



travelworks

Mikrolimano Project

01. Brand Positioning Executive Summary

Key sections

- Project & Market Context
- The Story of Mikrolimano
- Brand Strategy & Positioning
- Brand Experience & Activations
- Naming & Creative Direction

Team

This document was prepared in September 2026 by Travelworks' MarComs team. The key executives engaged were: Margarita Machaira, Dimitra Delfi, Dimitra Moraiti, Kostas Panagakis

Creative note

This proposal outlines the initial strategic direction and preliminary creative ideas, based on the project brief and information available at this stage. All elements will be further developed and refined following formal assignment and in depth strategy and creative workshops with the project team.



Project specs

- A collection of sixteen waterfront residences
- Set directly on the marina of Mikrolimano, Piraeus
- Archaeological remains of the ancient Mounichia shipsheds preserved within the property
- Within easy reach of central Athens, Piraeus, the Athenian Riviera and the islands
- Residential living with discreet, personalised service
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Market opportunity

Travellers are moving from landmarks to local life, seeking places where culture is encountered through everyday rituals rather than observed from a distance. Mikrolimano already has the story they are looking for.

The narrative

THEN

The neosoikoi provided shelter for vessels between journeys.

TODAY

The residences provide shelter for guests between experiences.

The 4 pillars of brand

The positioning is brought to life through four pillars:

- Location: living the marina with the familiarity of a local
- Heritage: the ancient shipsheds within the property itself
- Experiences: curated routes towards city, coast and islands
- Residences: a place of your own with discreet service

Positioning

SHELTER · LOCAL LIFE · EXPLORATION

A collection of distinctive residences on the waterfront in Mikrolimano, rooted in the maritime history and everyday life of its harbour.

A contemporary shelter for restoration and local living, strategically positioned to offer the freedom to explore Athens, Piraeus, the Athenian Riviera and the islands beyond.

The Brand Promise

A place that gives you the freedom to go further.



Key Brand Activations

FROM STORY TO EXPERIENCE

A series of cultural and creative activations brings the story of the place to life, connecting guests with its history, people and contemporary character through curated objects, collaborations and local perspectives.

- **Know Your Way Around: Piraeus in 16 Addresses**

A collectible editorial guide to 16 places revealing the history, culture, architecture and contemporary life of Piraeus.

- **16 Stories of Piraeus**

A commissioned book by Piraeus born writer Yorgos Chronas, featuring 16 original stories inspired by the city.

- **10 Piraeans, 10 Ways to Know Piraeus**

A blog series inviting 10 local personalities to reveal Piraeus through their own places, experiences and recommendations.

- **Ancient Mounichia Puzzle**

A bespoke collectible puzzle inspired by the ancient harbour, neosoikoi and maritime heritage of Mounichia.

- **Ancient Trireme Origami**

A custom fold out trireme transforming the area's ancient naval history into a playful, tactile guest experience.

- **Archaeological Museum of Piraeus Book Collaboration**

A specially commissioned book exploring the archaeological remains beneath the property and the maritime history of ancient Mounichia.

