

MIOAR

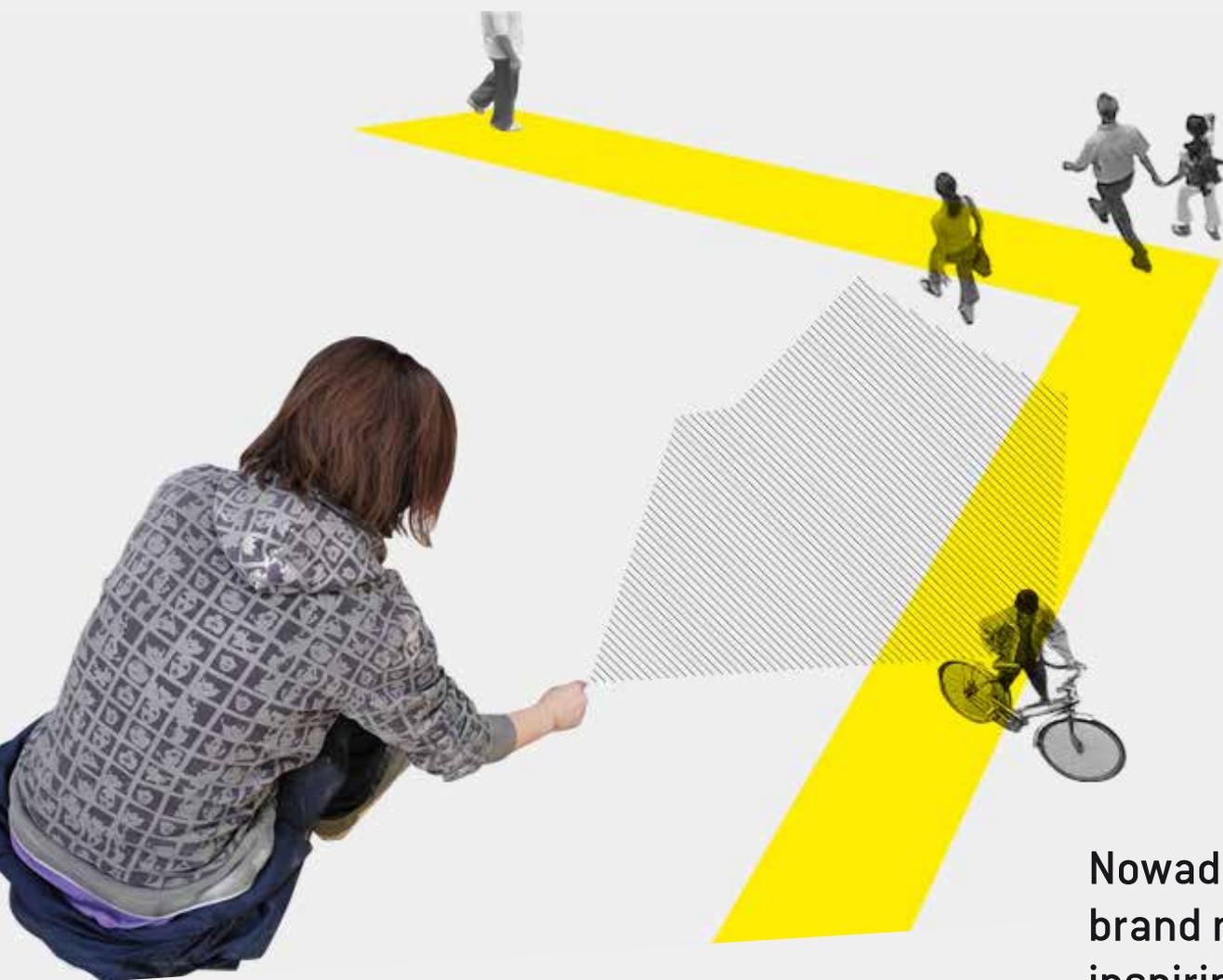
IDENTITY
ARCHITECTURE
—

Identity
architecture.
Creating a space,
a concept,
a brand capable
of moving
people—

We build your experience up

We analice your possibilities
on all fronts

Creatively working on
space, visual image and
communication strategies,
we build up remarkable
experiences.



**Nowadays, any
brand must be
inspiring.**

Identity spaces

Successful organizations consider their **spaces** of interaction as the enabled scenarios to transmit their essence through concepts.



Architecture is a powerful communication tool.

A creative strategy must tell the coherent and true story behind every brand, product or service.



Your client's favorite brand.

Your own brand

A **brand** talks about itself and conveys sensations: space quality, staff assistance, visual image, internet presence, products or services that it offers, and how they are displayed.



Everything
communicates.

We offer the
coherence you need

We produce **coherence** by developing all our creative know-how through an all-round service of architecture, visual identity and strategy, in order to tell a history that people want to share.



**MOAR
builds
brands.**

What we do—

MOAR is aimed at companies with establishments open to the public, with the strategic challenge to emotionally impact their customers, to offer them a design for their proposal of value, commercial spaces and visual identity elements and corporative communication.

MOAR handles its projects in a rounded way, through experienced professionals with an open vision of architecture, strategy, marketing, design and visual communication.

Team—



Olga Barriendo is an architect, Postgraduate in Sustainable Architecture. She has developed her professional career for more than a decade in Valencia, Barcelona and Saragossa (Spain), projecting from public spaces to interior design. She has been awarded several prizes in design competitions.



Daniel Fuertes is an architect and a contemporary art curator. After joining some leading architecture offices in Valencia and Saragossa, he has developed many projects working as a team and alone, and he has won several design awards or mentions.



Ramón Añaños is a marketing, identity and strategy specialist; disciplines he has worked on for more than two decades as a consultant, teacher and CEO in companies of national and international projection, always with a strong retail component.



Sergio Palao, graduated in Art Studies, has been a professional graphic designer for more than a decade, specializing in space signalling and accessibility, editorial design and packaging. He has developed his career while teaching at several Art Schools.



Álex Sánchez, formed in Saragossa and Barcelona, has developed his career in identity design and corporate communication for brands and institutions. Besides, he has specialized in Web environments, multimedia and augmented reality.

MOAR

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