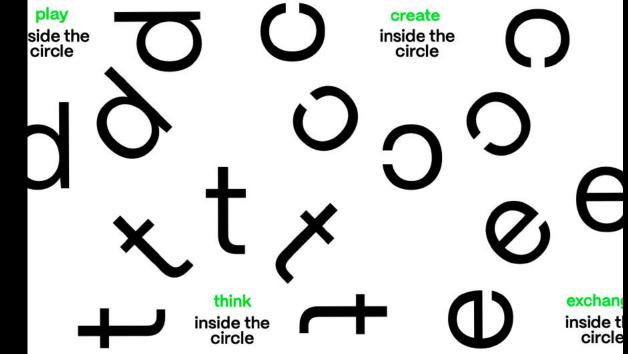












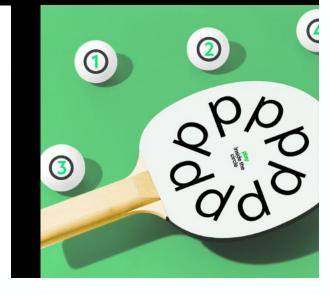














Extensive research, involving various stakeholders—city administration, experts, locals, and expats—was pivotal. This inclusive analysis guided the project, integrating anthropological and historical perspectives. The goal was to breathe life back into #4, once a vibrant cultural hub for thinkers, artists, and enthusiasts of chess, art, music, and science.

ANSWER

The rejuvenated O4, unlike other parts of the Park, transcends being a mere green space. It's envisioned as a social nucleus, embodying a green mindset that unites generations. This space prioritizes creativity, social engagement, and learning—offering diverse activities catering to urban lifestyles. The approach cleverly merges modern amenities with the area's historical and cultural essence, showcasing a revitalized public space model. The core values of Play, Think, Exchange, and Create drive its development, catering to various needs from relaxation to collaborative work, fostering a harmonious blend of the past and the present. The concept itself showcases a fresh insight into a public green space revival initiative for Yerevan.

LET'S MEET FOLLOW US

PROJECTS OR PARTNERSHIPS COLLABORATION@MAEUTICA.COM

GENERAL ENQUIRIES TALK@MAEUTICA.COM

CAREER TEAM@MAEUTICA.COM

INSTAGRAM LINKEDIN



IDEAS SHAPED TO MEET GOALS·INDUSTRIES·PEOPLE

