



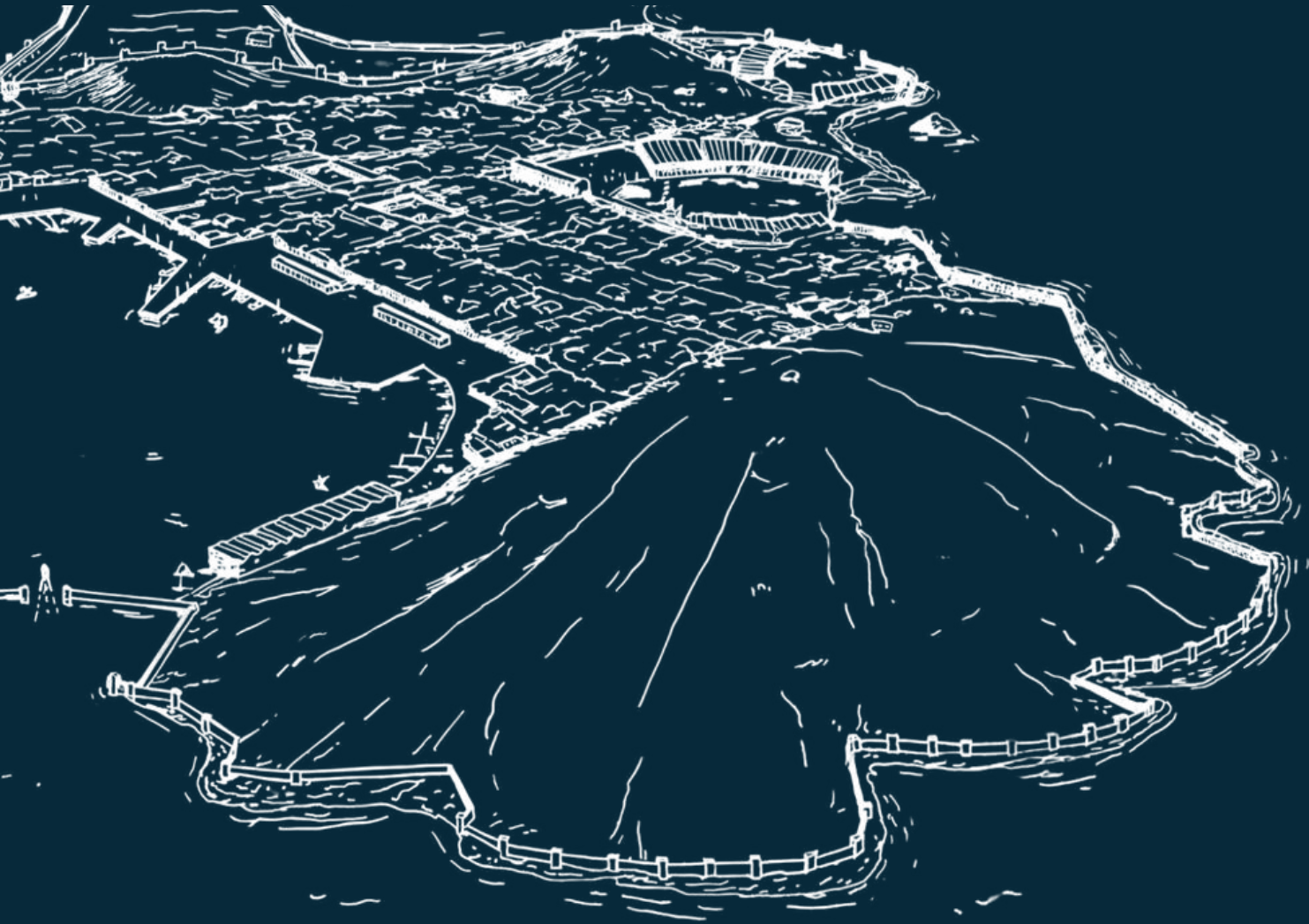
travelworks

Mikrolimano Project

Strategic brand positioning & narrative

An Athens Riviera hospitality project

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Disclaimer notes

The data and insights presented herein are based on a variety of sources, including industry reports, market trends, and publicly available information. While every effort has been made to ensure the accuracy of the data and analysis, certain assumptions have been made that may influence the findings and recommendations.

The market trends and insights discussed reflect the current landscape as of the date of this presentation and are subject to change. This presentation is intended for internal use only and should not be distributed or shared without the express consent of the Consultant and the Client.



01



INTRODUCTION

A PLACE TO RETURN TO. THE FREEDOM TO EXPLORE FURTHER

Mikrolimano occupies a distinctive position between city, coast and sea.

Closely connected to Piraeus, central Athens and the Athenian Riviera, while offering direct access to the port and the islands beyond, it becomes a natural base for exploring in every direction.

At the same time, life unfolds around the marina throughout the day, with boats arriving and departing, restaurants and people moving along the waterfront, allowing guests to experience the neighbourhood as part of everyday life.



The opportunity lies in creating a place that offers both a sense of shelter and the freedom to explore. Rooted in the maritime history and everyday life of Mikrolimano, the property can provide a restorative base within one of the city's most connected locations.

From here, guests can live locally while moving easily between Athens, Piraeus, the Athenian Riviera and the islands, shaping each day around their own interests and pace. The property becomes both a place to return to and a starting point for experiencing more of the destination.

The following sections explore the shifts in hospitality and guest behaviour that support this opportunity and define the strategic space for a distinctive proposition.

02

KEY MARKET INSIGHTS





HOW TRAVEL IS CHANGING

FROM



TO

Visiting

Landmarks

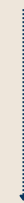
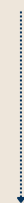
Observing
culture

Hotel
routines

Familiar

Central

Service



Belonging

Local life

Experiencing
culture

Personal
rhythms

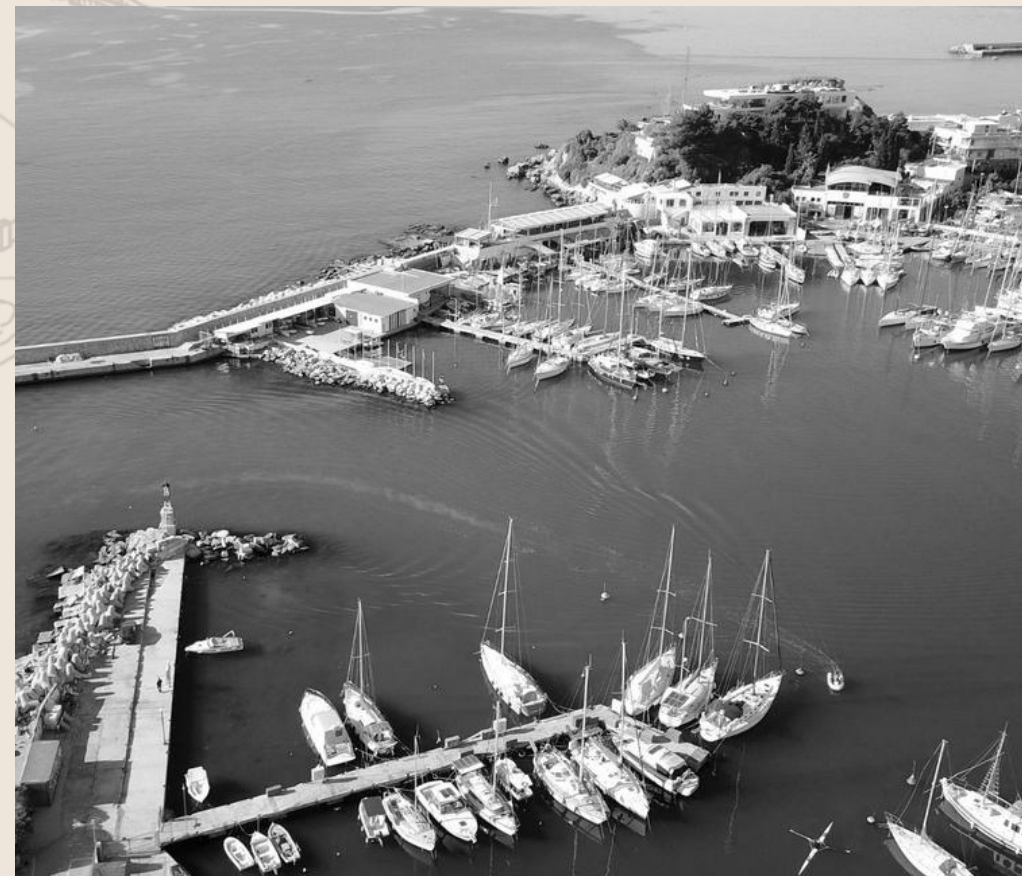
Characterful

Well
connected

Ease

TRAVELLERS ARE LOOKING FOR A CLOSER CONNECTION TO LOCAL CULTURE

Experiencing a destination increasingly means engaging with the culture that shapes it. Local traditions, everyday rituals and hands-on experiences offer travellers a more meaningful understanding of where they are.



82%

of global travellers say hands-on experiences give them a greater appreciation of local culture.

79%

of Millennials and Gen Z likely to seek out local workshops or activities specific to the destination.

[Source: American Express Travel, 2026 Global Travel Trends Report]

DISCOVERY IS MOVING BEYOND THE OBVIOUS

The appeal of a destination is no longer defined only by its most recognisable attractions. Travellers are increasingly making space for the places, stories and experiences they encounter along the way.



83%

of Millennials and Gen Z prioritise unique, authentic experiences over popular tourist attractions.

87%

of global travellers intentionally leave room in their itineraries for unexpected local discoveries.

[Source: American Express Travel, 2026 Global Travel Trends Report]



CULTURAL IMMERSION IS BECOMING CENTRAL TO LUXURY TRAVEL

For affluent travellers, luxury is increasingly connected to how deeply a destination can be experienced. Culture, food and a genuine sense of place are becoming important parts of what makes a journey feel valuable and memorable.



TOP 5

Cultural immersion ranks among the top five luxury travel trends for 2026. At the same time, Greece ranks #3 among the most popular global destinations for affluent travellers, with Athens at #9 among the most popular cities.

[Source: Virtuoso, 2026 Luxe Report – survey of 2,400+ travel advisors across 50+ countries]

THE MEDITERRANEAN REMAINS HIGHLY DESIRABLE, BUT EXPECTATIONS ARE EVOLVING

Travellers continue to be drawn to Southern Europe, while showing greater interest in the individual character of its destinations, their food, architecture, communities and local ways of life.



NEARLY 60%

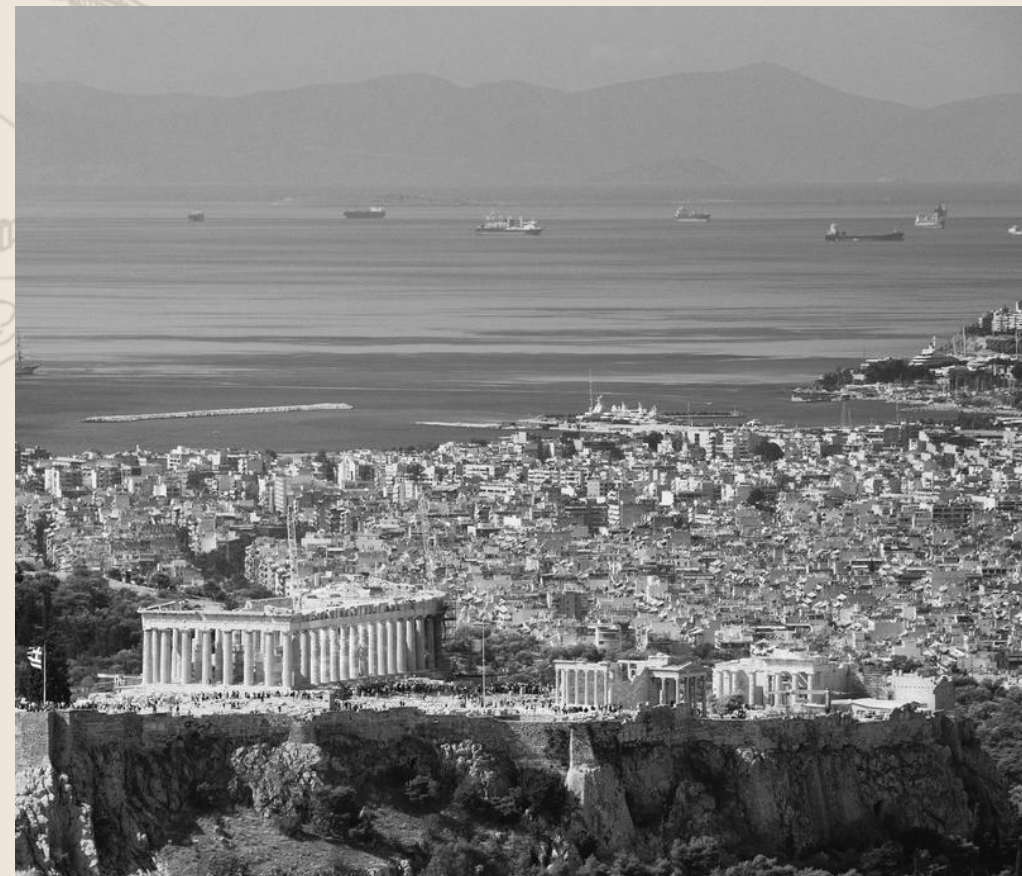
of European travellers are drawn to Southern and Mediterranean Europe.

Demand for the region for spring and summer travel has increased by **17%**, reinforcing its appeal while creating greater need for experiences with a distinctive local identity.

[Source: MGallery Trends 2026: The Mediterranean Briefing / European Travel Commission]

THIS CREATES AN OPPORTUNITY FOR A DIFFERENT EXPRESSION OF ATHENS

One that moves beyond the familiar image of the city and introduces travellers to a more local, waterfront way of experiencing it.



A place where culture is encountered through everyday life, discovery happens beyond the expected landmarks, and the relationship between Athens and the sea becomes part of the stay.

Mikrolimano already has the story travellers are looking for.



Mikrolimano has been shaped by the sea for generations. From ancient Mounichia and the vessels once sheltered along its shores to the living harbour of today, its identity has evolved through a continuous relationship with the water.

Its history can provide more than context. The stories, structures and principles that once defined the harbour offer a rich foundation for placemaking today, shaping a place that offers shelter, encourages exploration and invites guests to become part of the everyday life of Mikrolimano.

THE STORY OF MIKROLIMANO

MOUNICHIA: AN ANCIENT HARBOUR OF ATHENS

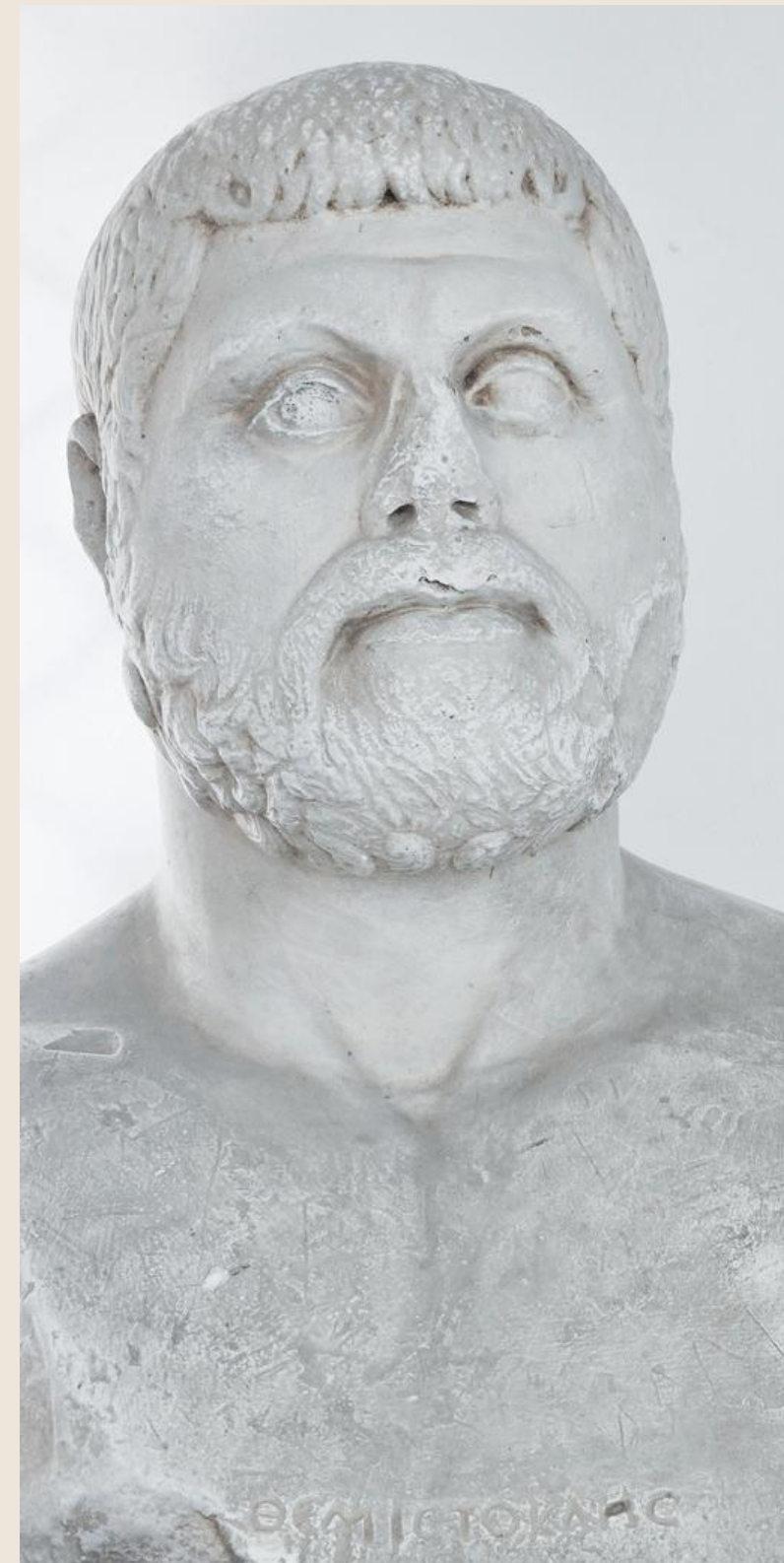
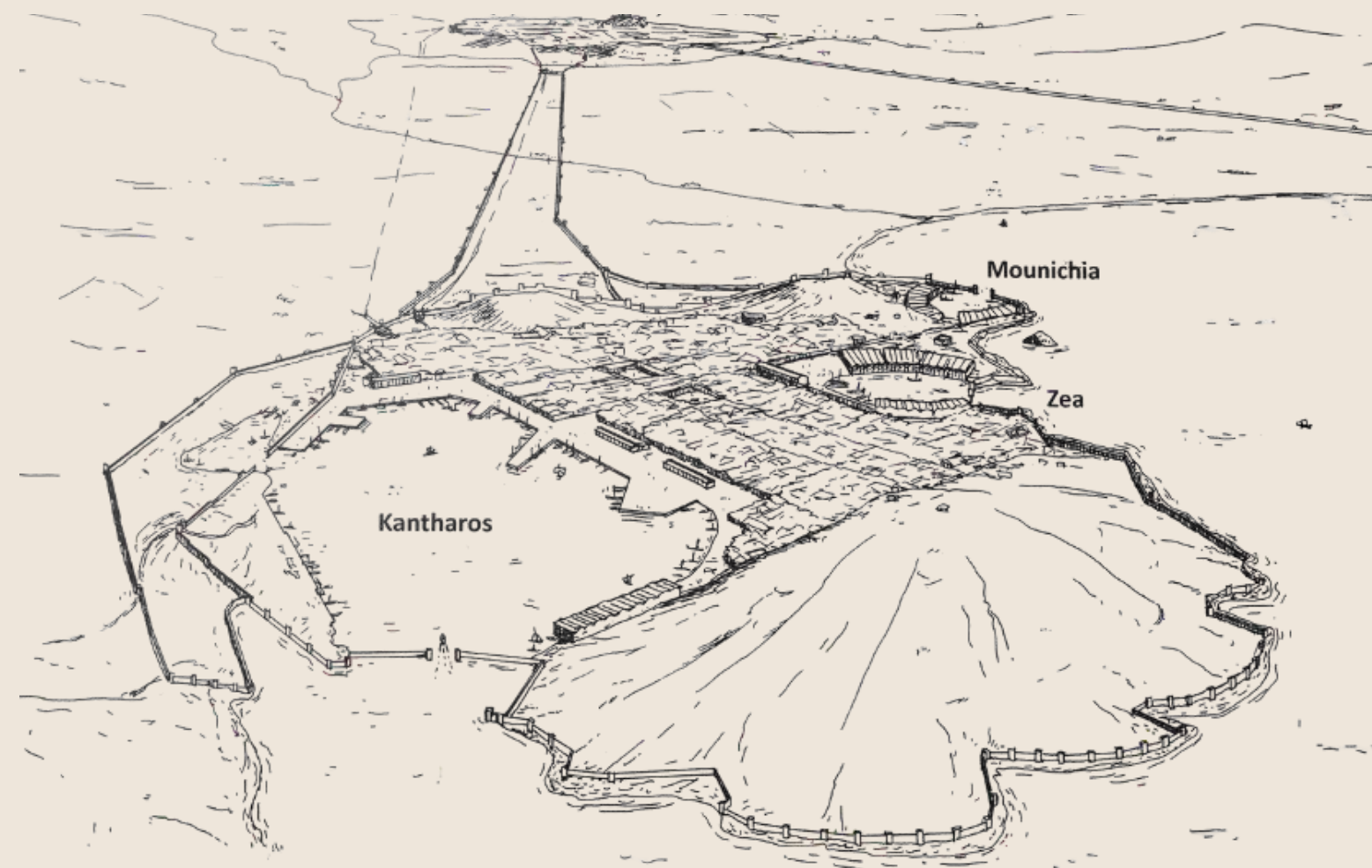
Long before it became Mikrolimano, the harbour was known as Mounichia, one of the ancient harbours of Piraeus and part of the maritime infrastructure that supported Athens.

