

# Newsletter

## Spring Issue / 2022





### Room Within A Room

Working from home is not necessarily a new concept, yet it remains a large part of modern lifestyle. In the 1960s, Architect and Designer, Ettore Sottsass, created a delightful multi-functional WFH space with unique twists and turns around every corner. Now a museum artifact, this intimate work studio was made to feel like a complete house, while maximizing every inch of space.

Discover Casa Lana and how it was brought to life in this recent, inspiring Disegno editorial feature.

[Casa Lana](#)

[On Display at the Triennale Milano](#)

Photo courtesy of [@anitaleocadia](#)

---



## More Than Millennials

Evaluating a brand's audience segmentation and customer targeting is a 101 for all content creators. Just as marketing strategies finally settle in and resonate with Millennials, Gen Z takes the world by storm. It's no surprise Gen Z knows - and remembers, everything.

The opposite of a one-size-fits-all approach.

### Marketing to Gen Z

Photo courtesy of @moonchild

---

## A Sign of Luxury

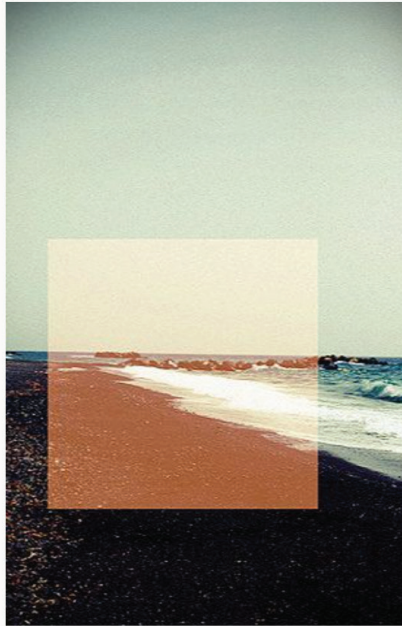
While single-use products are one of the main causes of waste in the hospitality industry today, in many cases, soap bars still remain.

For some, luxury is all about the experience.

### Why Soap Bars? Clean The World

Photo courtesy of @tangerinezest





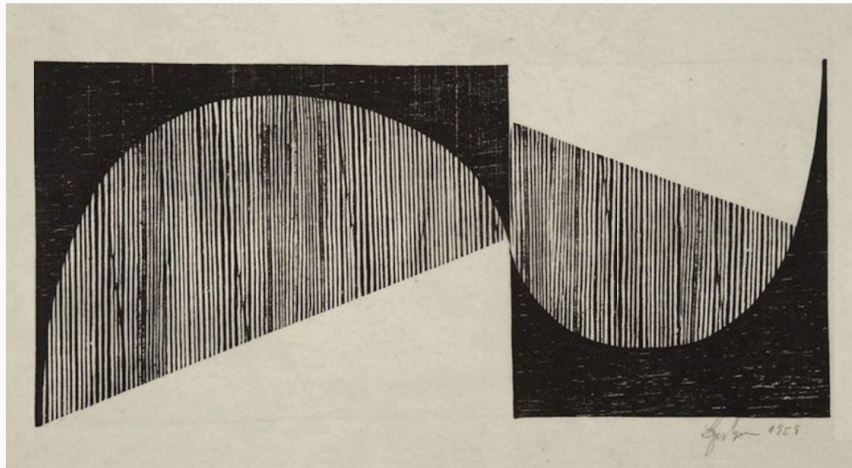
## The Full Picture

As Metaverse dialogue brings awareness to the concept of three-dimensional advertising, it is evident that real-life visuals have the ability to drive higher engagement and increased conversion rates over two-dimensional marketing.

Tech firm, VNTANA, announces its integration with Meta - soon allowing for businesses to display "3D models of products and the ability to create interactive AR & 3D Ads for Facebook and Instagram" - Crowder, Co-Founder, VNTANA

### 3D E-Commerce

Photo courtesy of @michaelringland



## SiteMinder Sync

The Madison Melle Agency and tech theory group were delighted to join SiteMinder for a thoughtful conversation alongside brilliant minds at SiteMinder Sync - the first-ever SiteMinder global conference, designed to educate and inspire in a short, sharp and content-rich series of 20-minute sessions.

See what the future holds in the latest discussion, "Transforming Your Hotel's Future - Where to Start."

### Watch Sessions

Photo courtesy of @vjeranski

---



---

## Farm To Plate, To Farmer

"This software startup tracks your apple from farm to aisle and lets you tip the farmer" - Christine Lagorio - Chafkin, Inc.

The use of Blockchain is extensive, bringing greater transparency and ethics to a multitude of verticals, including the global food supply chain.

### The 360-Ecosystem

Photo courtesy of @pampa



---

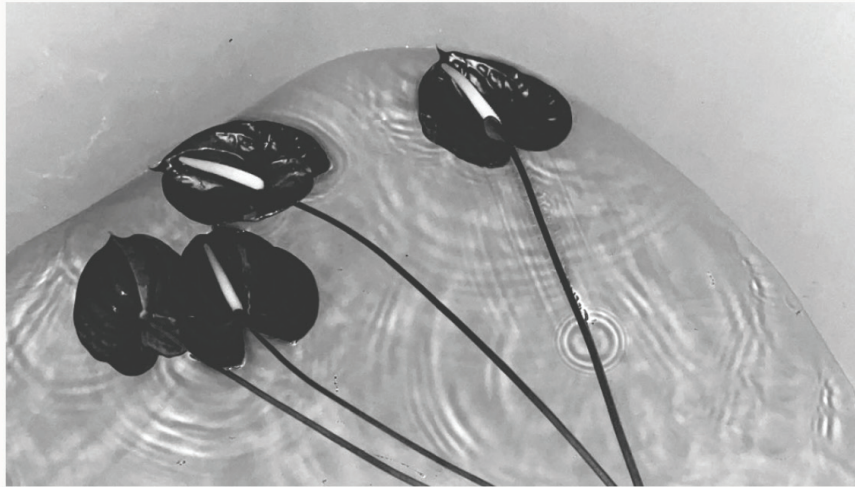
## Lending Libraries

Today, hotels must split focus between guests who prefer communal interaction and those who like solo experiences. As the rise of "homebody" traveler tastes become more prominent, traditional Hotel Lending Libraries full of books now pivot into experiential offerings.

Enter musical instrument rentals, houseplant loaners and even outdoor gear borrowing.

### Card Catalogues Be Gone

---



## Calma Floral

### Spotlight

Calma is a Miami-based floral design studio. They offer florals for events, installations and brand activations, including delivery two days a week for those wishing to gift or receive florals.

#### A Spring Dream

Photo courtesy of @calma\_floral

---

[Follow](#) | [Contact](#) | [Website](#) | [Behance](#)

A multi-faceted creative studio & lifestyle consultancy - inspiring clients across the globe.

© 2022 The Madison Melle Agency

[Update Preferences](#) or [Unsubscribe](#)





See more at  
[madisonmelle.com/press](http://madisonmelle.com/press)