

Mogul Portfolio

Website Design

Gemco Group

A new design experience

Gemco is a premier construction company who approached Mogul to pitch for an update to their website. They wanted something next level - to be at the cutting edge of what's possible online.

Gemco Group has constructed many large and iconic buildings around the Hawke's Bay region. We really wanted to deliver an experience of scale – for the web visitor to get a sense of what it felt like to be standing in the entrance of Napier's MTG building, or in the grandstand of the Regional Sports Park. We wanted people to feel like they were actually *there*.

We developed a comprehensive technical document showing the behaviour of the creative components within the site. The *pièce de resistance* was the fly-through video on the homepage that plays through as the user scrolls.

The result: a very happy and proud client with a state-of-the-art website that allows their visitors to experience the buildings in a completely new and innovative way online.

Client

Gemco Group

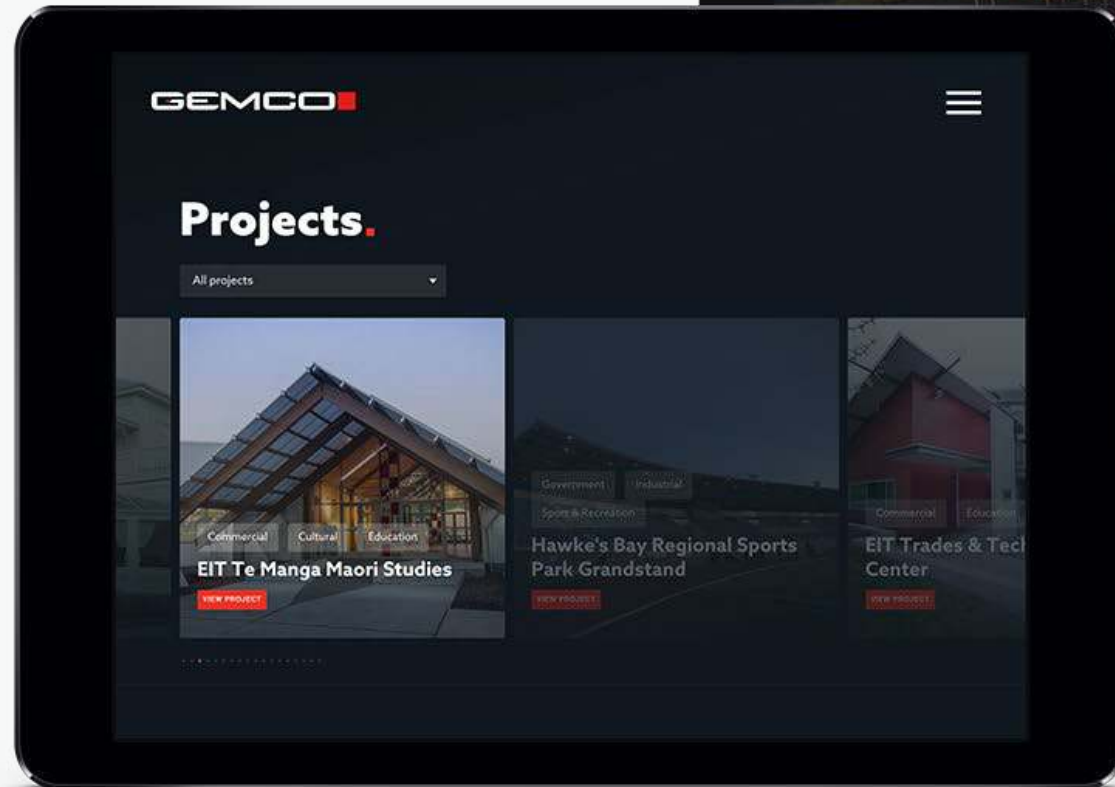
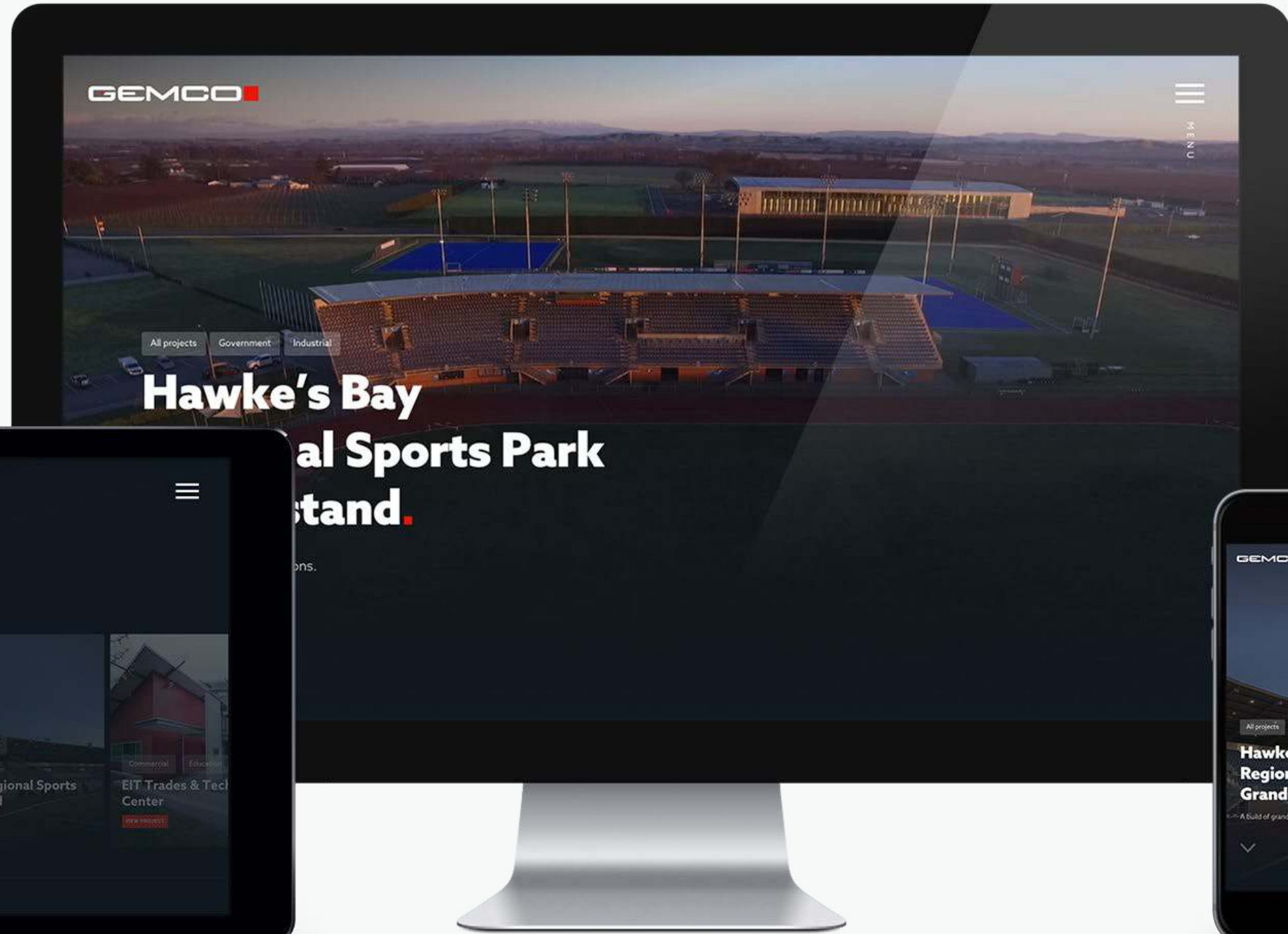
Capabilities