A HARBOUR OF STRATEGIC IMPORTANCE

Mounichia formed part of the wider naval landscape of ancient Piraeus, connecting Athens with the sea and reinforcing its position as a major maritime power.

Its naturally protected setting made the harbour particularly suited to the movement, shelter and maintenance of vessels.

Under Themistocles, Athens' turn towards the sea transformed the role of Piraeus and its naval infrastructure. Mounichia, together with Zea, became part of an increasingly organised naval system created to support the Athenian fleet. While Kantharos served as the commercial harbour, Zea and Mounichia were dedicated to naval use.



A PLACE IN ATHENIAN HISTORY

Mounichia was not only a naval harbour. Archaeological investigations on the north side of Mounichia Harbour, today's Mikrolimano, uncovered remains of a shipshed complex dating to between or after 520 and 480 BC. These findings represent the earliest archaeological evidence of naval installations in Piraeus.

The shipsheds may have housed some of the Athenian triremes that fought at the Battle of Salamis in 480 BC.

In 403 BC, Mounichia became the setting for an important confrontation between democratic exiles led by Thrasybulus and forces associated with the Thirty Tyrants. Their victory formed part of the events that led to the restoration of democracy in Athens.

A CONNECTION THAT REMAINS

More than two millennia later, Mikrolimano continues to evolve around the water that has shaped it for centuries.



SHAPING THE APPROACH

FROM STRATEGIC HARBOUR TO CONNECTED LOCATION

Mounichia's importance was closely linked to its strategic position and its connection with the sea. Today, that advantage takes on a new form, with the property positioned within easy reach of Athens, Piraeus, the Athenian Riviera and the islands.

CONNECTED IN EVERY DIRECTION

A location that gives guests access to distinctly different sides of the destination, from city and culture to the coast and the islands.

A BASE FOR EXPLORATION

One consistent base allows guests to choose a different direction each day and shape their stay around their own interests and pace.



THE NEOSOIKOS

ANCIENT SHIPSHEDS BUILT BETWEEN LAND AND SEA

The maritime history of Mounichia was expressed not only through ships and sailors, but through the infrastructure created to support the Athenian fleet.

SHIPSHEDS AND SLIPWAYS

Along the ancient harbour stood neosoikoi (covered shipsheds) and neolkeia (slipways), working together as a system that allowed vessels to move between water and land.

The neolkeia were sloping ramps used to haul vessels out of the water and launch them back into the harbour, while the neosoikoi provided covered spaces for their storage and maintenance.

BUILT TO PROTECT THE FLEET

Triremes required dry storage to protect their wooden hulls from marine organisms, intense sun, rain and humidity. The neosoikoi provided shade, ventilation and protection, making them an essential part of maintaining the Athenian fleet.

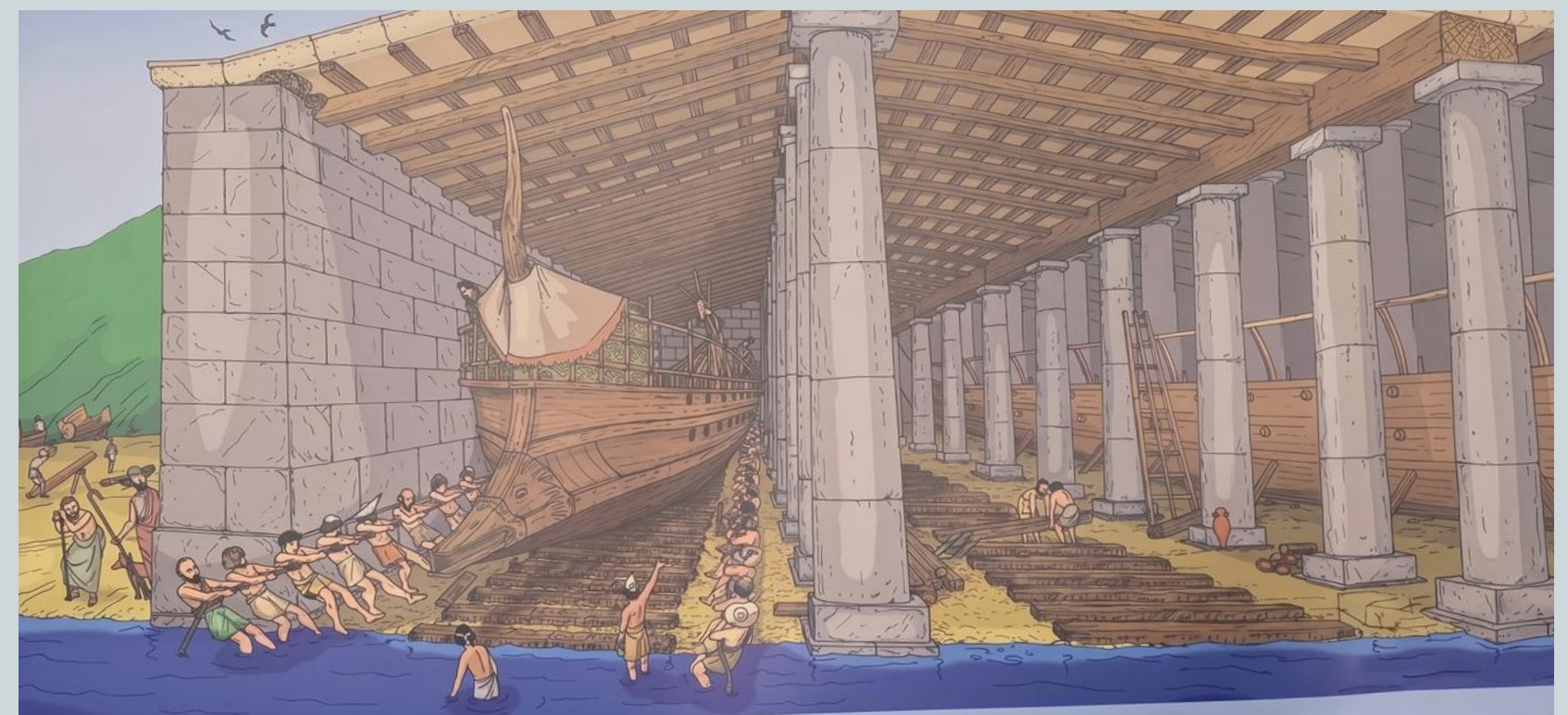
RHYTHM AND REPETITION

Built side by side along the waterfront, the shipsheds created a distinctive architectural rhythm. Long parallel structures, sloping ramps, side passages and repeated stone colonnades formed an ordered sequence extending from the water into the land.

Their architecture was shaped by the movement of the vessels themselves, creating a strong relationship between structure, function and the harbour.

HISTORY BENEATH THE PROPERTY

The archaeological remains associated with this ancient maritime infrastructure bring the history of Mounichia unusually close to the guest experience. Traces of a system once created to move, shelter and maintain the Athenian fleet remain within the property itself, creating a physical connection between the contemporary residences and the ancient harbour below.





SHAPING THE APPROACH

FROM PROTECTION TO A SENSE OF SHELTER

The neosoikoi were designed to bring vessels out of the water and provide the protection required between journeys. Today, this original function inspires the idea of the residence as a place to arrive, pause and restore before setting out again.

SHELTER, REINTERPRETED

A calm and private residential environment creates a sense of ease, giving guests a place of their own to return to.

A DESIGN LANGUAGE FROM THE SITE

The parallel lines, repetition and structural geometry of the neosoikoi can inform architectural details, interiors and the visual identity.

HISTORY WITHIN THE SPACE

The archaeological remains can be integrated through framing, lighting and material contrast, allowing the history of the site to become part of the contemporary environment.



LIFE AROUND THE MARINA

Mikrolimano is an active waterfront neighbourhood, with daily life unfolding around its marina, restaurants and public spaces.



PART OF EVERYDAY LIFE

The waterfront brings together residents, visitors, sailors and diners throughout the day, giving guests the opportunity to experience Mikrolimano as an active neighbourhood rather than simply as the setting of their stay.

FROM MORNING TO EVENING

The character of the waterfront changes throughout the day. Mornings are quieter, boats move in and out of the marina, and restaurants and terraces become increasingly active towards the evening.





SHAPING THE APPROACH

FROM EVERYDAY LIFE TO LOCAL FAMILIARITY

The character of Mikrolimano is experienced through the activity that unfolds around the marina each day. This creates an opportunity for guests to move beyond simply visiting the area and gradually develop the familiarity that comes from spending time within it.

EVERYDAY RITUALS

Morning coffee, waterfront walks and the daily activity around the harbour introduce guests to the natural routines of the neighbourhood.

LOCAL KNOWLEDGE

Curated routes and recommendations can reveal places that may otherwise be missed and provide a more informed way to discover the area.

A SENSE OF BELONGING

As guests become familiar with the neighbourhood, they can navigate it more naturally and experience Mikrolimano increasingly from a local point of view.



THE GASTRONOMY OF MIKROLIMANO

Dining is an integral part of contemporary Mikrolimano.

The waterfront brings together destination restaurants and refined seafood dining, making the harbour a place people travel to not simply for the view, but for the experience around the table. The Michelin Guide currently includes Varoulko Seaside in its Athens selection, describing it as a seafood restaurant.

SEAFOOD, REFINED

Mikrolimano's relationship with seafood has evolved beyond the traditional harbour taverna.

Contemporary restaurants reinterpret this connection through refined cuisine, considered presentation and a stronger emphasis on the dining experience.



DINING WITH A SENSE OF PLACE

The marina, boats, evening light and proximity to the water create an atmosphere that makes dining in Mikrolimano distinctly different from dining in the centre of Athens.

A DESTINATION FOR ATHENIANS

The waterfront is part of the social life of the city. This is important to the property experience: guests are not being introduced to a hospitality enclave, but to a neighbourhood that already has its own established dining culture.





SHAPING THE APPROACH

FROM DINING CULTURE TO CURATED ACCESS

Mikrolimano has developed an established gastronomic identity, with restaurants forming an important part of its contemporary character. Rather than recreating this within the property, the opportunity is to connect guests directly with the dining scene that already surrounds them.

A CURATED EDIT

A carefully selected collection of restaurants can guide guests towards dining experiences that reflect the quality and diversity of the area.

PRIORITY ACCESS

Reservations and selected partnerships can turn recommendations into a tangible service, making sought after dining experiences easier to access.

INSIDER KNOWLEDGE

Recommendations can go beyond where to eat, guiding guests towards particular dishes, chefs, tables and occasions worth discovering.



04



BRAND STRATEGY

THE FOUNDATIONS OF THE BRAND

The story, location and contemporary life of the area reveal five defining ideas that form the foundation of the brand strategy. Together, they translate what is distinctive about the place into the principles that will shape the positioning and experience.

01 SHELTER

02 RESTORATION

03 EXPLORATION

04 LOCAL LIFE

05 HISTORY

A sense of security and ease, inspired by the protective role of the ancient neosoikoi.

THE FOUNDATIONS OF THE BRAND

01 SHELTER

02 **RESTORATION**

03 EXPLORATION

04 LOCAL LIFE

05 HISTORY

A place to pause, recharge and be ready for whatever the day brings.

THE FOUNDATIONS OF THE BRAND

01 SHELTER

02 RESTORATION

03 **EXPLORATION**

04 LOCAL LIFE

05 HISTORY

A strategic base from which to explore Athens, Piraeus, Athenian Riviera and the islands.

THE FOUNDATIONS OF THE BRAND

- 01 SHELTER
- 02 RESTORATION
- 03 EXPLORATION
- 04 LOCAL LIFE**
- 05 HISTORY

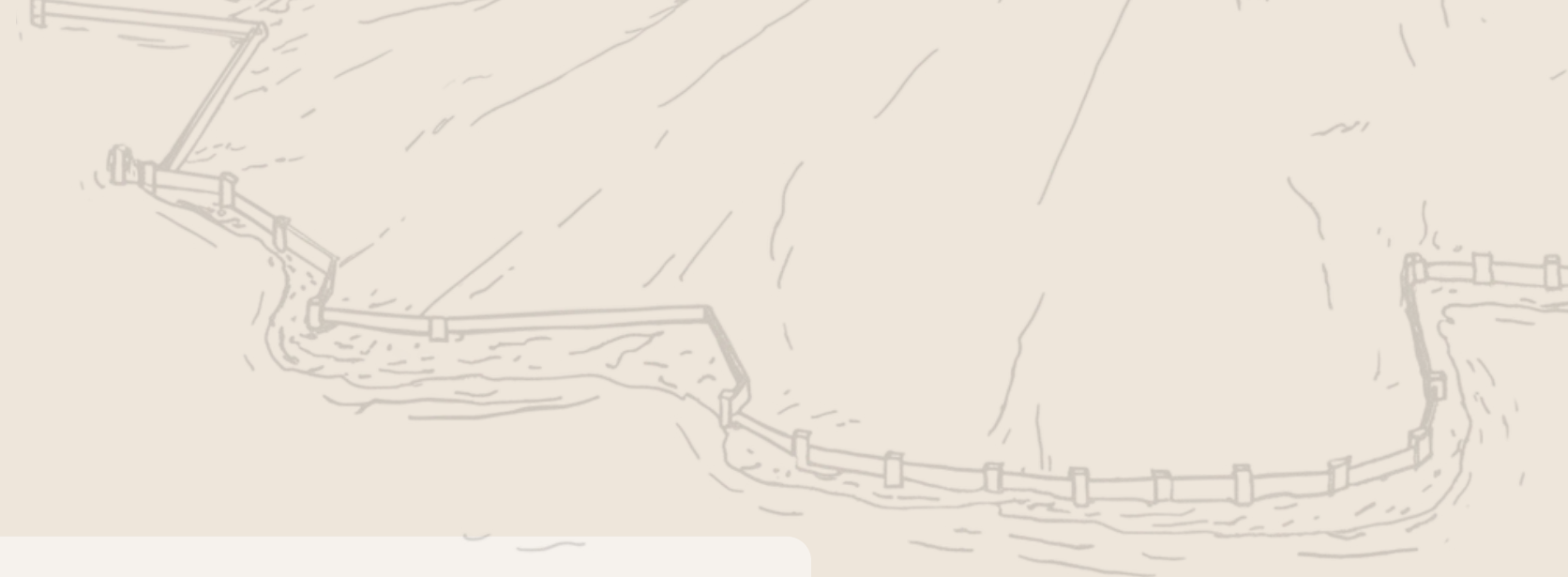
An opportunity to step into the everyday life of Mikrolimano, from its marina and waterfront walks to its dining scene.



