

# Midtown Self Storage

Opening 2020. A New York based company, focused on helping you store your things in the heart of Manhattan. Built for the modern home owner, Midtown helps you find a place for everything.

# Concept #1



MID  
TOWN  
STORAGE

## Concept #1

### Pack it all in.

Finding space in the big city is hard. Packing all your stuff into that space is even harder. But we're not judging. Pack it all in.

This concept focuses on the idea of packing items and boxes in any way that fits, almost like a game of Tetris. The rectangular shapes create the logo lockup that mimics the boxes packed into these small spaces.

SMALL

MID

MEDIUM

TOWN

LARGE

STORAGE

SMALL MID

MEDIUM TOWN

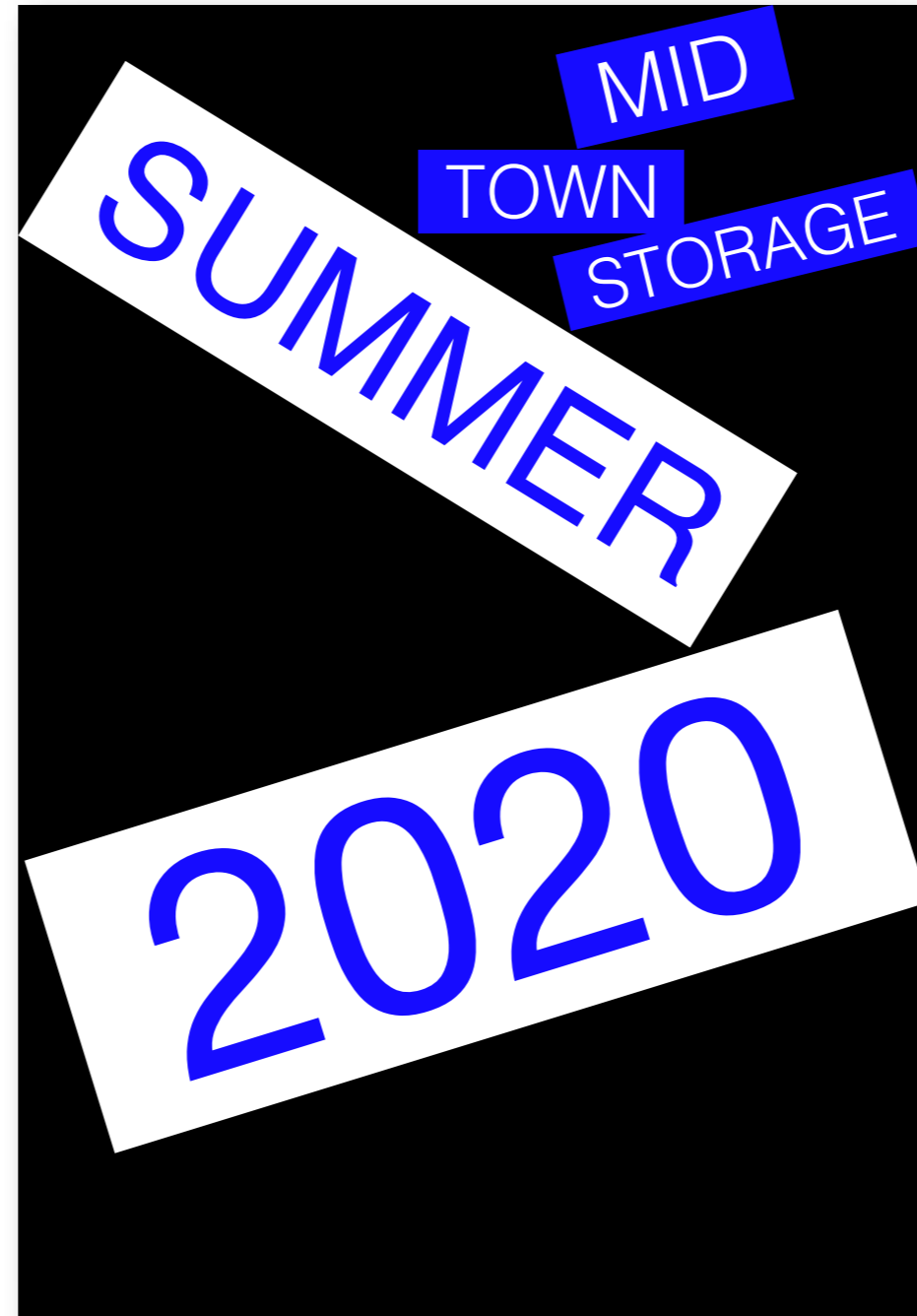
LARGE STORAGE

MID  
TOWN  
STORAGE

MID  
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TOWN MID  
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MID  
TOWN  
STORAGE

1009 W. 11TH  
NYC, NY



TOWN MID  
STORAGE

MID STORAGE  
TOWN

MID  
TOWN  
STORAGE

1009 W. 11TH  
NYC, NY

# SUMMMER 2020

MID  
TOWN  