Digital Strategy, SLA, Web Design, Web Development

Website

www.gemcogroup.co.nz





Where old meets new.

The MTG is one of Gemco’s most significant project to date. Napier City Council commissioned a multi-purpose structure to house the Hawke’s Bay Museum collection, its associated gallery, admin, and education spaces, and adjoining Century Theater.

This award-winning building is a bold statement of contemporary architecture. A prestigious redevelopment, designed to complement existing structures, and pay homage to the past. Located majestically on the Napier shoreline, it is a magnificent showcase for Hawke’s Bay’s heritage.



The Client Experience.

As the project was undertaken for a charitable trust, project costs were closely managed on a weekly basis.

Time was also critical due to the closure of the regions only all weather running track.

The Construction Manager Experience.

Having to start construction from the middle of the grandstand and work out towards each wing created multiple working faces.

The addition of starting construction during a very wet winter came with its own set of challenges, and created a very different working environment for the Gemco team.



BayBuzz

Local Bay news

BayBuzz is a bold and lively magazine providing the folk in Hawke's Bay with their fill of local news. BayBuzz has also maintained a web presence since 2007. In 2015, Tom Belford, editor at BayBuzz approached Mogul to refresh and modernise the site for their growing number of online readers.

The website has intentionally been designed and styled for readability - across all devices. A narrow body width achieves an optimal number of words per line while a larger line height gives each line plenty of breathing space. Slab serif typefaces, a traditional news typographical style can often be hard read, especially at smaller point sizes. The typeface Sentinel was chosen for its improved legibility at smaller sizes while allowing us to retain the traditional news visual style we were after.

We continue to work with Tom making updates to the website as well as providing consulting advice for future digital endeavours.