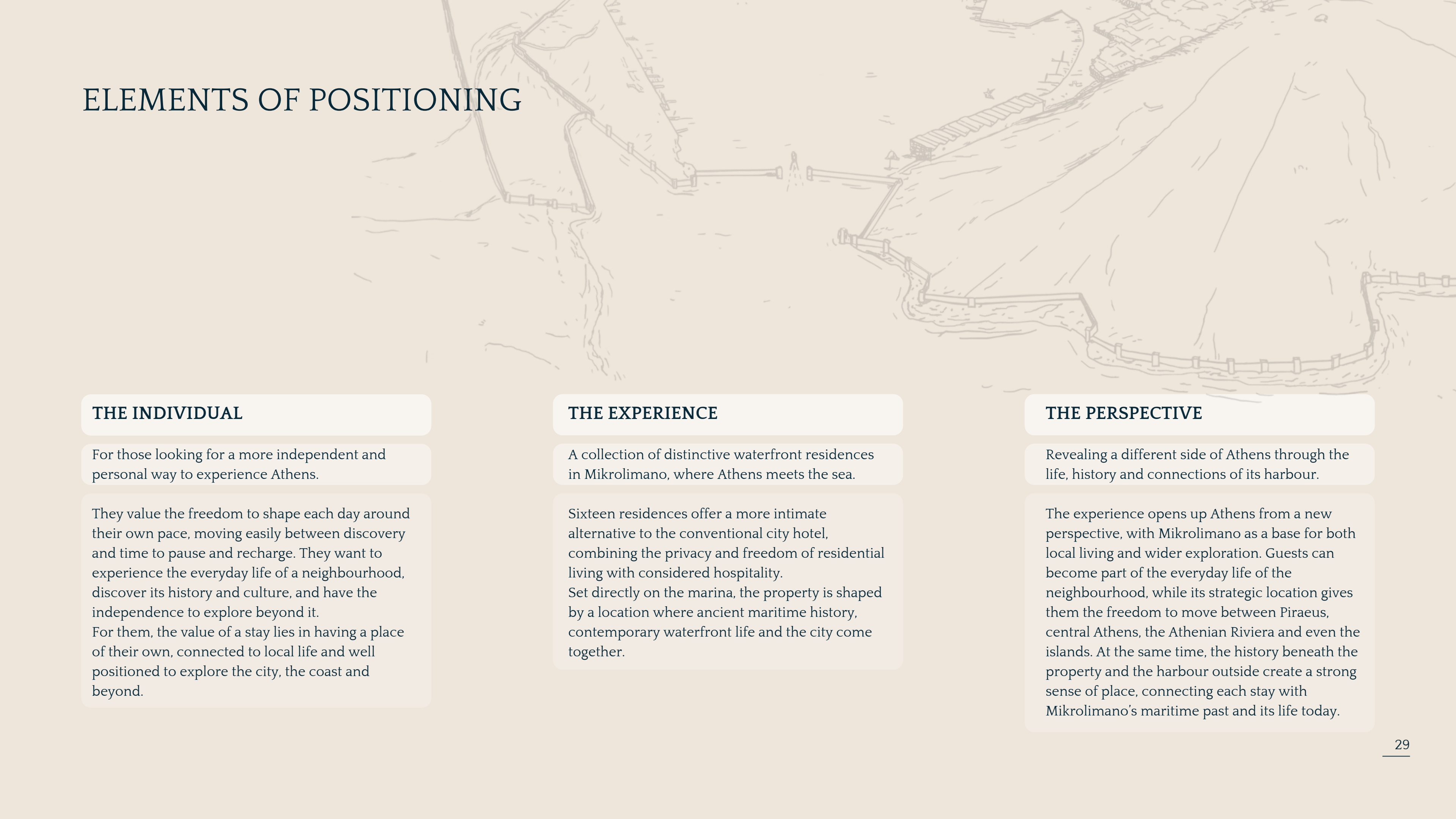
THE FOUNDATIONS OF THE BRAND

- 01 SHELTER
- 02 RESTORATION
- 03 EXPLORATION
- 04 LOCAL LIFE
- 05 **HISTORY**

A direct connection to ancient Neosoikos and the maritime infrastructure that once occupied these walls.



ELEMENTS OF POSITIONING



THE INDIVIDUAL

For those looking for a more independent and personal way to experience Athens.

They value the freedom to shape each day around their own pace, moving easily between discovery and time to pause and recharge. They want to experience the everyday life of a neighbourhood, discover its history and culture, and have the independence to explore beyond it.

For them, the value of a stay lies in having a place of their own, connected to local life and well positioned to explore the city, the coast and beyond.

THE EXPERIENCE

A collection of distinctive waterfront residences in Mikrolimano, where Athens meets the sea.

Sixteen residences offer a more intimate alternative to the conventional city hotel, combining the privacy and freedom of residential living with considered hospitality.

Set directly on the marina, the property is shaped by a location where ancient maritime history, contemporary waterfront life and the city come together.

THE PERSPECTIVE

Revealing a different side of Athens through the life, history and connections of its harbour.

The experience opens up Athens from a new perspective, with Mikrolimano as a base for both local living and wider exploration. Guests can become part of the everyday life of the neighbourhood, while its strategic location gives them the freedom to move between Piraeus, central Athens, the Athenian Riviera and even the islands. At the same time, the history beneath the property and the harbour outside create a strong sense of place, connecting each stay with Mikrolimano's maritime past and its life today.



POSITIONING

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.



MANIFESTO



PROMISE

A place that gives you the freedom
to go further.

BRAND PERSONALITY



CULTURED

Rooted in the many layers of Athens, the brand approaches culture with curiosity rather than formality. Ancient Mounichia, the maritime heritage of Piraeus, contemporary design, gastronomy and city life all become part of a richer understanding of place.

Stories are told with clarity and relevance, bringing lesser known details to the surface without turning them into history lessons. The result is a brand that feels knowledgeable and culturally aware, while remaining accessible and contemporary.

INDEPENDENT

There is an ease and freedom to the brand that reflects the experience of staying in a residence rather than a conventional hotel. Guests are encouraged to follow their interests, set their own pace and build a relationship with Athens that feels personal to them.

The voice is confident and straightforward, never prescriptive. It suggests rather than instructs, creating space for spontaneous discovery and positioning the property as a starting point for the city rather than the centre of the experience.

CONSIDERED

Quality is expressed through restraint, relevance and attention to detail rather than excess. From the design of the residences to the way a local recommendation is shared, every touchpoint should feel carefully chosen.

Communication follows the same principle. It is precise, edited and quietly expressive, avoiding inflated claims and unnecessary embellishment. The most compelling details are allowed to speak for themselves.

ALIVE

Mikrolimano is constantly changing, and the brand carries that same sense of movement. Morning light across the marina, boats coming and going, waterfront tables filling towards evening and the energy of Athens just beyond all give the experience its pulse.

The voice captures these moments with immediacy and observation. It feels current, social and engaged with its surroundings, bringing the harbour into the story as an active part of the stay rather than simply a view.

BRAND PILLARS

01

LOCATION

02

HERITAGE

03

EXPERIENCES

04

RESIDENCES

Mikrolimano becomes part of everyday life during the stay. The marina, waterfront, restaurants and neighbourhood create opportunities for guests to settle into the area, discover its everyday places and experience it with the familiarity of a local.

BRAND PILLARS

- 01 LOCATION
- 02 **HERITAGE**
- 03 EXPERIENCES
- 04 RESIDENCES

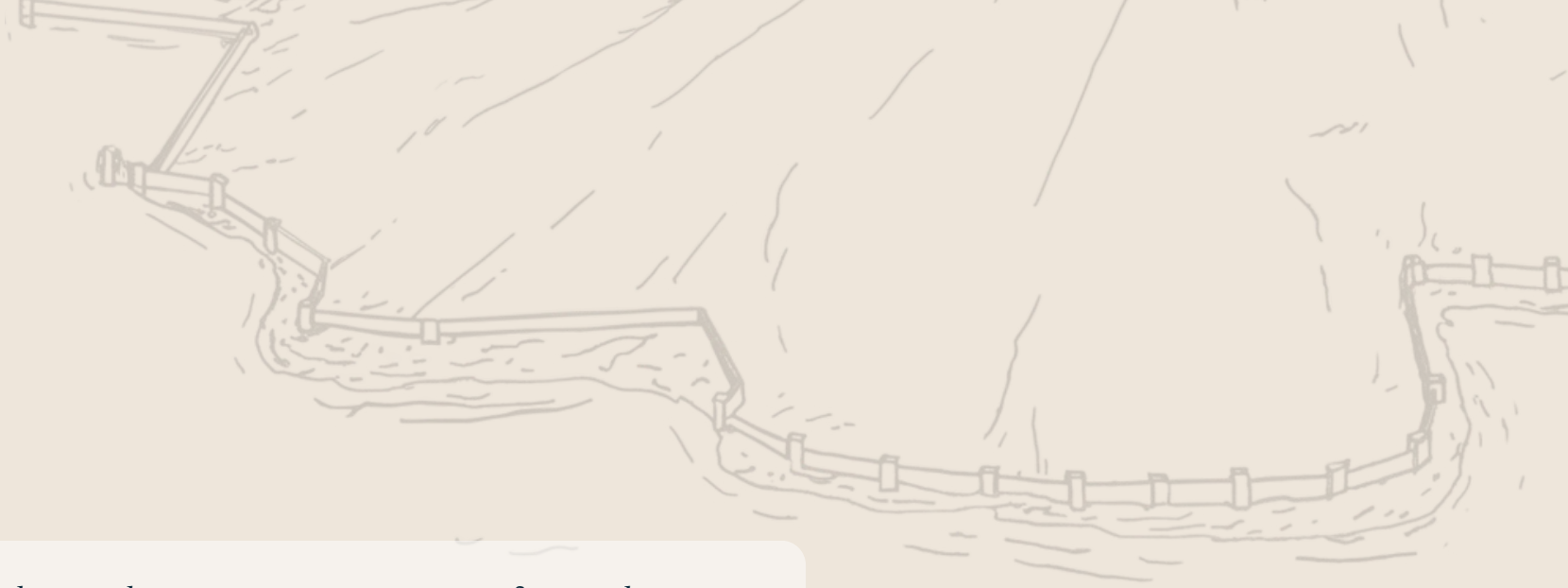
The archaeological remains within the property create a direct connection with the maritime history of the site.
This heritage informs the architecture, design and experience, bringing the past into the present in a way that feels relevant to contemporary living.



BRAND PILLARS

- 01 LOCATION
- 02 HERITAGE
- 03 **EXPERIENCES**
- 04 RESIDENCES

The residences become a starting point for exploring beyond the immediate neighbourhood. Curated recommendations and experiences connect guests with Athens, Piraeus, the Athenian Riviera and the islands, giving them the freedom to discover different sides of the destination through their own interests and at their own pace.

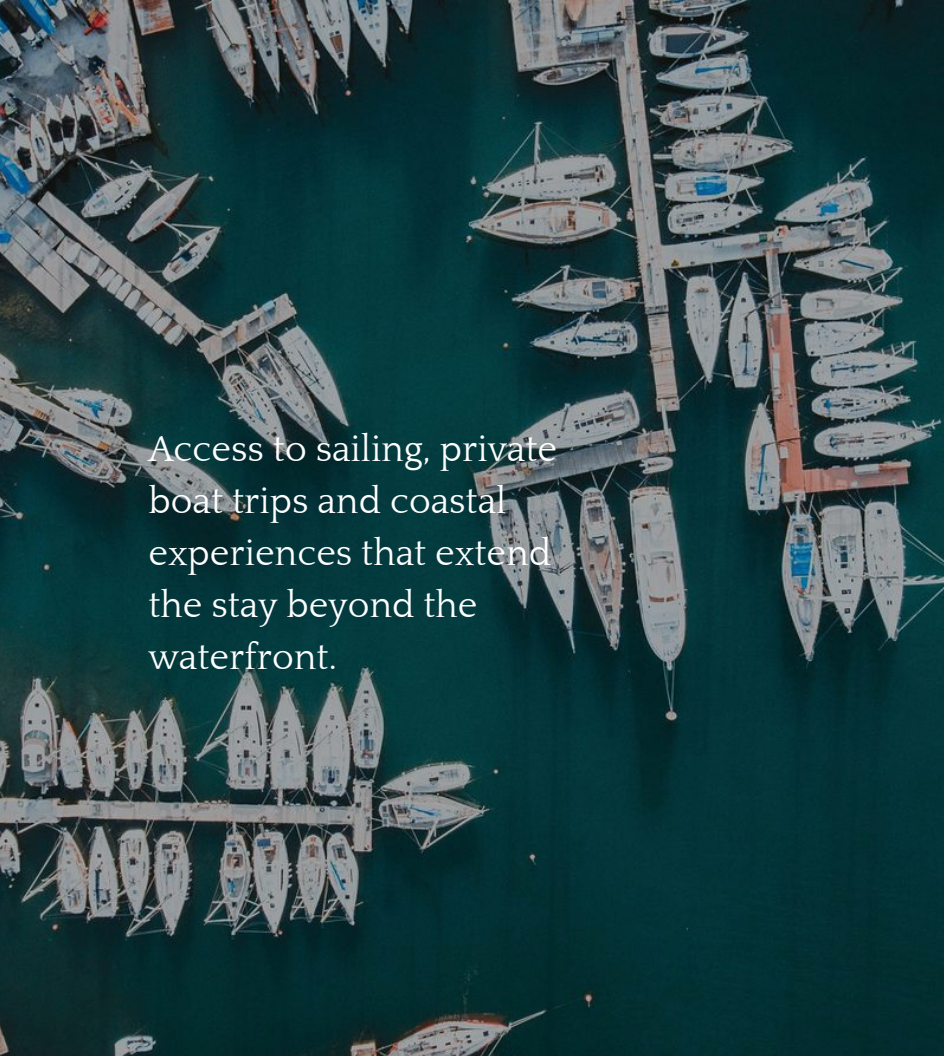


BRAND PILLARS

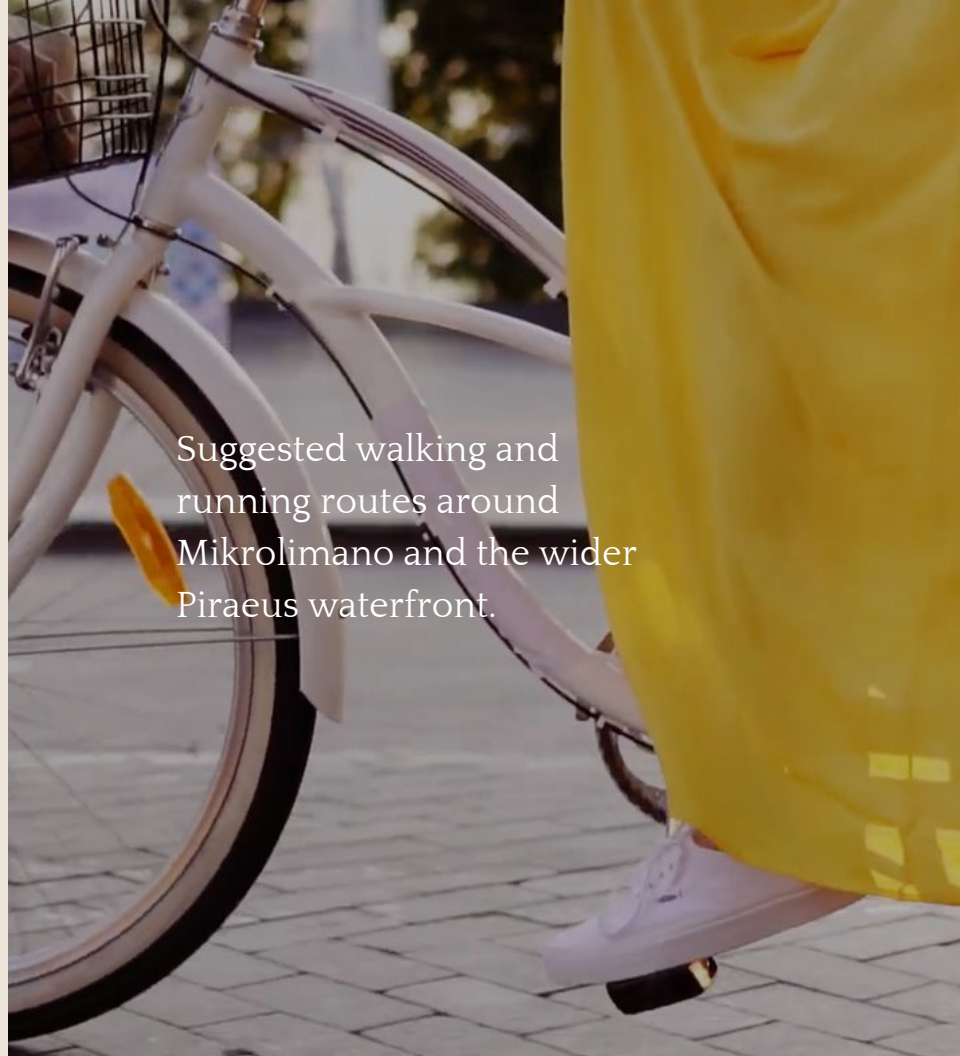
- 01 LOCATION
- 02 HERITAGE
- 03 EXPERIENCES
- 04 **RESIDENCES**

Sixteen residences combine the freedom of having a place of your own with discreet service when needed. Guests can settle in, set their own pace and shape each day around how they want to live, explore and spend their time.

