

Kvitfjell Alpingrend – Norwegian Cabins

Setting a new industry standard to create an immersive atmosphere for a real estate project



Background

Tegna is a real estate development company located in Norway that invest, build and market residential housing projects and recreational properties in Norway. Kvitfjell Alpingrend is a property land project owned by Tegna, with 42 lots for classic mountain style lodge cabins within the nations largest ski resort.

“In a short time span, Cultéva re-imagined our project with only five renderings that presented aerial views and interior designs that gave customers an immersive experience and enabled them to fully comprehend the appeal of our project.”

–Morten Angell, Founder & Partner,
Tegna AS / Kvitfjell Alpingrend AS

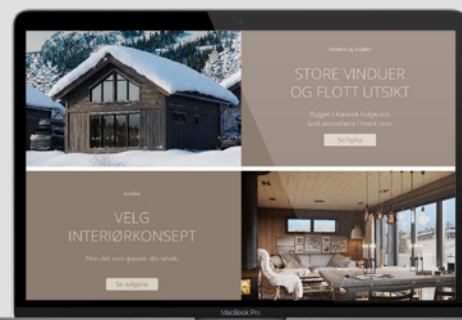
Services completed

- 1 Mission & Vision
- ✓ 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- 6 Product & Packaging Design
- ✓ 7 Retail Space & Online Appearance Design

Challenge

Tegna was looking for a new exclusive and more elevated brand image for its new land property project - Kvitfjell Alpingrend - to more easily market and sell its mountain lodge style cabins to a demanding national customer base.

Kvitfjell Alpingrend needed 3D renderings that would enable customers to imagine the value of these cabins, understand the amazing location and envision the opportunity of the effective space design inside these two-level mountain lodges.



Solution

Cultéva created a collection of five visuals with a warm, personal feel and wintry surroundings for this unique location placed in the middle of a legendary downhill skiing location used during the Olympic Games.

Render 1 presents the front facade of the cabin sitting in the snow filled mountain side spaced apart, in a row, next to the others. The walls are made of dark tinted quality lumber. Large pane windows fill the main wall offering a view to the surrounding landscape and brings daylight into the cabin from sunrise to evening sunsets, and offers a panorama view to star-spangled midnight skies.

Render 2, 3 and 4 presents neat interiors with light and effective space design in modern settings, cozy fireplace, small niches and comfortable living arrangements.

Render 5 gives a signature aerial view of the Kvitfjell Alpingrend property phase I set in lush wintry landscape, neatly built into the mountain side in the middle of the slopes while overlooking the valley and lake below.