Client

BayBuzz

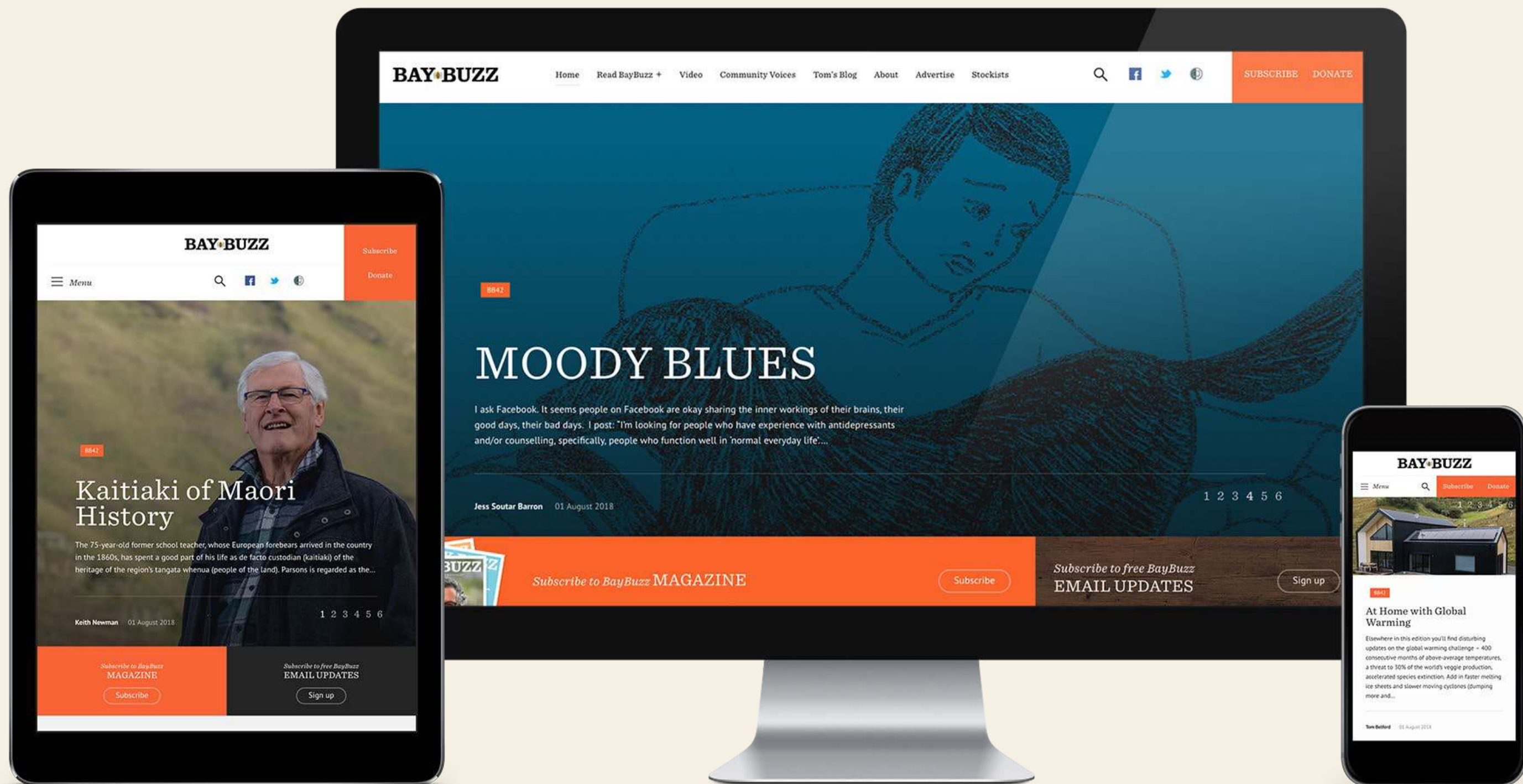
Capabilities

Digital Strategy, Web Design, Web Development

Website

www.baybuzz.co.nz





WOW

The World of WearableArt

The World of WearableArt, otherwise known as WOW, is arguably the most significant arts event on the New Zealand calendar. We were delighted to partner with such a creative and world-class event held right here in New Zealand.

Not only did WOW want us to re-design and develop the website, but they also wanted a more integrated ticketing and registration system that had as much love and care as the rest of the site.

We built the online store using WooCommerce. This gave us full flexibility when customising the store's design and function to ensure it matched the rest of the site.

During the WOW project, we also implemented a members-only section for media outlets to sign up and receive members-only information. Creating this system through WordPress meant that WOW could control and access everything all through the one integrated system, making life much easier for them.

Client

World of WearableArt

Capabilities

Digital Strategy, E-commerce, Email Newsletter, SLA, Web Design, Web Development

Website

www.worldofwearableart.com