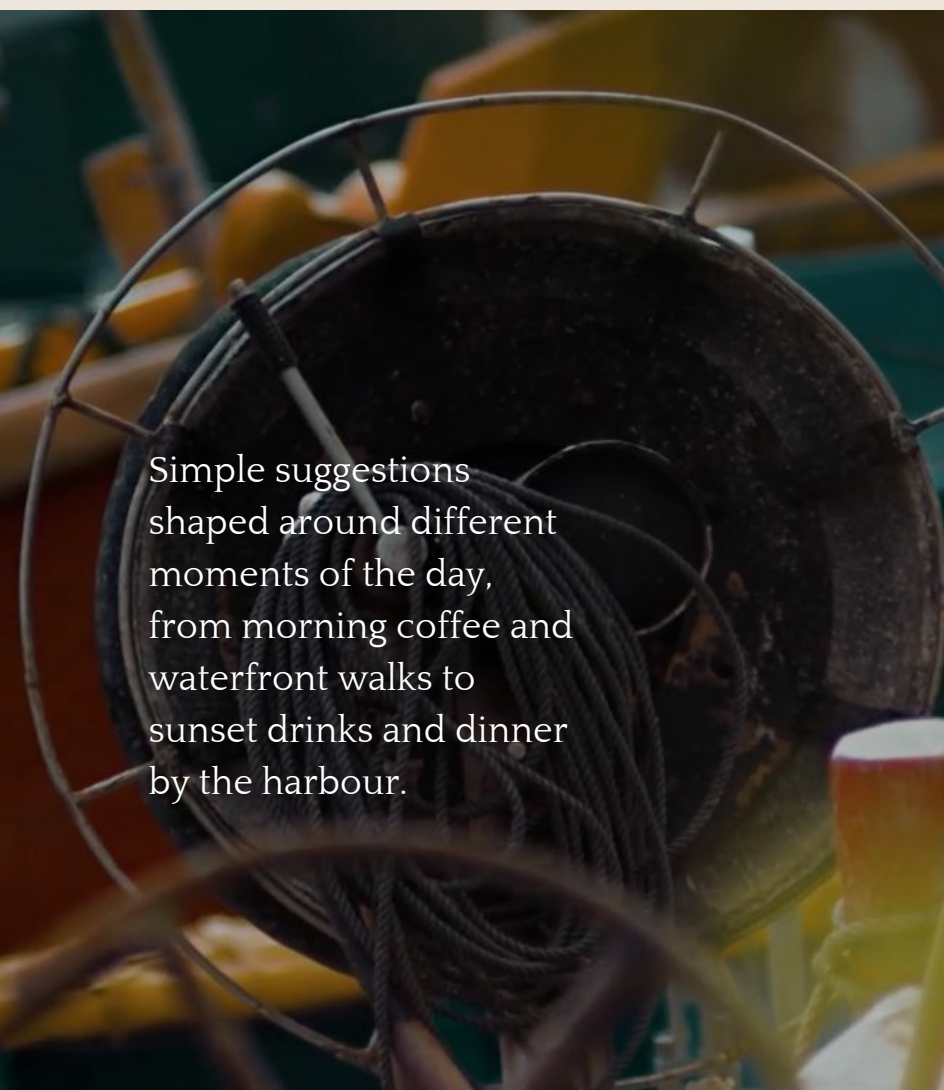




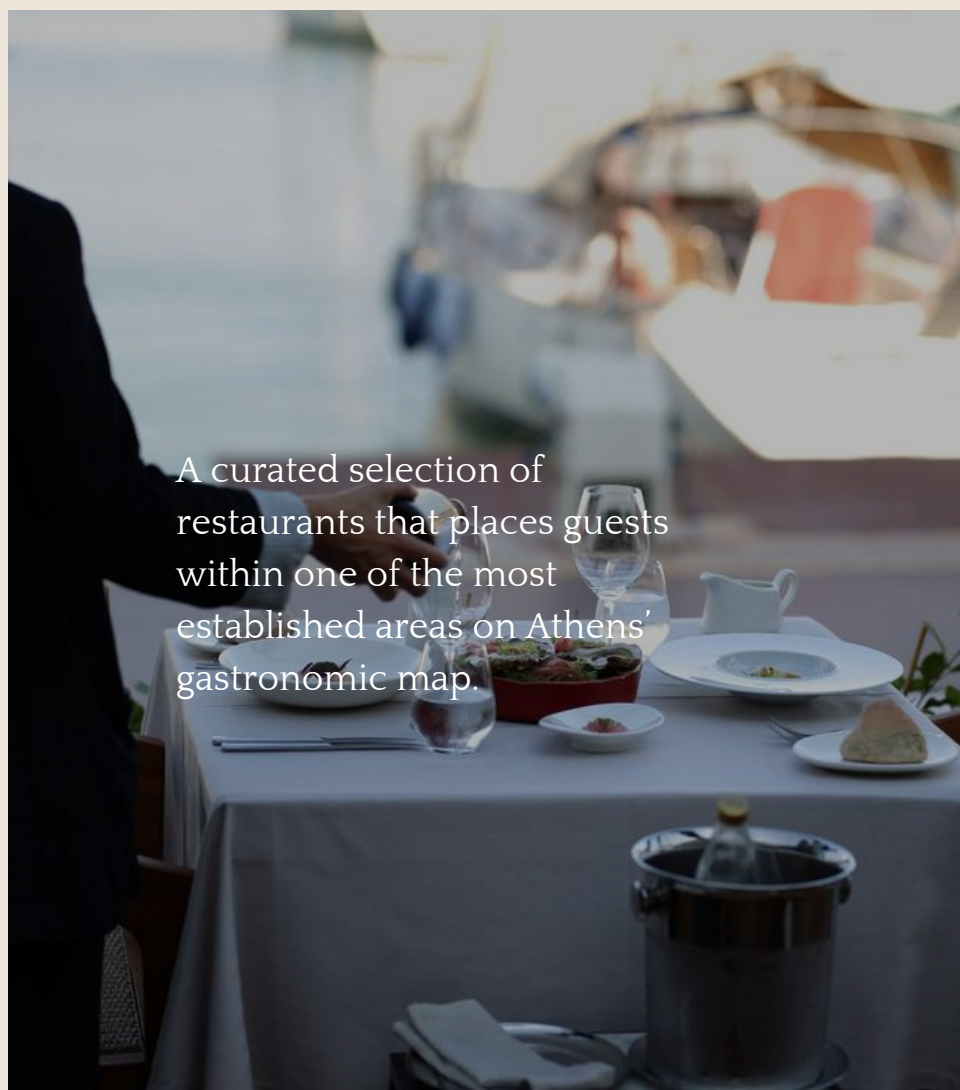
Access to sailing, private boat trips and coastal experiences that extend the stay beyond the waterfront.



Suggested walking and running routes around Mikrolimano and the wider Piraeus waterfront.



Simple suggestions shaped around different moments of the day, from morning coffee and waterfront walks to sunset drinks and dinner by the harbour.



A curated selection of restaurants that places guests within one of the most established areas on Athens' gastronomic map.

LOCATION

BROUGHT TO LIFE THROUGH

The marina is an extension of the stay, giving guests direct access to the life, movement and experiences that unfold around the waterfront.

From walking along the coast and spending time on the water to dining by the marina, guests can experience Mikrolimano and the wider coastline as part of their everyday stay.

KNOW YOUR WAY AROUND: PIRAEUS IN 16 ADDRESSES

A beautifully designed collectible book will be created and placed in each residence, offering much more than a conventional tourist guide. Conceived as an editorial portrait of Piraeus, the book will reveal the city through 16 carefully selected places that tell its story, spanning ancient history, the sea, architecture, culture, neighbourhoods, maritime heritage and contemporary life.

Indicative places could include:

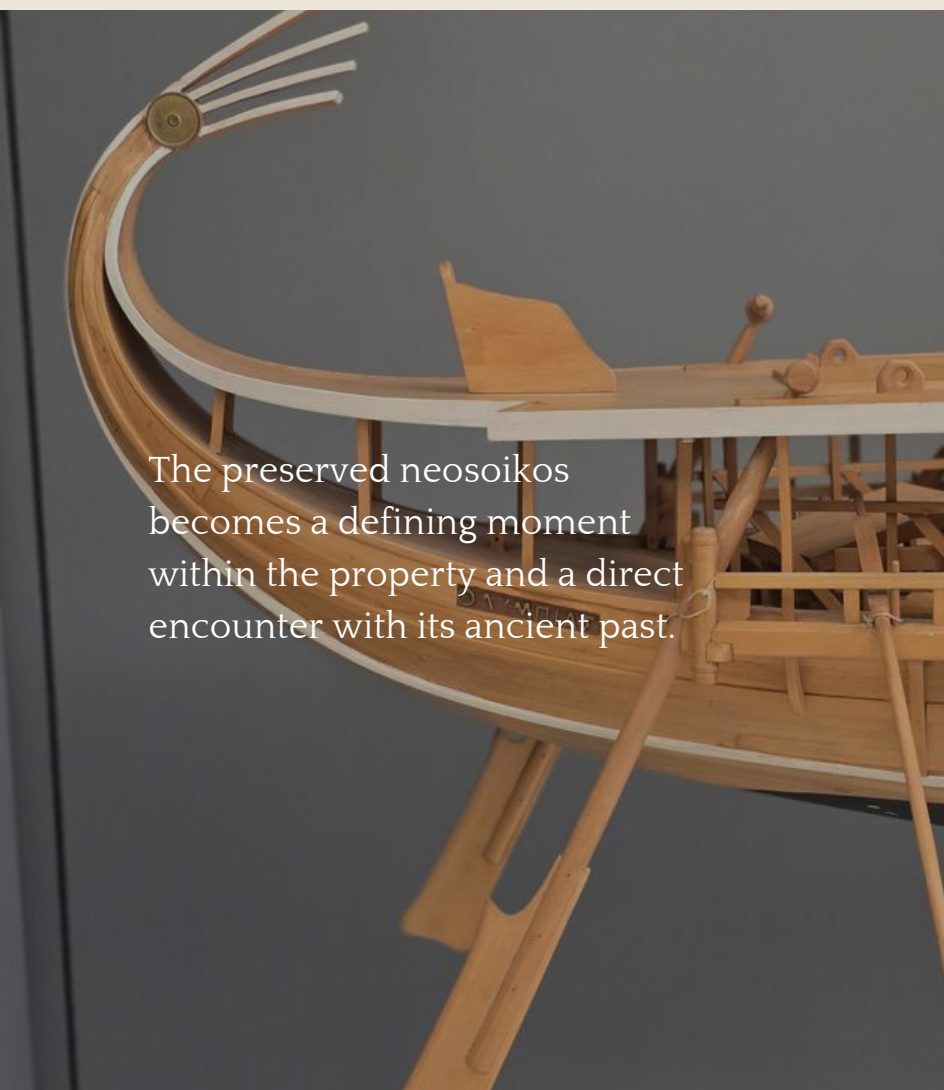
- Municipal Theatre of Piraeus
- Hellenic Maritime Museum
- Archaeological Museum of Piraeus
- Ancient Theatre of Zea
- Mikrolimano and ancient Mounichia
- Kastella



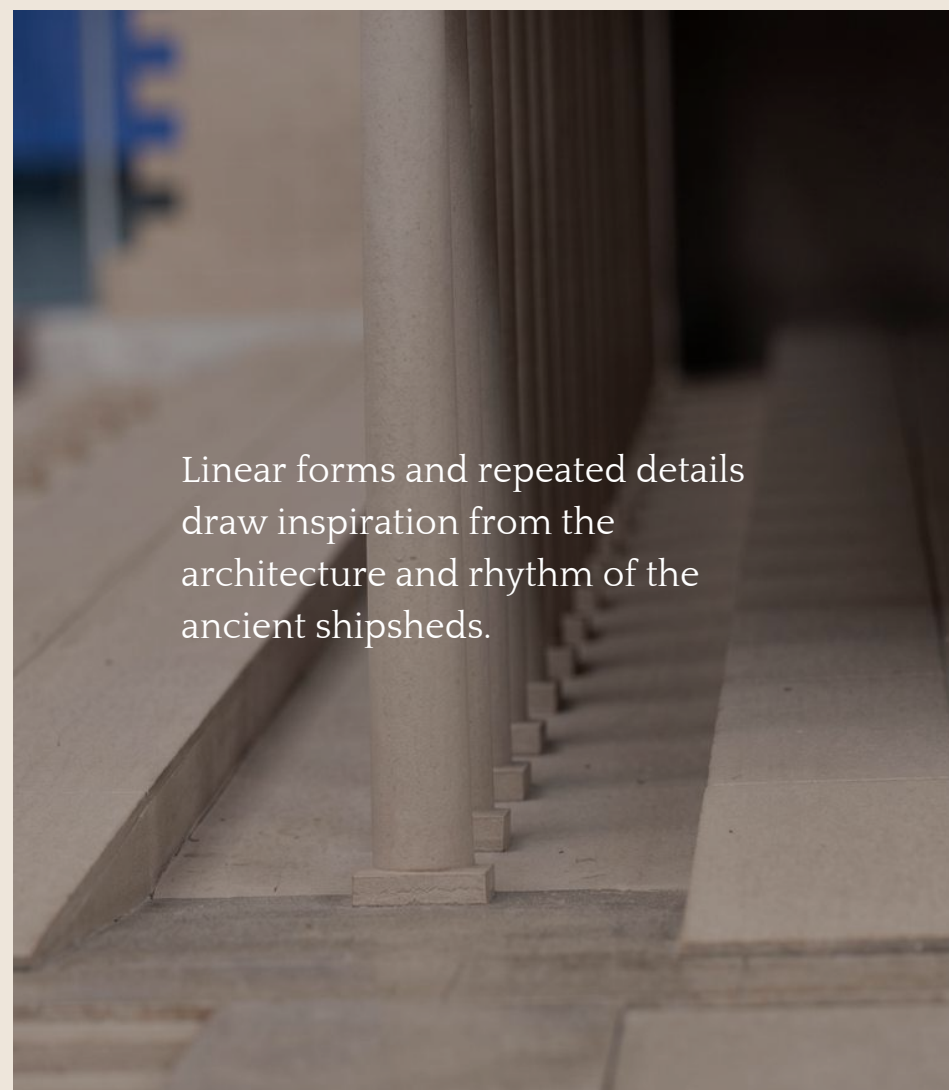
Selected objects, books and visual references allow guests to explore the maritime story of the area further.



A concise interpretation of Mounichia and its naval history gives context to the archaeological remains.



The preserved neosoikos becomes a defining moment within the property and a direct encounter with its ancient past.



Linear forms and repeated details draw inspiration from the architecture and rhythm of the ancient shipsheds.

HERITAGE

BROUGHT TO LIFE THROUGH

The property gives guests a direct connection to the maritime history of ancient Mounichia, with archaeological remains associated with the harbour's ancient infrastructure preserved within the site itself.

Rather than experiencing this history as something separate from their stay, guests encounter it where they are staying and can follow its traces beyond the property, discovering how the ancient harbour shaped Piraeus and its relationship with the sea.

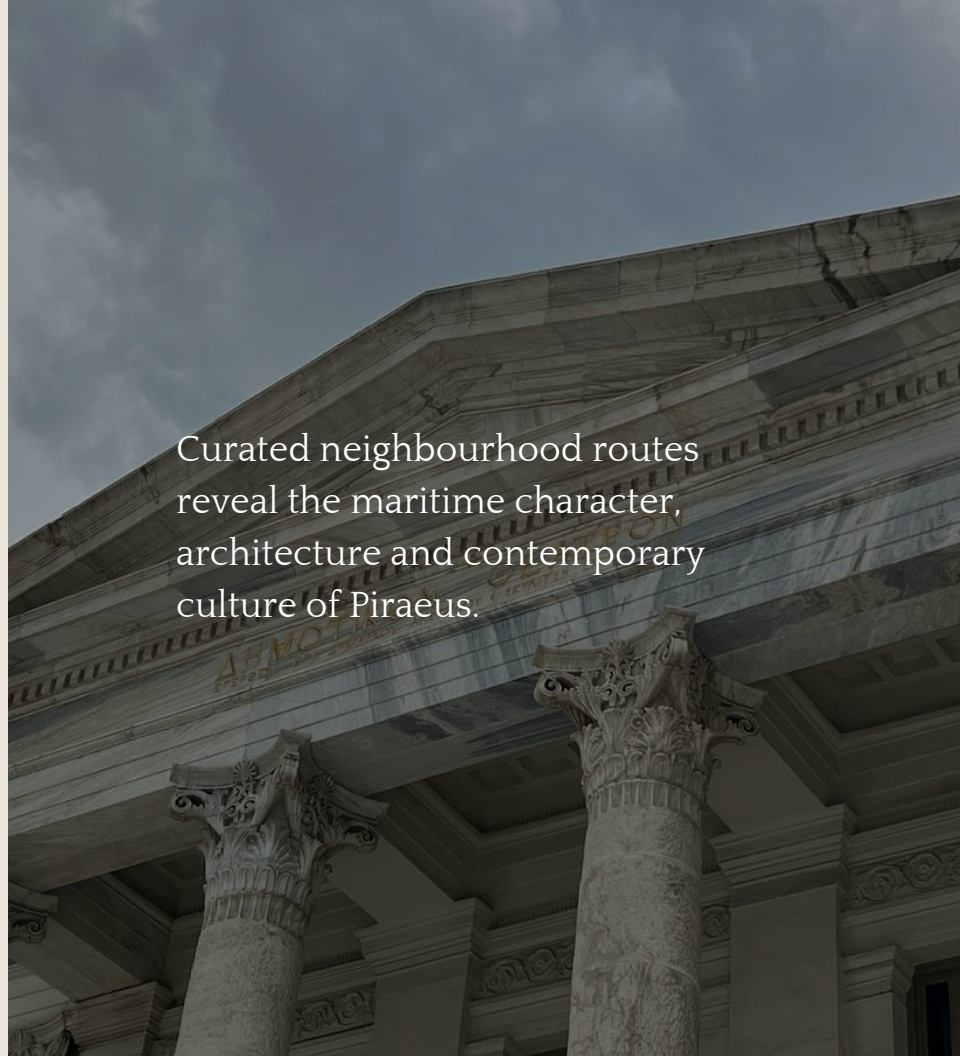
16 STORIES OF PIRAEUS

A collaboration with Piraeus-born poet and writer Yorgos Chronas to create a collectible book featuring 16 original stories inspired by Piraeus, one for each residence. Drawing on his personal connection to the city, its people, neighbourhoods, waterfront and cultural memory, Chronas will offer a literary portrait of Piraeus through 16 stories that move between past and present.

