

Starwood Capital Group

Starwood Capital Group is a private investment firm with \$37 billion worth of global real estate assets under management. Looking to attract young talent and distinguish the firm from its more conservative Wall Street competitors, the Starwood marketing group engaged Taylor Design to give its websites a more polished and contemporary look. The design team jumped right in, emphasizing location imagery to project a bold sophistication while highlighting the incredible portfolio of Starwood Capital Group assets around the world. Incorporating the latest interactive techniques, the sites feature tablet- and phone-friendly navigation, easy-to-use content management systems, mapping tools, and search engine optimization. The result: stunning first impressions for the different properties and of Starwood as the savvy market leader.

One of the keys to success was using fluid, proportion-based grids that adapt to the device on which the sites are being displayed. This allows for easy reading with a minimum of resizing, panning, and scrolling.

Websites were created for each of Starwood's complementary business lines, including the Starwood Energy Group, top right, which specializes in natural gas, renewable power generation, and transmission assets.

