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LOS ANGELES RESTAURANT AND MARKET TAPS UNISON AGENCY FOR BRAND INSIGHT

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Fuse LP, a Los Angeles-based holding company, has reached across the country and selected Washington, DC-based Unison Agency for strategic brand support, including naming, identity, tagline, website with integrated e-commerce and additional collateral materials for its latest venture, a new restaurant concept in the ultra-trendy downtown LA area that is undergoing a major urban renewal. The restaurant, bar, lounge and gourmet market will be known as Artisan House.

"We are delighted to be working on such an amazing venture with the talented creative team at Unison Agency," said Raphael Javahari, co-founder of Artisan House. "Through the full range of their work on brand development, web, e-commerce, and social media strategy, we believe Unison will be an integral part of our success. We look forward to many years of collaboration."

Artisan House is a new food appreciation concept that will bring high-quality organic and local fare, artisanal sensibilities, and uncompromising commitment to service to an urban setting. The environment will be a gathering place for clientele ranging from upscale, professional Angelinos to LA's trend-aware urban hipsters. Whether it is to sit down and dine on delicious, fresh organic foods from local farms or to shop for wine and handmade pasta in the gourmet market, Artisan House will have something to fit everyone's urban lifestyle.

The project is the latest in what, for Unison, is a growing sector expertise—exceptional urban dining/lifestyle destinations. Unison started the project by developing the name "Artisan House," before engaging in a comprehensive strategy, identity, and aesthetic direction effort to support the brand. The Artisan House website, e-commerce, and additional interactive strategy are currently underway.

"It was a perfect match of art and artisan," said R. Julius Talvik, creative director of Unison. "Branding is Unison's art; their's is food and atmosphere. This is an exciting project for Unison. It represents a geographic expansion of our highly regarded hospitality expertise and a high-profile entrée into the demanding Los Angeles market. We're putting the full weight of our creative and brand expertise behind this effort and I'm looking forward to the final result."

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ABOUT ARTISAN HOUSE

Artisan House is a comprehensive food appreciation experience with a full-service restaurant, bar, lounge, fine wine & liquor store, and gourmet market. Artisan House serves high-quality, locally-grown, artisanal food for every occasion - from a supermarket purchase to a gourmet dinner meal.

For further information, please visit artisanhouse.net.

ABOUT UNISON

Unison is a full-service brand and digital agency that develops integrated solutions by combining strategic, creative and technological capabilities to advance our clients' brands across all touch points. The agency fosters enduring customer devotion by creating digital brand experiences that bridge the gap between offline and online interactions.

Unison strives to create rich, engaging and truly emotional experiences in the digital realm. By combining high-impact media and seamless usability with the latest technology in e-commerce, social networking and digital mobility, Unison designs online brands that are multifunctional, multi-sensory and multi-platform.

Unison has experience building powerful brands across a wide range of industries, including financial services, government, food service, retail, manufacturing, real estate, pharmaceutical, fashion, entertainment/media, consumer packaged goods and beauty products.

Over the span of a nearly a decade, Unison has worked with clients in twenty-seven countries around the world, demonstrating its belief that artfully designed brands are universally engaging and transcend cultural and linguistic boundaries.

For further information, please send us an email at info@unisonagency.com or call 202.337.7887.