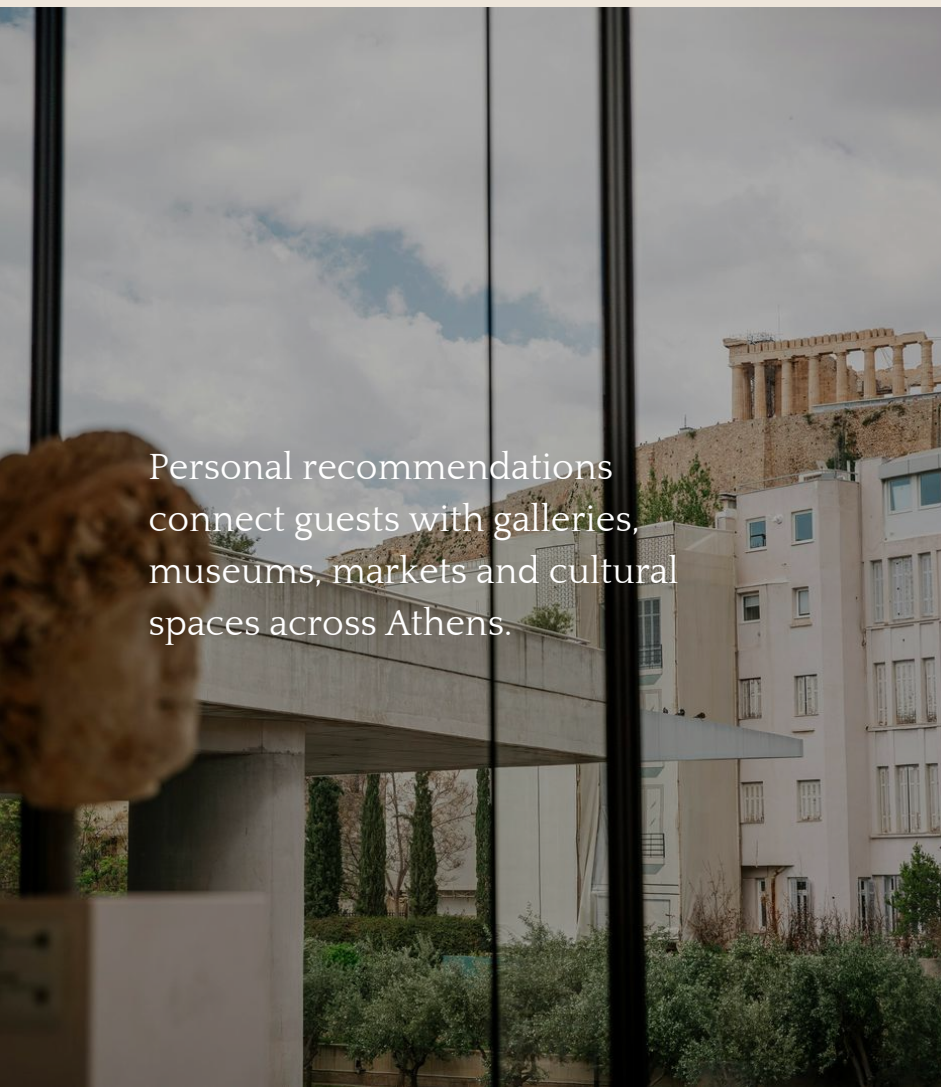
Placed in each residence, the book will become a distinctive cultural object of the property and a more personal way for guests to discover the city through the voice of someone who was born there and has carried Piraeus into his life and work.



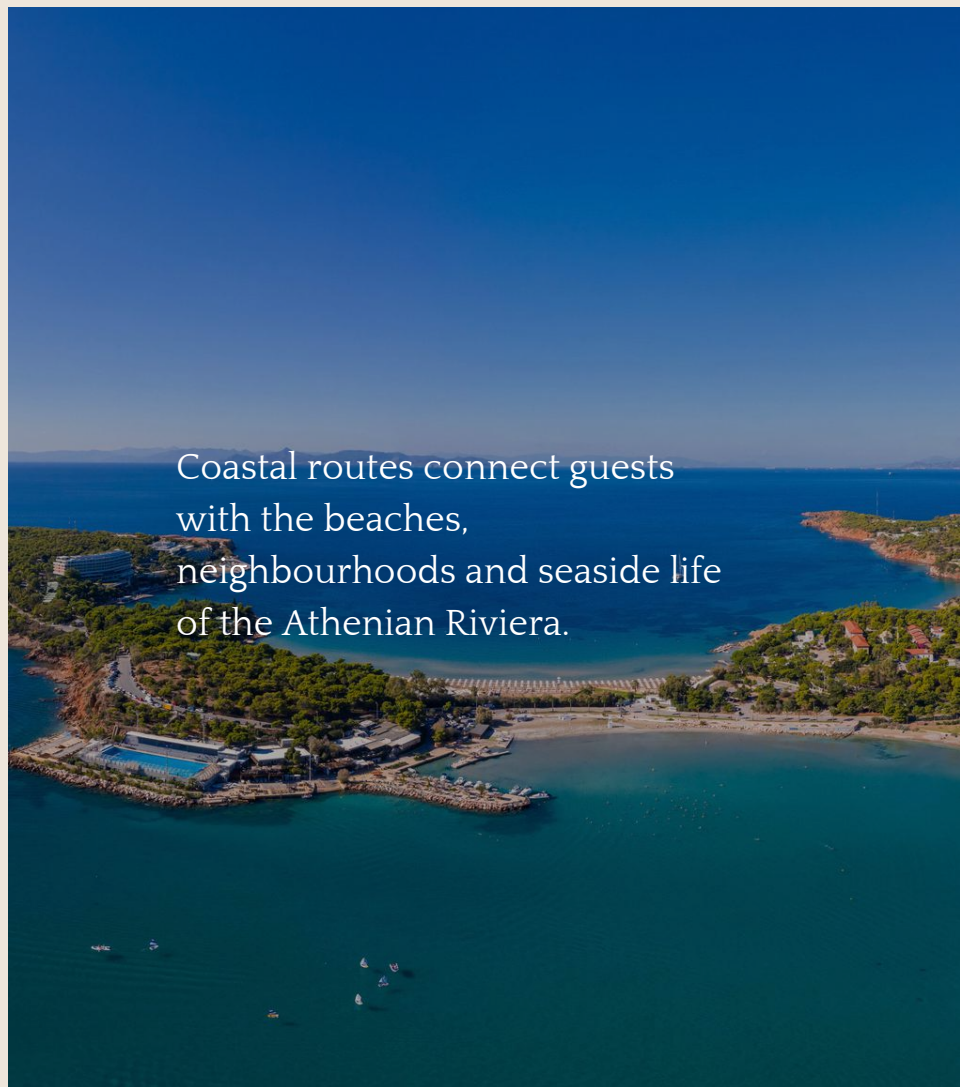
A carefully edited city guide offers a local perspective on what to see, taste and experience.



Curated neighbourhood routes reveal the maritime character, architecture and contemporary culture of Piraeus.



Personal recommendations connect guests with galleries, museums, markets and cultural spaces across Athens.



Coastal routes connect guests with the beaches, neighbourhoods and seaside life of the Athenian Riviera.

EXPERIENCES

BROUGHT TO LIFE THROUGH

Mikrolimano opens up a broader way of experiencing Athens, with Piraeus, the Athens Riviera and the city centre all within easy reach.

Curated recommendations bring together culture, architecture, gastronomy and neighbourhood life, helping guests shape their time in the city around their own interests and discover places beyond the usual routes.

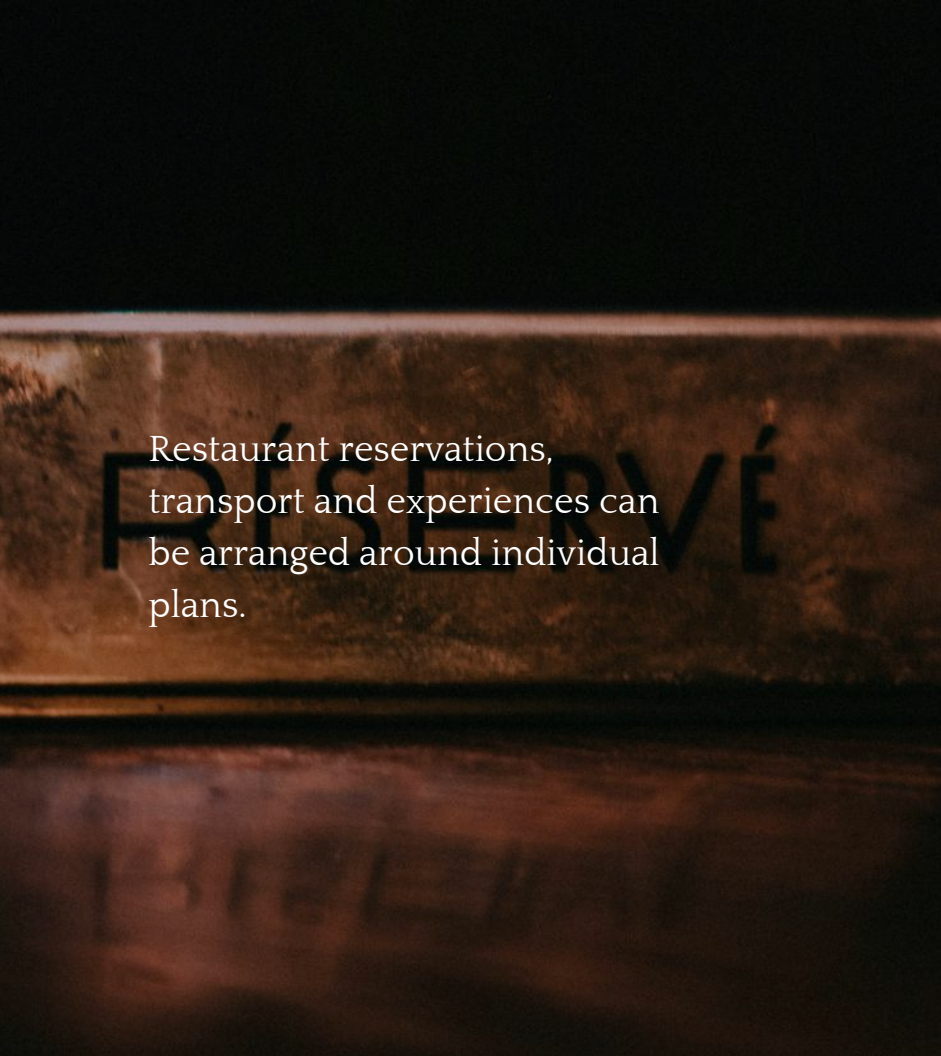
10 PIRAEANS, 10 WAYS TO KNOW PIRAEUS

A dedicated blog series featuring 10 people with a strong connection to Piraeus, inviting them to share the city through their own experiences and personal recommendations. Through short interviews, each participant will reveal their favourite places, from the neighbourhood they love to walk through and their go-to spot for coffee or dinner, to a cultural landmark, a hidden corner or the one place they believe every visitor should discover.

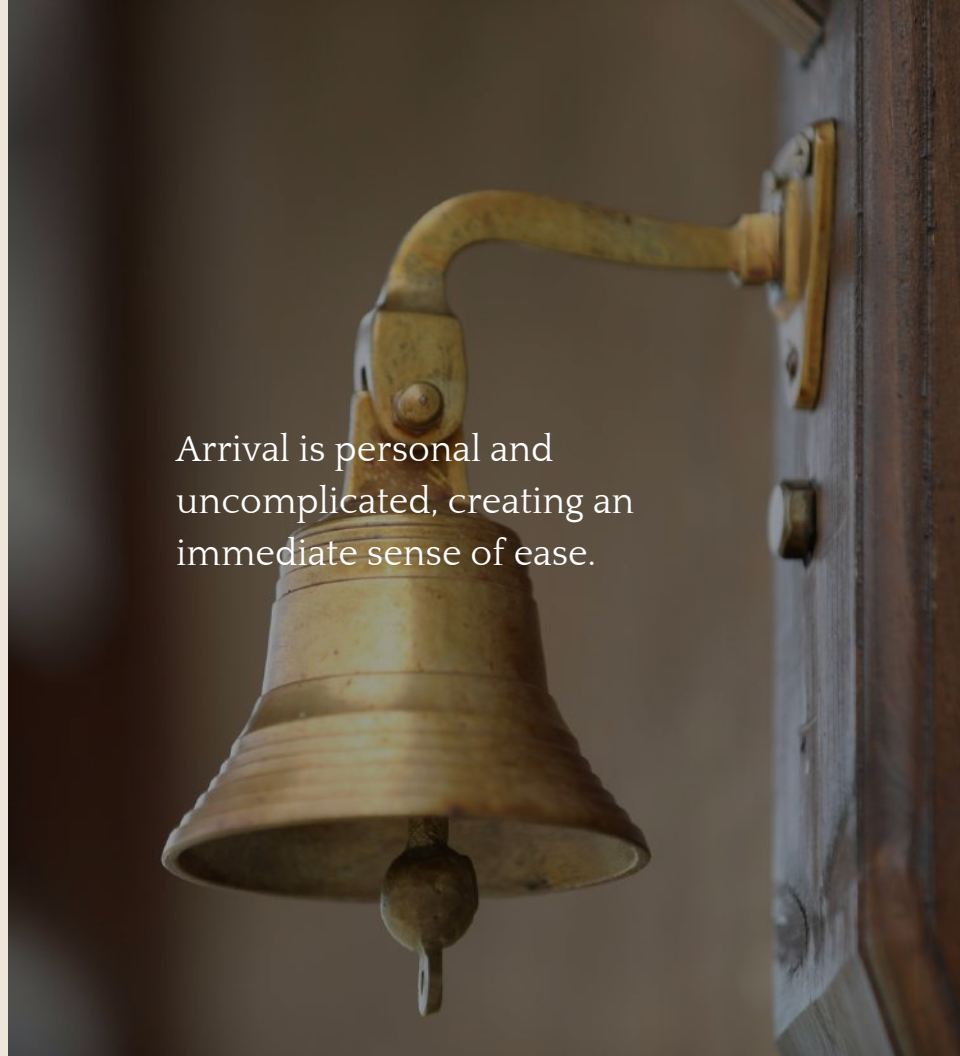
Together, the 10 interviews will create a personal, evolving guide to Piraeus, revealing the city through the people who know it best.

Indicative personalities:

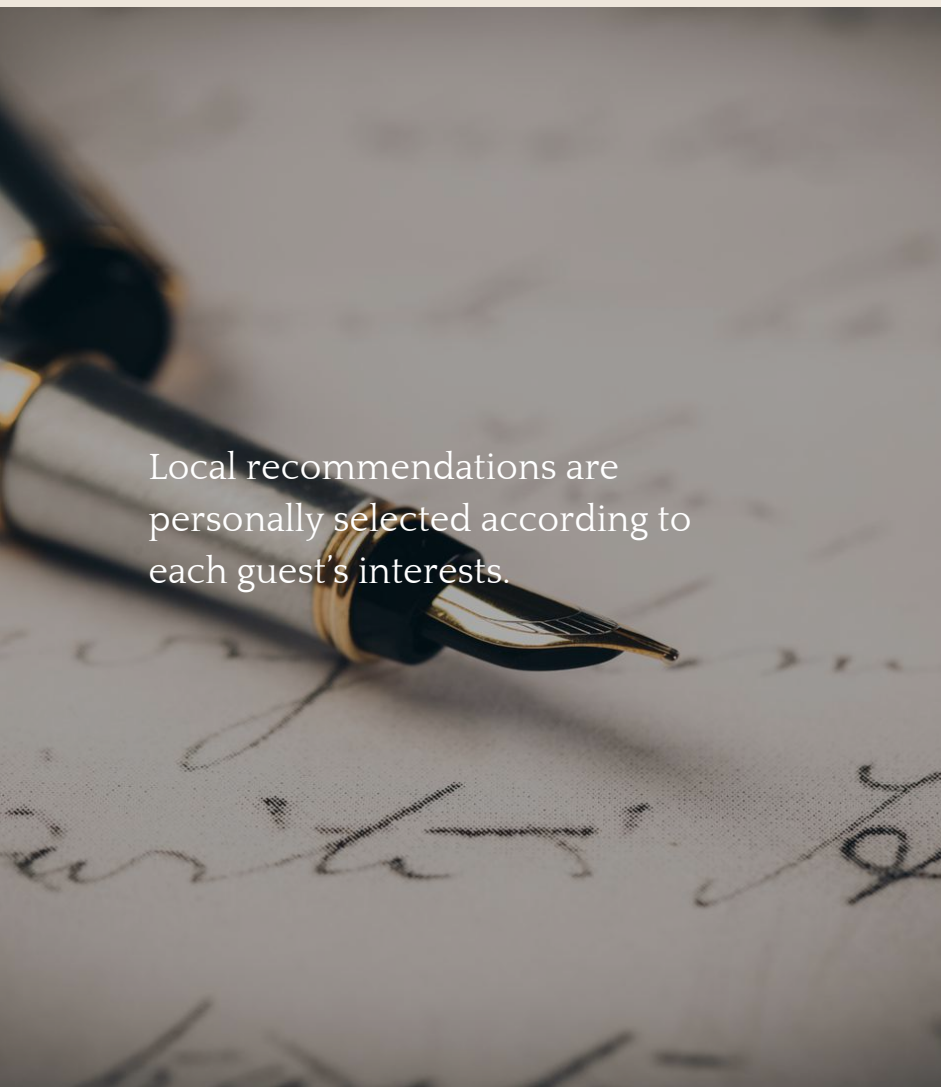
- Lefteris Lazarou, Michelin-starred chef and third-generation Piraeus native, whose personal and professional story is deeply connected to the city.
- Nikos Diamantis, Artistic Director of the Municipal Theatre of Piraeus, offering a perspective on the city's contemporary cultural life.
- Giannis Kaymenakis, founder of Paleo – offering a contemporary insider's perspective on Piraeus through food, wine, local spots and neighbourhood life.



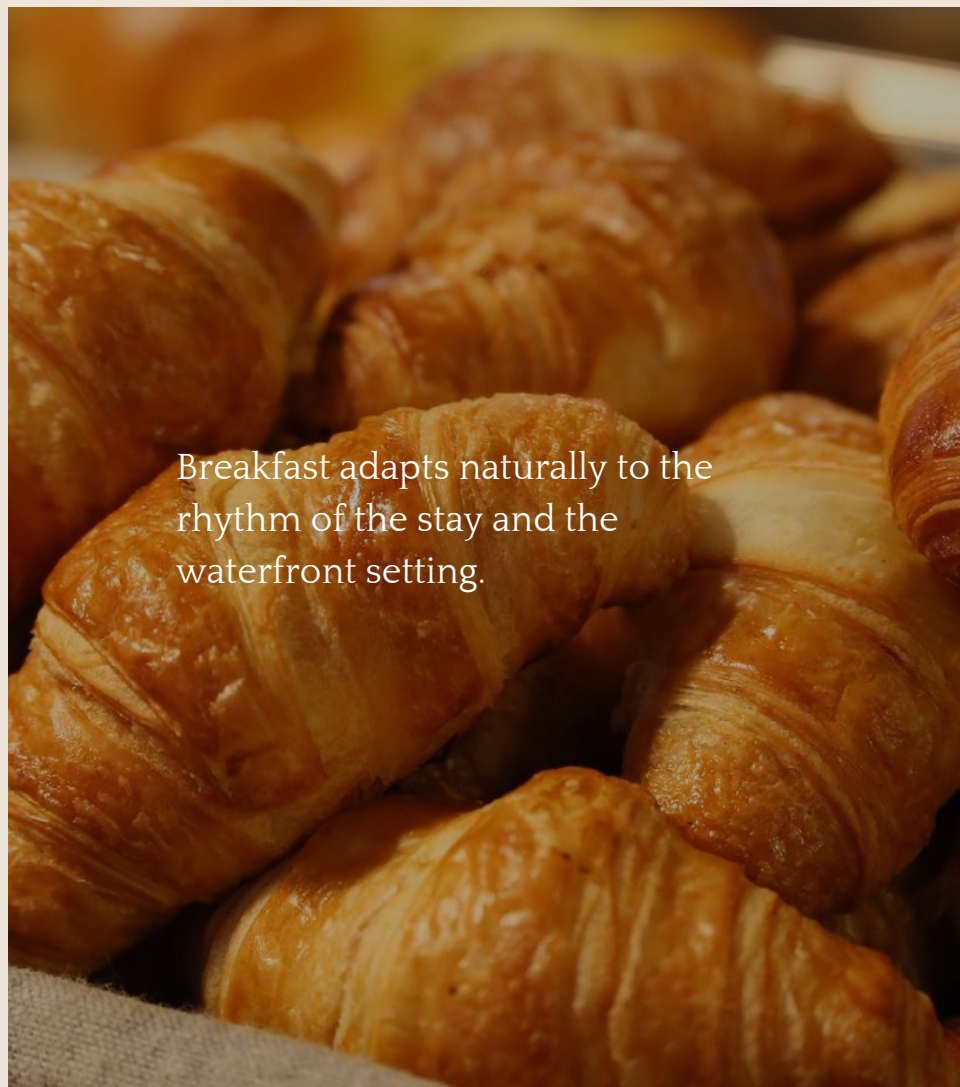
Restaurant reservations, transport and experiences can be arranged around individual plans.