STORAGE

004084



TOWN MID  
STORAGE

[ABOUT](#)

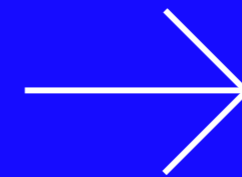
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Opening 2020. A New York based company, focused on helping you store your things in the heart of Manhattan. Built for the modern home owner, Midtown helps you find a place for everything.

2020

SUMMER



# Concept #2

TOWN  
MID  
STORAGE



## Concept #2

### Find your corner.

When living in the city, we all know that every little space counts. Every corner is packed to the brim, and its those hidden places we find the best places to hide our things.

This concept is based on the idea of cramming your things into ever last corner. The type is placed on the outside, and around the shapes in any way it will fit.

MID TOWN

MIDTOWN

MID TOWN

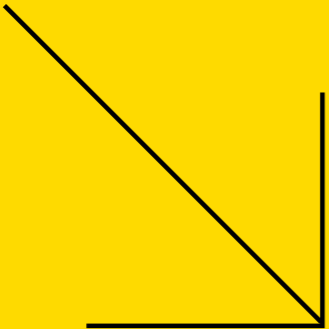
MID  
TOWN  
STORAGE

STORAGE

MID  
TOWN




TOWN  
MID  
STORAGE



MIDTOWN MAKES  
FINDING SPACE,  
EASY.

SUMMER  
2020

MID  
TOWN



STORAGE

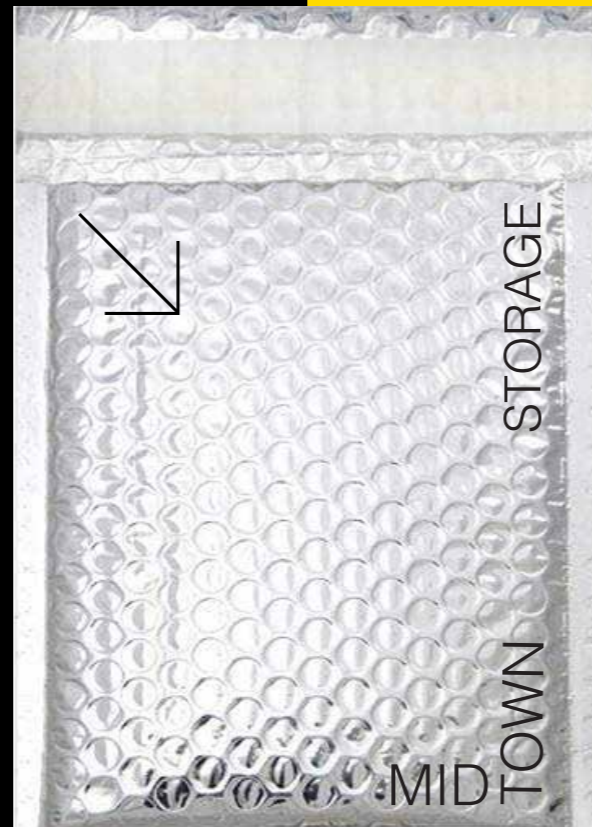
MIDTOWN MAKES  
FINDING SPACE,  
EASY.

