

Kvitfjell Midtibakken – Real Estate Dev.

CULTÉVA

Ski in-out apartments with signature styling and elevated standards aiming for a broad public appeal



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.

"[...]we keep returning to work with Hein at Cultéva to visualize our projects with the most appropriate exterior and interior solutions that attract the broadest audience and also provide us with branding and sales tools that has proven effective over time."

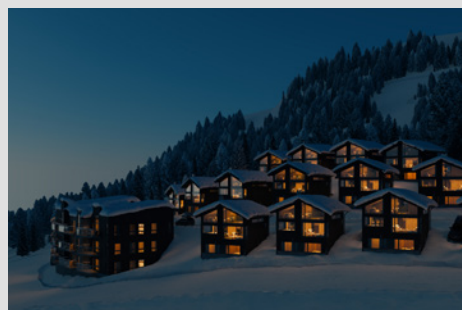
-Thomas Lensby, Founder & Partner,
Tegna AS / Kvitfjell Alpingrend AS

Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- ✓ Space & Online Appearance Design

Challenge

Tegna wanted a solution for phase 2 of the property at the Kvitfjell ski resort that included 3D renderings and a launch kit with brochures, website with a unit selector and structured content for social media channels that captured the atmosphere in this famous ski resort. The ongoing project was expanding by adding a new apartment building with 14 exclusive units and a departure from groups of cabins as usually expected in the wild mountainous landscape. Tegna was seeking an overall image to celebrate modern design building constructed with traditional material, low maintenance and lasting quality.



Solution

To visualize the real estate development project, Cultéva planned the creation of a collection of renderings from key vantage points beginning with the outside view to show the amazing placement of the building in the middle of the mountain surrounded by ski slopes with a backdrop of both new cabins and the mountain ridge with the famous World Cup alpine speed skiing piste running adjacent to the property.

Additional visuals were prepared to capture the best angles of the model apartment from the outside balcony with bold seating and a fire pit draped in wintry light conditions that penetrates into the dwell space coloring the interiors inside with a warm, comfortable and inviting glow presenting a welcoming and personal feeling throughout the living and dining room, kitchen, bedroom and bathroom, each with a view to the snow outside covering the valley down below at the foot of the mountain.

The collection of renders provided a visual narrative that created commercial value and increased the marketability of the project.