Arrival is personal and uncomplicated, creating an immediate sense of ease.



Local recommendations are personally selected according to each guest's interests.



Breakfast adapts naturally to the rhythm of the stay and the waterfront setting.

RESIDENCES

BROUGHT TO LIFE THROUGH

The residences bring the history of the site into the guest experience through thoughtful objects and keepsakes that connect guests with its maritime heritage.

ANCIENT MOUNICHIA PUZZLE

The creation of a custom-designed collectible puzzle inspired by ancient Mounichia and its maritime heritage, produced exclusively for the property. The illustration could draw on the ancient harbour, the neosoikoi and the triremes once associated with the area, translating the history of the site into a contemporary visual object. Presented in bespoke packaging, the puzzle will be offered to each guest as a gift to take home, creating a distinctive keepsake that extends the story of Mikrolimano beyond the stay.

ANCIENT TRIREME ORIGAMI

The creation of a custom-designed origami trireme inspired by the ancient naval history of Mounichia, developed exclusively for the property. Presented as an elegantly designed fold-out piece, guests will be invited to build their own miniature trireme, transforming the story of the ancient harbour into a playful, tactile experience. Each guest will receive the origami as a collectible take-home gift, accompanied by a short note introducing the history of Mounichia and its ancient shipsheds.

ARCHAEOLOGICAL MUSEUM OF PIRAEUS BOOK COLLABORATION

A collaboration with the Archaeological Museum of Piraeus for the creation of a specially commissioned book dedicated to the archaeological remains located beneath the property and the history of ancient Mounichia. Developed with the contribution of the Museum's archaeologists and experts, the book will explore the site's ancient harbour, shipsheds and maritime heritage, connecting the property directly with the history of its location. A copy will be placed in every residence and offered to guests as a collectible take-home gift.

05



ART DIRECTION

ICONS

HISTORY LIVES IN THE PRESENT

ICONOGRAPHY

Iconography provides an opportunity to carry the story of the ancient neosoikos into the contemporary visual identity.

Rather than using conventional nautical symbols, the icon system can draw from the architecture itself: parallel lines, ramps, repeated structural units and the movement between water and land.

The result is a simple and distinctive graphic language that connects contemporary functions and experiences with the maritime history of the property.



PATTERNS

The ancient neosoikos reveals a strong language of lines, repetition and proportion.

These architectural elements provide the starting point for a contemporary graphic system, translating a structure once built for the harbour into a visual language for the property today.

The system is built around two elements: Line and Shape.

LINE

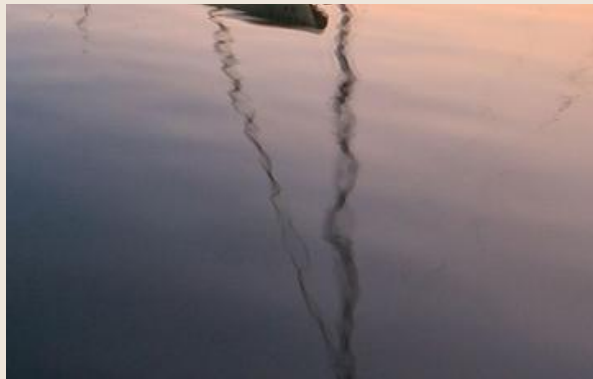
The line is inspired by the linear geometry and repeated structure of the ancient neosoikos.

Long parallel structures, sloping ramps and passages running towards the water create a visual language based on direction and movement. This linear system can extend into icons, graphic elements and patterns, creating a subtle connection between the contemporary identity and the architecture of ancient Mounichia.



GENERAL ART DIRECTION

Art direction should express Mikrolimano through its relationship with water, history and contemporary city life. Photography captures the harbour as an evolving setting, using light, movement, architectural structure and human presence to create a visual world that feels refined, immediate and connected to place. A clear set of principles guides all content to create a consistent visual language.



REFLECTIONS

Water becomes a natural visual device throughout the imagery. Reflections, changing surfaces and glimpses of the marina create depth and connect the property continuously to its waterfront setting.



GEOMETRY

Strong lines, repetition and perspective bring structure to the photography. Where relevant, compositions can take cues from the linear organisation of the ancient neosoikoi and neolkeia, creating a subtle connection between the visual identity and the history beneath the property.



MOVEMENT

The harbour is rarely still. Boats arriving, people walking, water shifting and tables filling towards evening introduce movement into the imagery. Photography should capture these moments naturally, giving the brand a sense of life and progression throughout the day.



LAYERS

Images should reveal Mikrolimano through different depths and perspectives. Architecture, people, water and traces of history can coexist within the same visual world, reflecting a place where ancient Mounichia, the contemporary harbour and Athens today overlap.

06



NAMING

THE STORY BEHIND THE NAMES

The naming exploration began with the history of ancient Mounichia and the maritime character that has shaped the area over time.

Research into the Athenian Naval Inventories, ancient maritime terminology and the language of the sea provided a rich starting point, revealing references to vessels, movement, shelter, navigation and life around the harbour. From there, the exploration expanded to include ideas connected to the coastline, light, stillness and the experience of being between journeys.

The result is a broader collection of names drawn from history, maritime language and the character of life by the water, each offering a different way into the story of the property.



CHAPTER 01

SHIPS OF THE FLEET

01

KALLIXENA

Language

Ancient Greek

Suggested combination

Kallixena Quarters

Proposed tagline

Arrive a stranger. Leave knowing your way.

Narrative

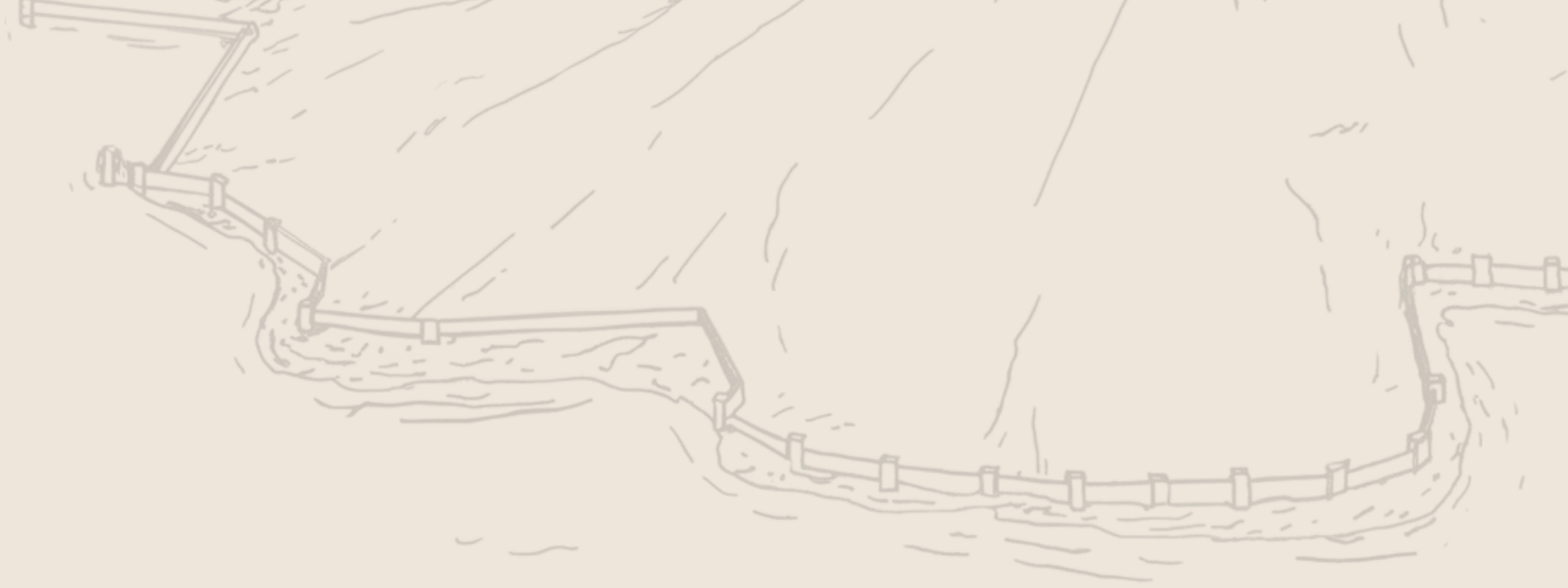
Kallixena, the beautiful stranger, is a ship's name preserved in the Athenian naval inventories, the records of the fleet once based in the harbours of Piraeus.

In Greek, the same word means both stranger and guest, and that is the arc of every stay here.

You arrive new to Mikrolimano and leave with a table you return to, a route along the water you know and a harbour that feels partly yours.

CHAPTER 01

SHIPS OF THE FLEET



01

KALLIXENA

Laguage
Ancient Greek

Suggested combination
Akoe Suites

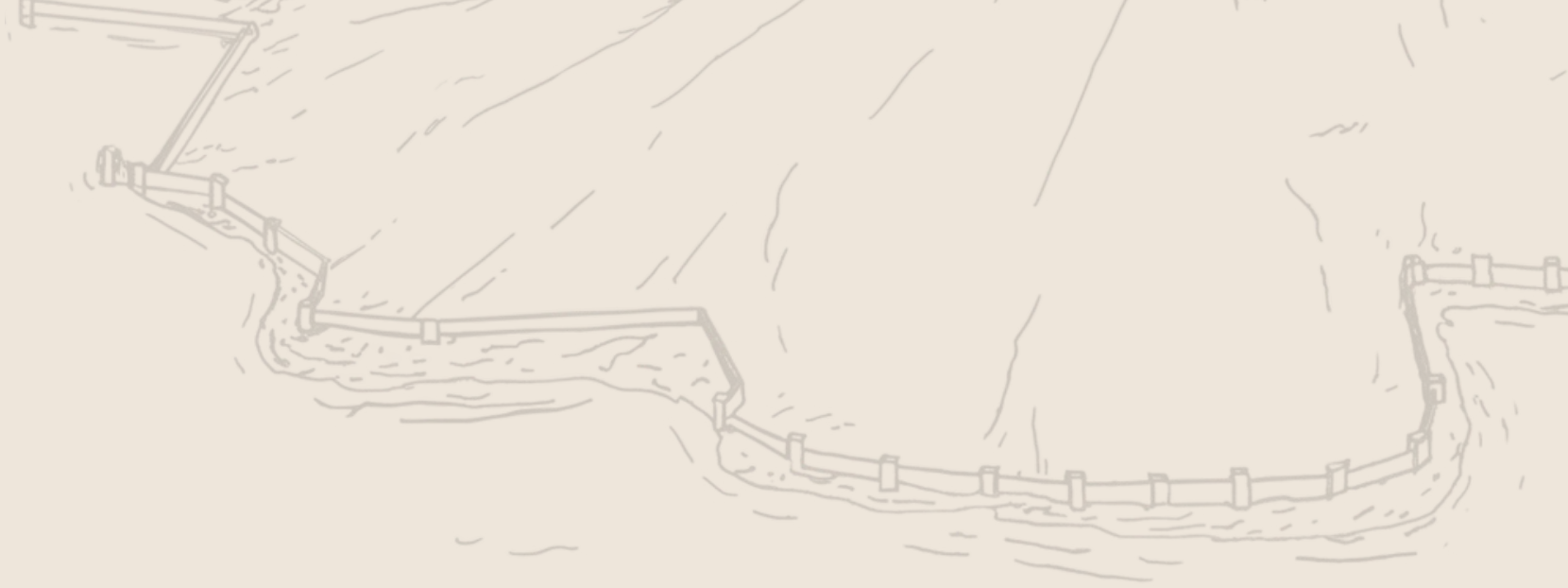
Proposed tagline
Listen to the harbour.

02

AKOE

Narrative

Akoe means hearing, and it is recorded as the name of an Athenian trireme in the naval inventories.
Mikrolimano is a harbour you hear before you see it: halyards against masts, engines at dawn,
tables filling towards evening.
The suites invite guests to tune into that rhythm and get to know the neighbourhood
through its everyday sounds.



CHAPTER 01

SHIPS OF THE FLEET

- 01

KALLIXENA
- 02

AKOE
- 03

THEORIS

Language	Suggested combination	Proposed tagline
Ancient Greek	Theoris Suites	Come to see more of Athens.
Narrative		
Theoris was the name the Athenians gave to the ships that carried their envoys out to see the wider world, from the theoroi, the observers. The same root gave us theoria, the act of looking closely at things. From a base on the marina, each day becomes a journey of its own, to the city, the coast or the islands, with the harbour waiting on return.		



CHAPTER 01

SHIPS OF THE FLEET

- 01

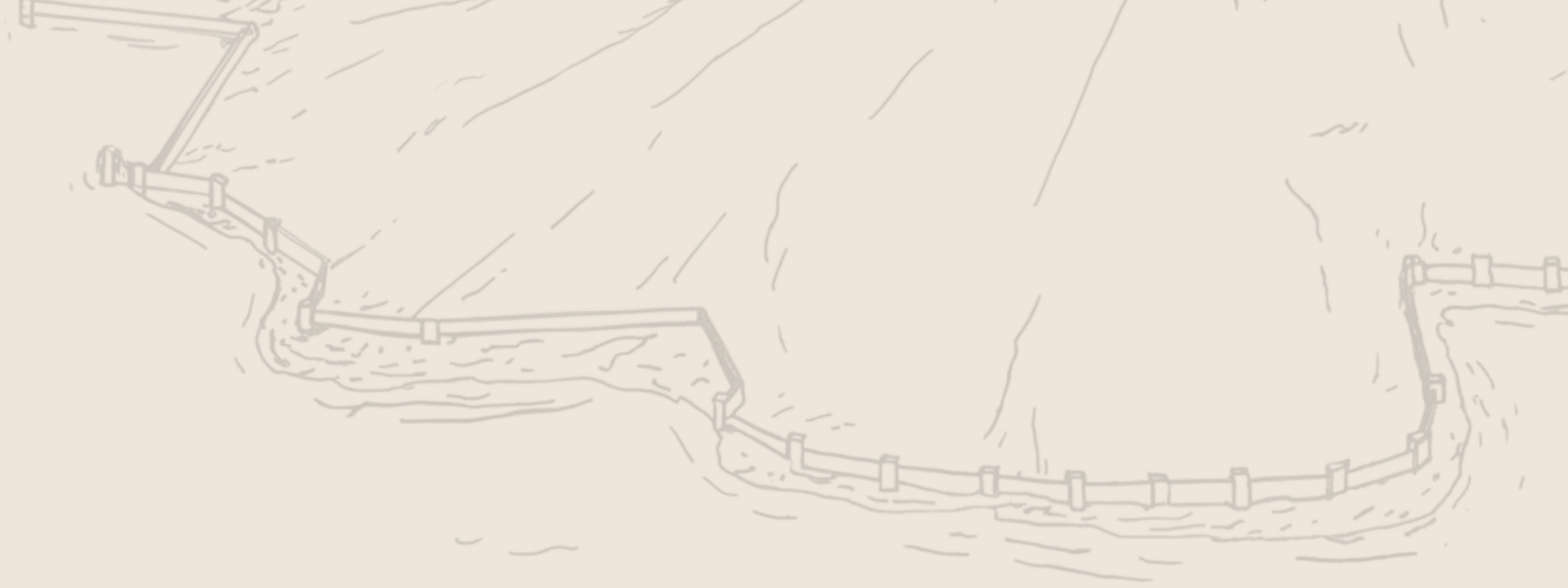
KALLIXENA
- 02

AKOE
- 03

THEORIS
- 04

TRIEME

Laguage English (from Greek)	Suggested combination Trireme Quarters	Proposed tagline Built for the open water.
Narrative The trireme was the ship that defined the Athenian fleet, fast, agile and kept between voyages in shipsheds like those beneath the property. The name connects the residences directly to the vessels once housed on this ground. Like the ships it honours, the quarters are made for people who move: a base to rest in and a starting point for the water beyond.		



