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InterCom® Retained to Rebrand Queen Mary and Punta Mita Resort

January 14, 2016 — InterCommunicationsInc® has been engaged to reimagine the resort community of Punta Mita located along the Riviera Nayarit, Mexico. The 1,500-acre peninsula opened in 1999 with a Four Seasons Hotel and Four Seasons Private Residences. It includes two Jack Nicklaus signature golf courses and The St. Regis Punta Mita Resort (which opened in 2008). More than 300 homeowners and over 300 fractional Residence Club owners call the resort home, enjoying an enviable lifestyle within the current 13 residential communities. A wide range of residential offerings are available at Punta Mita from intimate and elegant condos and villas to spacious oceanfront estates and custom home lots. Punta Mita Properties, which manages all of the current real estate sales for the project, retained InterCom for the brand refresh. The parent company, DINE, Mexico's premier real estate developer, has extensive plans for the next phase of development and seeks to further define the identity for the resort community. DINE has been the ownership entity since the project's inception and specializes in the construction and promotion of residential and leisure properties.

With convenience of lift access from major U.S. cities, Punta Mita is truly poised to establish itself as the preeminent destination on the Pacific coast of Mexico. While Los Cabos has been historically perceived as the prime Mexican leisure destination for many western U.S. travelers and real estate purchasers, the Riviera Nayarit has more to offer with its beautiful and lush landscapes and connection to the authentic cultural nuances of Mexico. Additionally, the peninsula of Punta Mita is one of the only areas along the Pacific Coast with live coral reefs.

"Everything is already here. Punta Mita just needs a carefully crafted story that gives this destination a real identity while hinting at its plans for the future expansion," says Toni Alexander, President and Creative Director of InterCom. "To see what DINE has planned for the next phases of development for Punta Mita has been exciting. It demonstrates an awareness for creating a development plan that will represent a real legacy and ensure that the destination remains relevant for future generations of guests and owners." With plans for three more hotels, at least two new owners' club facilities, an array of new residential offerings, and other updated community amenities, Punta Mita is taking a thoughtful and confident approach to its future as a proven leisure destination.

InterCom has also been retained by Los Angeles developer Urban Commons LLC to conceive the brand and development vision for the new Queen Mary entertainment zone in Long Beach, California. The 40-acre site adjacent to the iconic Queen Mary attraction and hotel is being planned as an entertainment-inspired destination that will become a regional attraction as well as a vibrant, day-to-night gathering place for those living in and around Long Beach. Envisioned to feature inventive, urban

architecture and a possible Great Britain-meets-Southern California design sensibility, the one-of-a-kind project may include a new boutique hotel, specialized retail, eclectic dining, a music/entertainment venue, fitness and aquatic center, and outdoor communal spaces and landscapes that embrace the waters of Queensway Bay.

“We’re honored to be crafting the brand narrative and helping to influence the design of this truly iconic destination,” said InterCom President and Creative Director, Toni Alexander. “This living historic landmark has been a part of Southern California for nearly 50 years, yet her next chapter as a magnificent centerpiece of an engaging, water-oriented destination is destined to be her most exciting voyage yet.”

As part of the development agreement, Urban Commons has plans for an extensive renovation to the existing Queen Mary attraction and hotel. The project is a joint venture with the City of Long Beach, which will be actively involved in defining the plan and programming for the entertainment zone. Gensler is the architect of record and is currently working on the project master plan. Timing for opening of the proposed entertainment zone is still to be determined.