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## **Sasaki launches new website created by Upstatement**

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Watertown, MA Sasaki has launched their new website designed by digital brand and product design studio, Upstatement.

“This new site will best showcase our impressive global portfolio, communicate our unique culture, and allow us to continue to share our latest thinking on integrated design in engaging new ways,” said Sasaki CEO, James Miner, AICP.

“We are excited to unveil our new website, which boldly interprets our unique brand for a digital context.”

A few years ago, Sasaki began to think deeply about the company’s external identity and how to better articulate the breadth of their practice to their diverse clientele. Recently, the company released a new brand identity. Sasaki’s website launch this month marks the next phase of their brand evolution.

The new site “provides a frictionless and distinctive digital experience that conveys Sasaki’s full complexity with refreshing simplicity,” says Sasaki Chair of Design Dennis Pieprz, Hon. ASLA. “Upstatement was a phenomenal partner and we enjoyed this close collaboration between designers who share a love of elegant design—in the built realm and the digital sphere.”

Sasaki enlisted the help of design and engineering studio, Upstatement, to develop a user-friendly experience that exhibits the company’s extensive portfolio and design expertise. Since its inception in 2008, Upstatement has delivered digital strategy, content creation systems, branding, design, and engineering to marquee clients such as PBS Newshour, Bloomberg, Massachusetts Institute of Technology (M.I.T.), Everytown for Gun Safety, Moms Demand Action, Tito’s Handmade Vodka, Penguin Random House, and more.

Sasaki has conceptualized award-winning architecture, landscape architecture, and planning projects across the United States and around the world. The company has led the design of iconic spaces across the globe, including the 2008 Beijing Olympics master plan; the most recently-completed six blocks of the Chicago Riverwalk; and the new offices for Akamai

Technologies’ global headquarters. Sasaki’s practice is known for creating spaces that foster collaboration and innovation for public and private clients leading in technology, biosciences, education, sports and recreation, and the arts. They are currently working on a range of projects,

including plans for Ho Chi Minh City, UC Berkeley, and Harvard University's Allston campus and built projects for Boston's City Hall Plaza, Princeton University, and the Port of Los Angeles' Wilmington Promenade.

"Designing for designers is always a welcome challenge, especially when our partner firm is a deeply collaborative design practice like Sasaki. The truth is, we learned a lot from them during this project," said Upstatement Principal, Scott Dasse. "It was a tremendous opportunity to channel the creative energies of a diverse group of design leaders, and to come out with a digital platform that feels like an honest reflection of their identity. It's like nothing else out there. Together, we've redefined a category."

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