CHAPTER 02

WHAT LIES BENEATH

01

NAVALIA

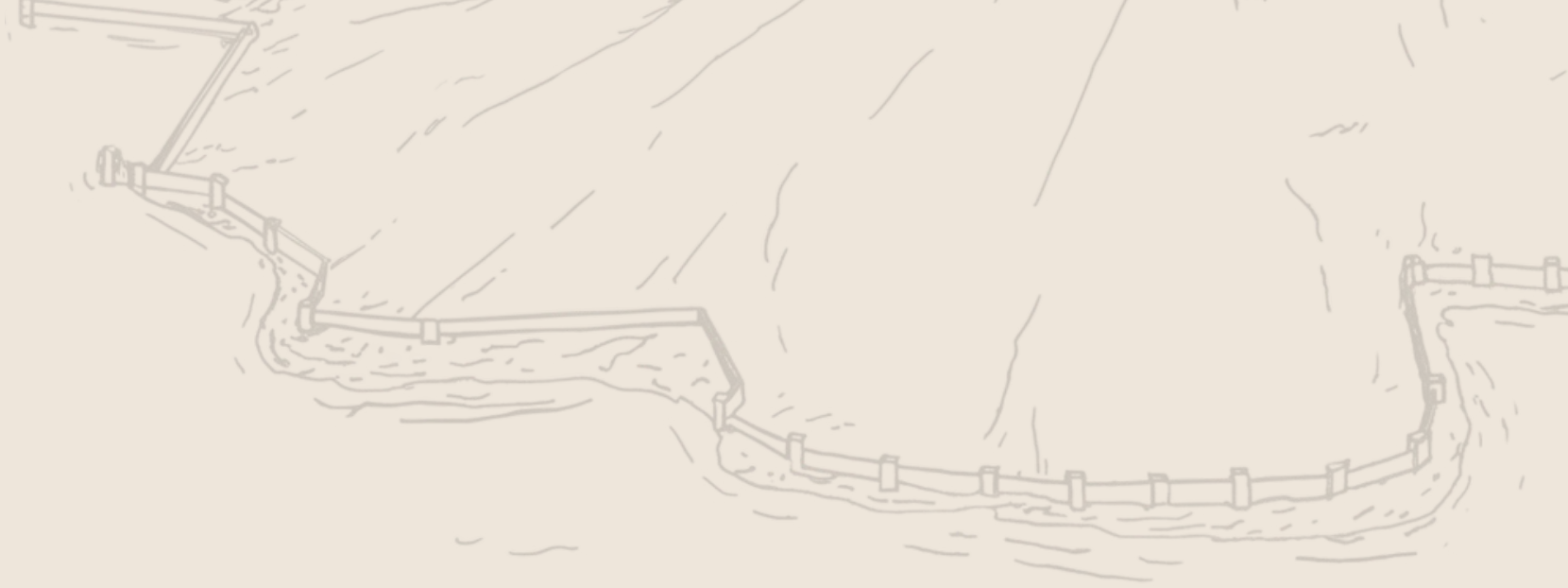
Laguage
Latin

Suggested combination
Navalia Quarters

Proposed tagline
Sheltered between journeys.

Narrative

Navalia is the Latin word for the shipsheds where fleets were kept and made ready between voyages, the structures the Athenians called neosoikoi, traces of which survive within the property.
Around 2,500 years ago, this ground protected the ships of Mounichia.
Today it plays the same role for guests: a sheltered base to rest and restore before setting out again.



CHAPTER 02

WHAT LIES BENEATH

01

NAVALIA

02

NEOLKŌS

Language

Ancient Greek

Suggested combination

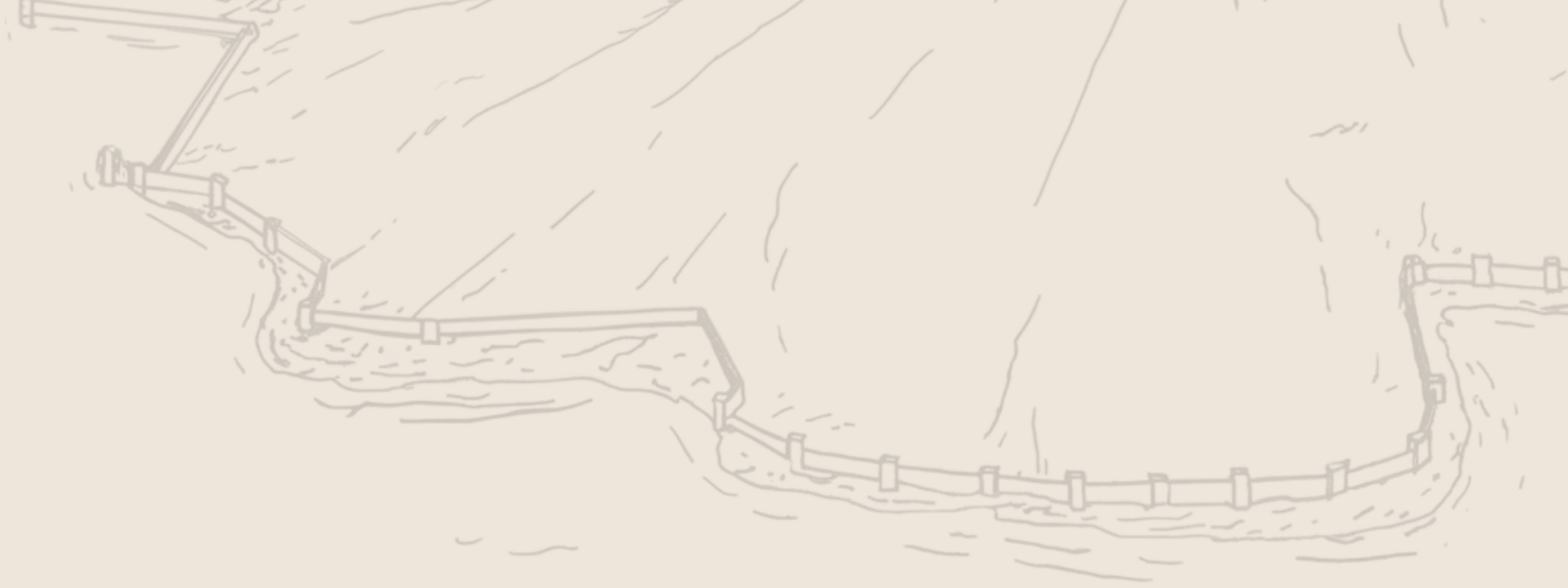
Neolkōs Suites

Proposed tagline

Where every journey begins and ends.

Narrative

Neolkōs comes from the slipways, the neolkeia, on which ships were hauled out of the water into the shelter of the neosoikoi and launched again.
Traces of this infrastructure remain beneath the property.
The name marks the threshold between land and sea, the point where each day's journey begins and where it ends.



CHAPTER 03

MOVEMENT AND DIRECTION

01

KŌPE

Language

Ancient Greek

Suggested combination

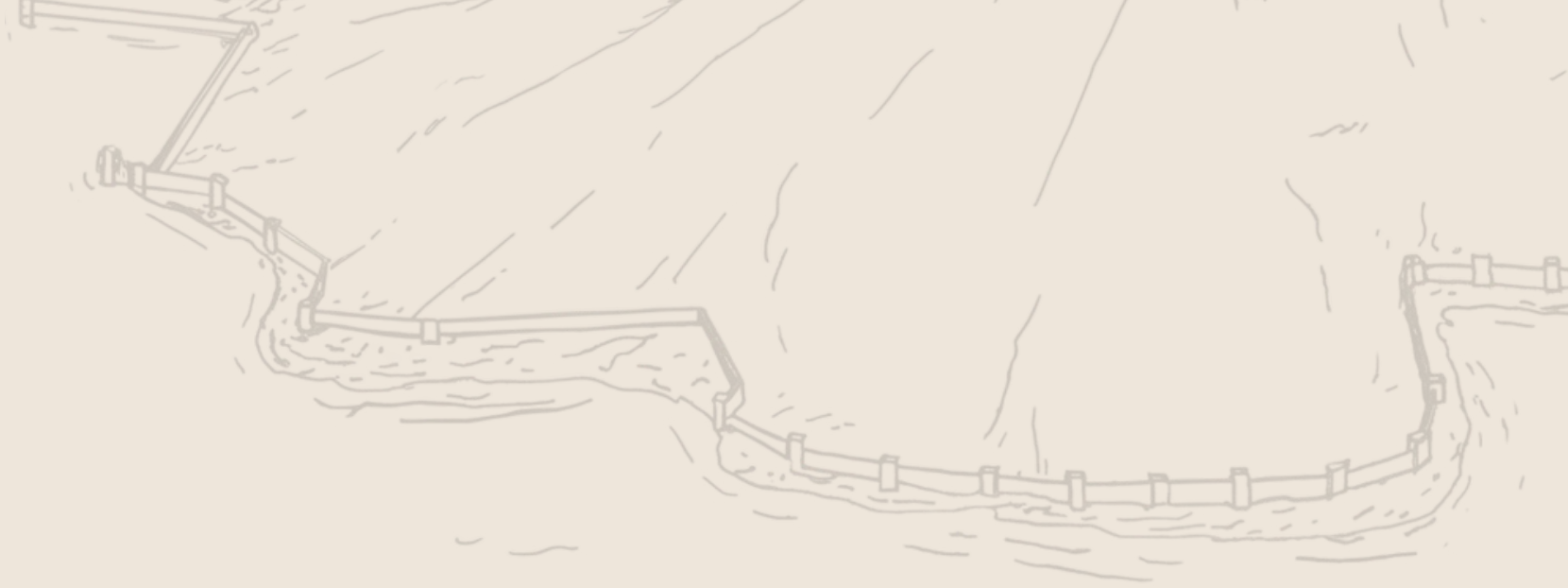
Kōpe Quarters

Proposed tagline

Set your own pace.

Narrative

Kōpe is the ancient Greek word for oar, one of the elements that gave a vessel its movement and direction.
For the property it stands for independence: the freedom to choose your own direction and move at your own pace.
From Mikrolimano, guests set out towards the city, the coast and the islands and return to a harbour that is always in motion.



CHAPTER 03

MOVEMENT AND DIRECTION

01

KŌPE

Laguage
Latin

Suggested combination
Velum Lofts

Proposed tagline
Set your own course.

02

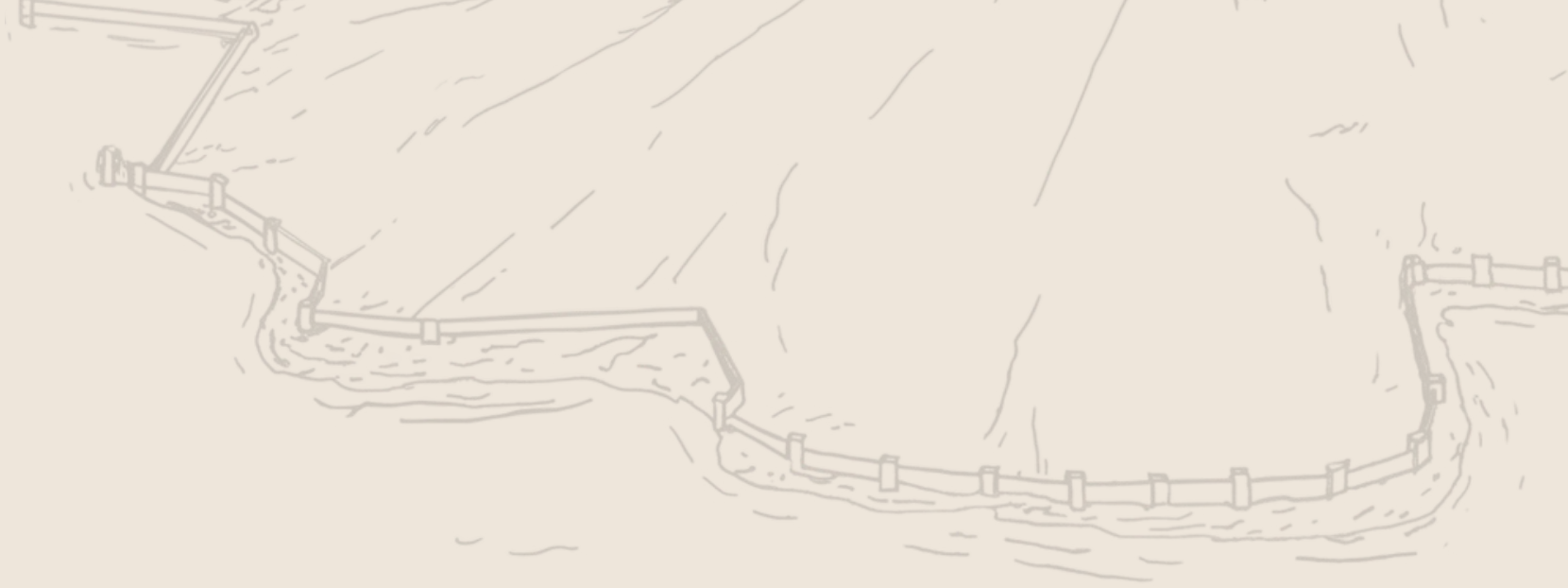
VELUM

Narrative

Velum is Latin for sail, the element that turns wind into direction.
The lofts open onto a marina where boats leave and return throughout the day,
and the same rhythm shapes the stay.
Guests choose where the day takes them, to Piraeus, central Athens, the Riviera or beyond,
and come back to a place of ease.

CHAPTER 04

SHORE AND HARBOUR



01

LITUS

Language
Latin

Suggested combination
Litus Quarters

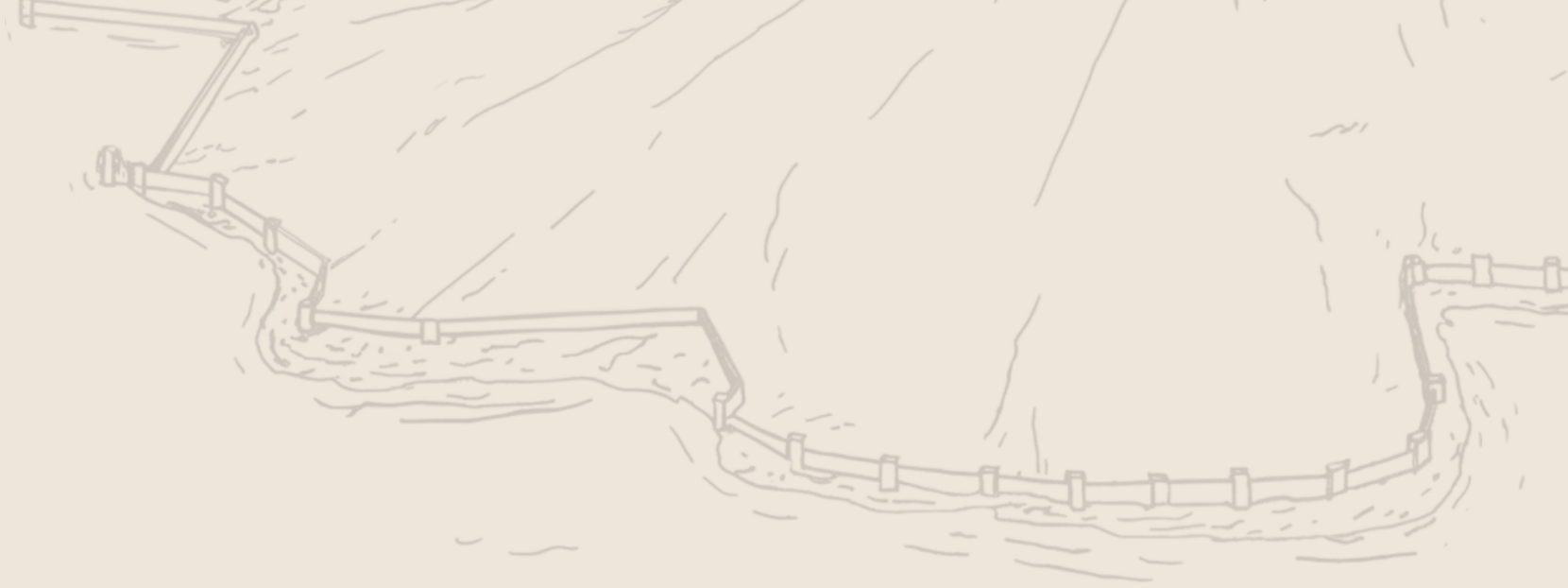
Proposed tagline
Where Athens meets the sea.

Narrative

Litus, the Latin word for shore, names the line where land and water meet.
Mikrolimano is that line for Athens, a harbour where the city ends and the coast and islands begin.
Living quarters set on the marina place guests at that meeting point,
with the life of the waterfront outside the door.

CHAPTER 04

SHORE AND HARBOUR



01

LITUS

Language

Latin

Suggested combination

Litora Suites

Proposed tagline

Every shore within reach.

02

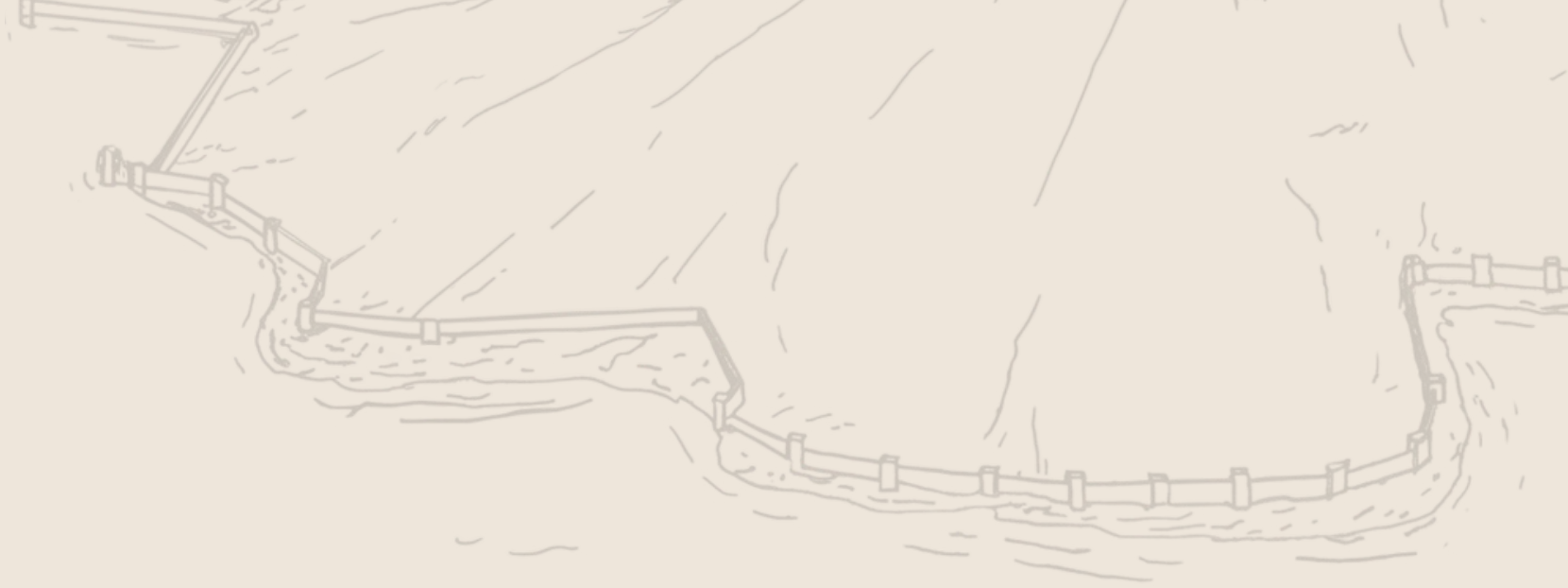
LITORA

Narrative

Litora is Latin for shores, in the plural.
Mikrolimano sits between the city, the coast and the sea, with the Athenian Riviera
and the islands within easy reach.
From one address on the water, the coastlines of Attica and the Aegean open up in every direction.

