



## BOCA WEST ENTRY CONCEPT DESIGN

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PREPARED BY:



# GOALS

- CREATING A UNIQUE AND MODERNIZED ARRIVAL EXPERIENCE
- REMAIN COMPETITIVE AND MAINTAIN ITS DISTINGUISHED PRESENCE
- ESTABLISH A COHESIVE VISUAL IDENTITY
- ENHANCE AND STRENGTHEN THE FIRST IMPRESSION
- INCREASE PROPERTY VALUES
- REINFORCE THE PRESTIGE OF THE BOCA WEST BRAND































