CHAPTER 04

SHORE AND HARBOUR



01

LITUS

Language
English

Suggested combination
Berths & Quays
Mikrolimano

Proposed tagline
Moor here. Wander from here.

02

LITORA

03

BERTHS & QUAYS

Narrative

A berth is where a boat rests; a quay is where the journey begins. Together they describe life on the marina, where vessels come and go throughout the day and the waterfront keeps its own rhythm. Berths & Quays gives guests a place of their own on the harbour and a natural starting point for Piraeus, Athens, the Riviera and the islands.

CHAPTER 05

THE LIGHT YOU RETURN TO

01

PHARUS

Language

Latin

Suggested combination

Pharus Suites

Proposed tagline

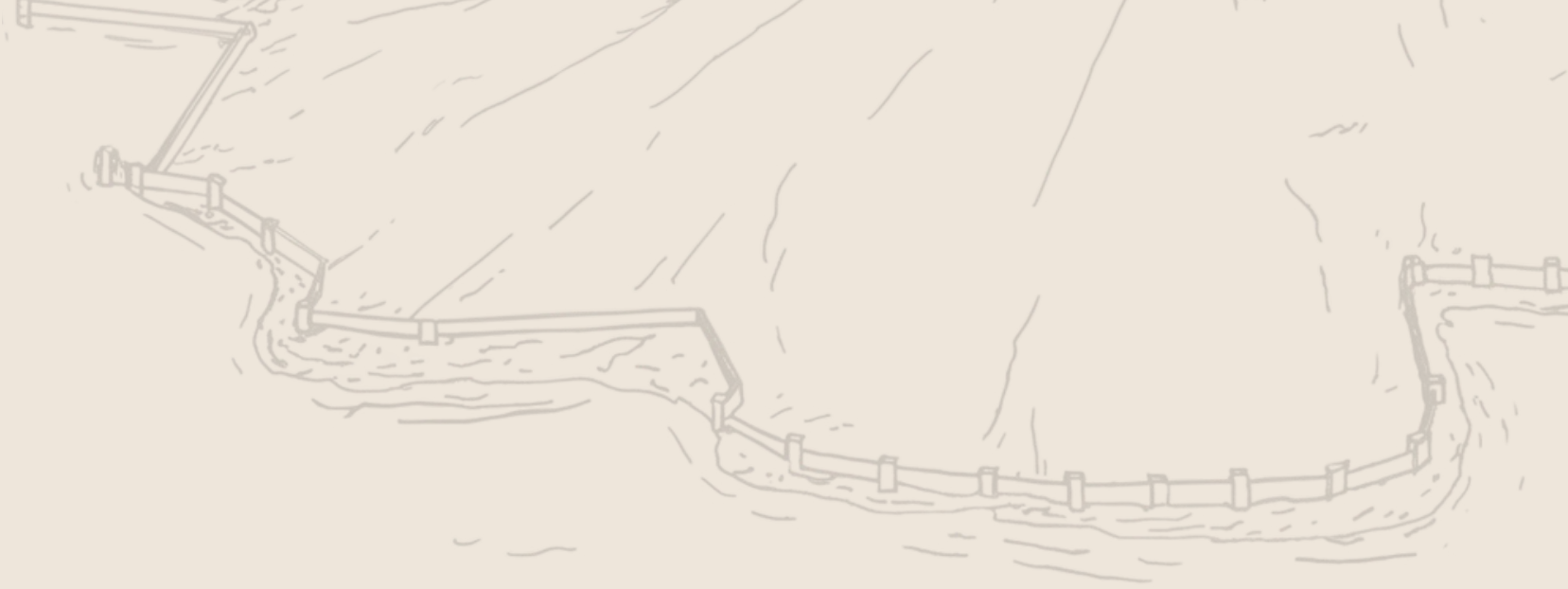
The light you steer by.

Narrative

Pharus is the Latin word for lighthouse, from the island of Pharos at Alexandria where the first great one stood.

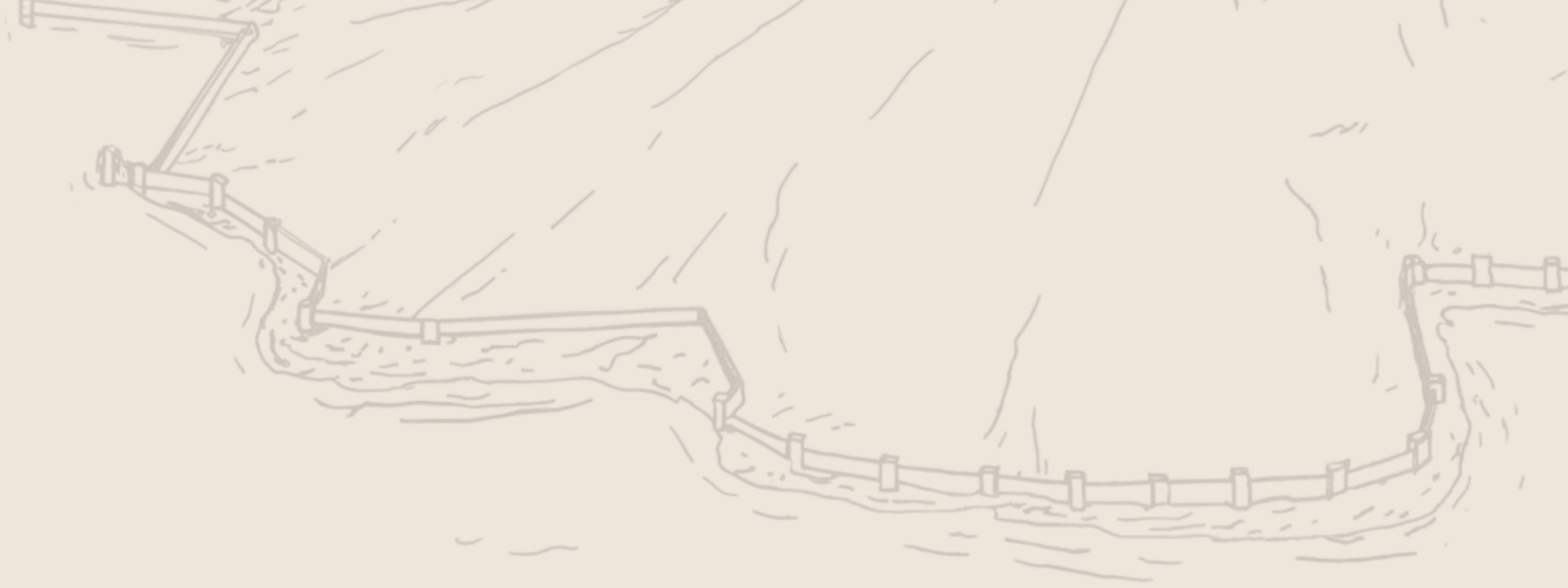
A lighthouse does not tell sailors where to go; it gives them a fixed point from which to find their own way.

Set on the marina, Pharus is that point for Athens, a place to return to at the end of every route.



CHAPTER 05

THE LIGHT YOU RETURN TO



01

PHARUS

02

FARO

Language

Italian / Spanish

Suggested combination

Faro Lofts

Proposed tagline

A fixed point. Every direction.

Narrative

Faro is the word for lighthouse in Italian and Spanish, descended from Pharos, the ancient beacon at Alexandria.
A lighthouse is a fixed point from which sailors find their own way, and the lofts play the same role for Athens. From the marina at Mikrolimano, guests set their own course towards the city, the coast and the islands, and return to the light.

CHAPTER 05

THE LIGHT YOU RETURN TO

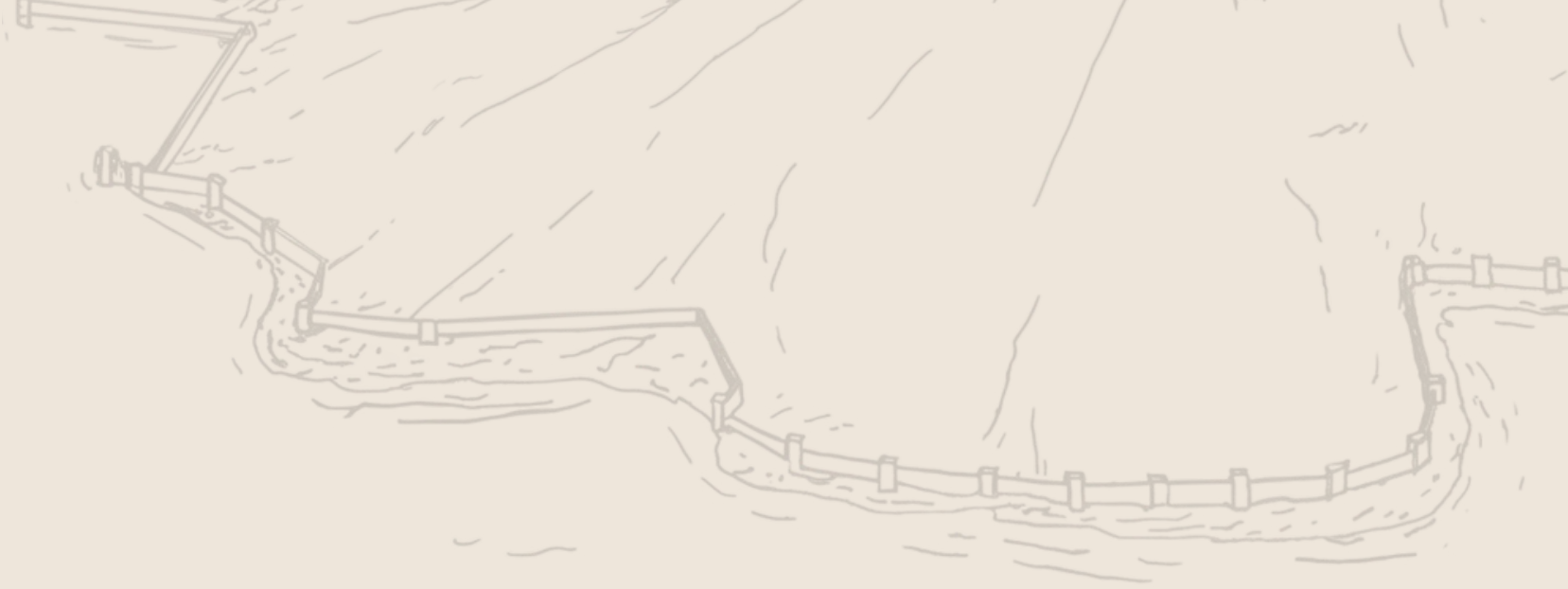
- 01

PHARUS
- 02

FARO
- 03

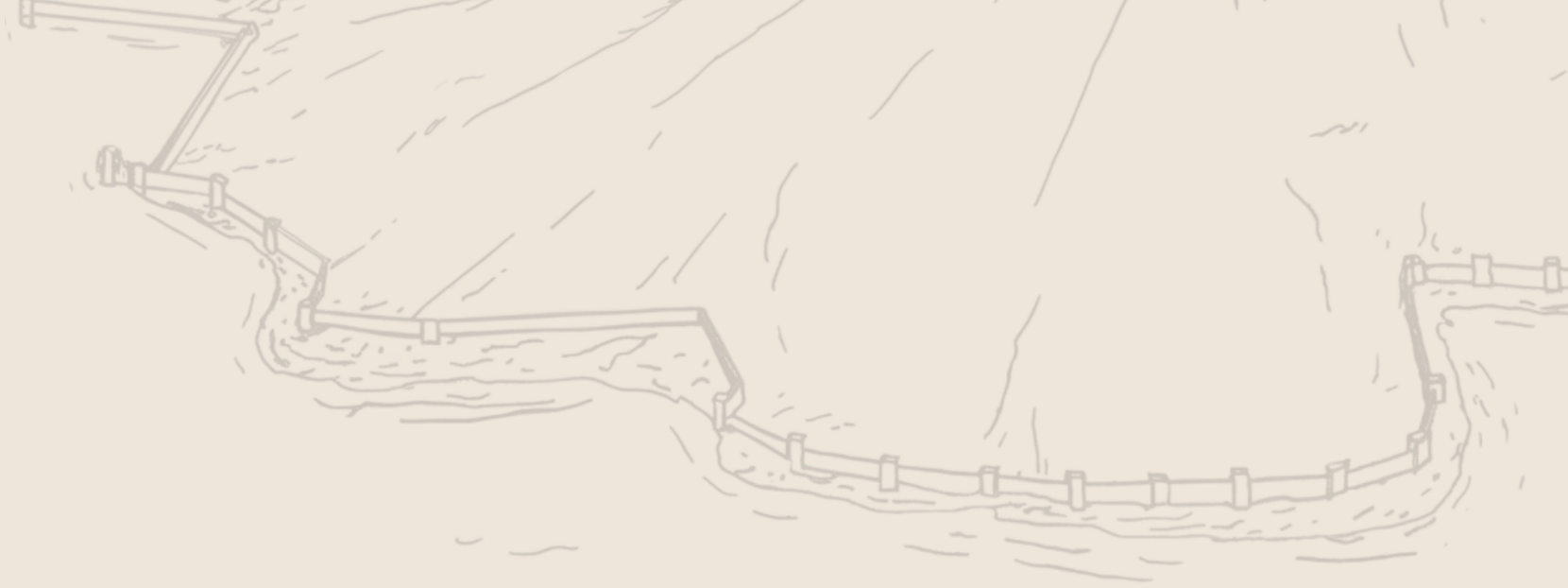
HARBOUR LIGHT

Laguage English	Suggested combination Harbour Light Suites	Proposed tagline Come back to the harbour.
Narrative The harbour light marks the entrance for those returning from the water, the first sign of home after a day out. In Mikrolimano, the light changes hour by hour, from morning across the marina to the glow of waterfront tables at night. Harbour Light offers a base that is always there to return to, at the point where Athens meets the sea.		



CHAPTER 06

THE PAUSE



01

INTERLUDE

Language
English

Suggested combination
Interlude Suites

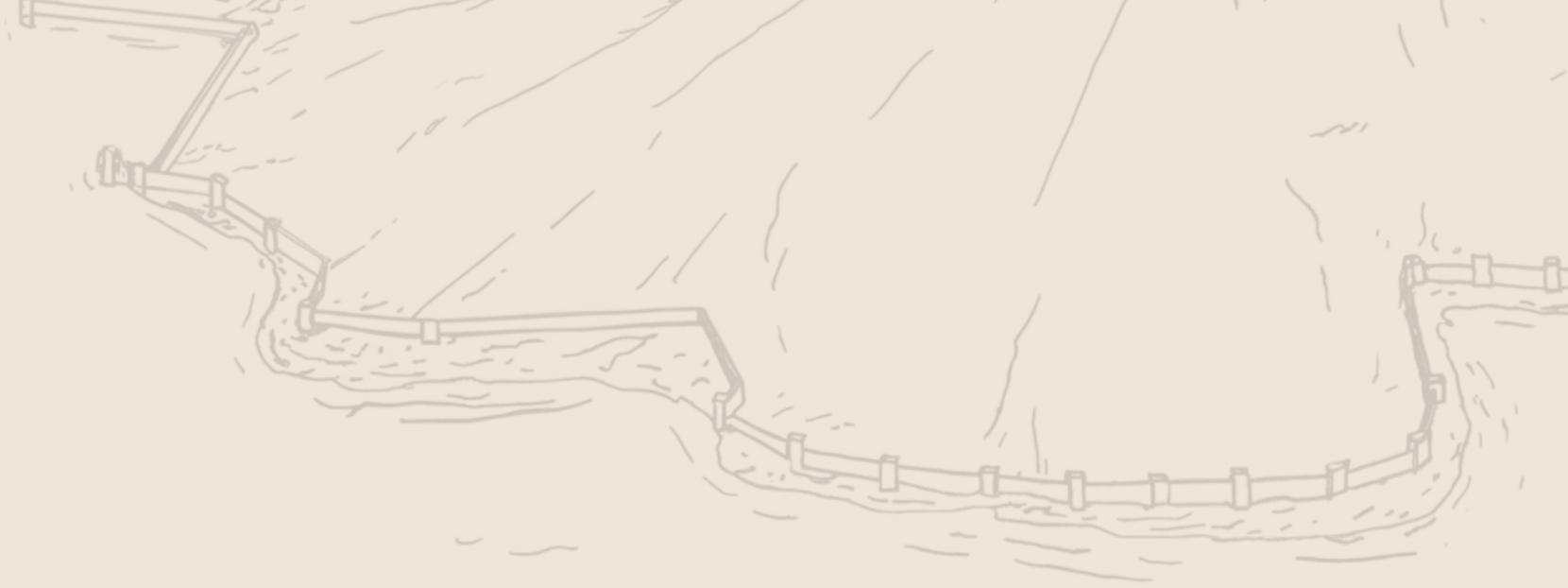
Proposed tagline
The pause between journeys.

Narrative

An interlude is the space between two parts, a pause that gives the rest its shape.
Mikrolimano offers the same in the middle of a journey: a sheltered harbour where mornings are unhurried and the city waits just beyond.
Guests recharge here, then set out again with the day shaped around their own interests.

CHAPTER 06

THE PAUSE



01 INTERLUDE

02 HALCYON

Language
English
(from Greek)

Suggested combination
Halcyon Quarters

Proposed tagline
Calm water. Open horizons.

Narrative

Halcyon days are the calm, still days of winter, named in Greek myth for the kingfisher that nests by the sea.
The word carries the sense of restoration at the heart of the property: a quiet base on the marina
where guests pause and recover.
From that calm, the city, the coast and the islands are open in every direction.

NAMING OPTIONS

01 KALLIXENA

02 AKOE

03 THEORIS

04 TRIREME

05 NAVALIA

06 NEOLKŌS

07 KŌPE

08 VELUM

09 LITUS

10 LITORA

11 BERTHS & QUAYS

12 PHARUS

13 FARO

14 HARBOUR LIGHT

15 INTERLUDE

16 HALCYON



07

NEXT STEPS





NEXT STEPS

- Finalise the Brand Identity including naming, logo, colour palette, typography and visual system.
- Develop the Brand Touchpoints across digital, in residence collateral, signage and guest experience.
- Plan the Brand Launch including content production, website, communications and go to market activation.



travelworks

Mikrolimano Project