MID TOWN



MID TOWN

1009 W. 11TH  
NYC, NY



TOWN  
MID  
STORAGE

1009 W. 11TH  
NYC, NY

STORAGE

TOWN

MID

FIND YOUR CORNER  
OF THE CITY.

SUMMER 2020

STORAGE

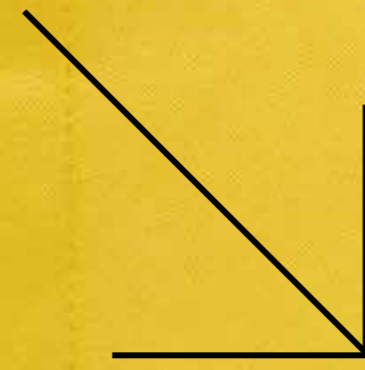
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1009 W. 11TH  
NYC, NY

TOWN

MID



STORAGE



STORAGE

# Concept #3



### Concept #3

#### Off the grid.

Midtown Storage is focused on providing you your own little space in the big city. The facility is based on stacked lockers, each with its own individual code.

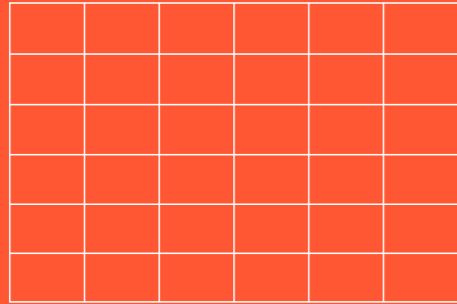
This concept uses visual language of a grid-  
ded locker system. The type fits into or  
around the tiny boxes, that represent the  
space you are given in the “locker room”

MID	
TOWN	
STORAGE	

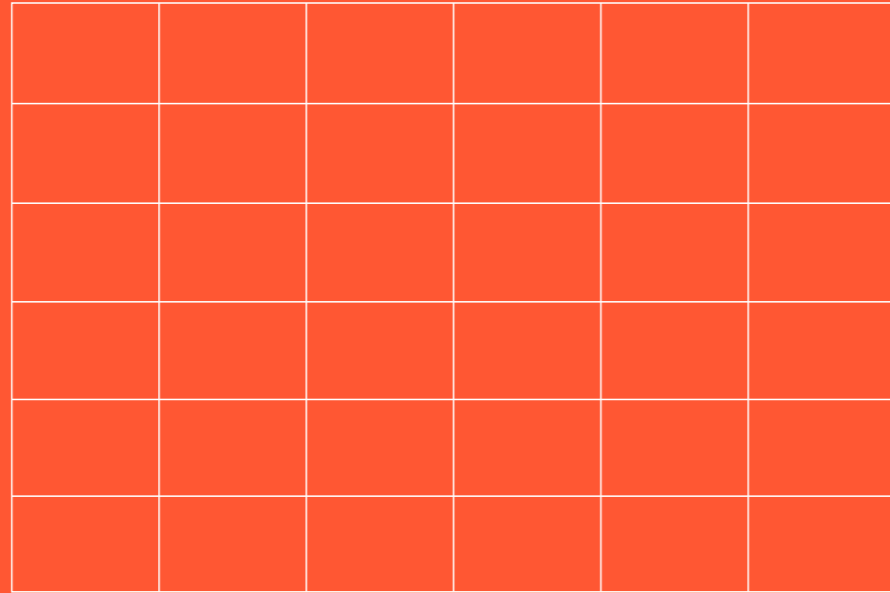
MID	
	TOWN
STORAGE	

	MID
TOWN	
STORAGE	

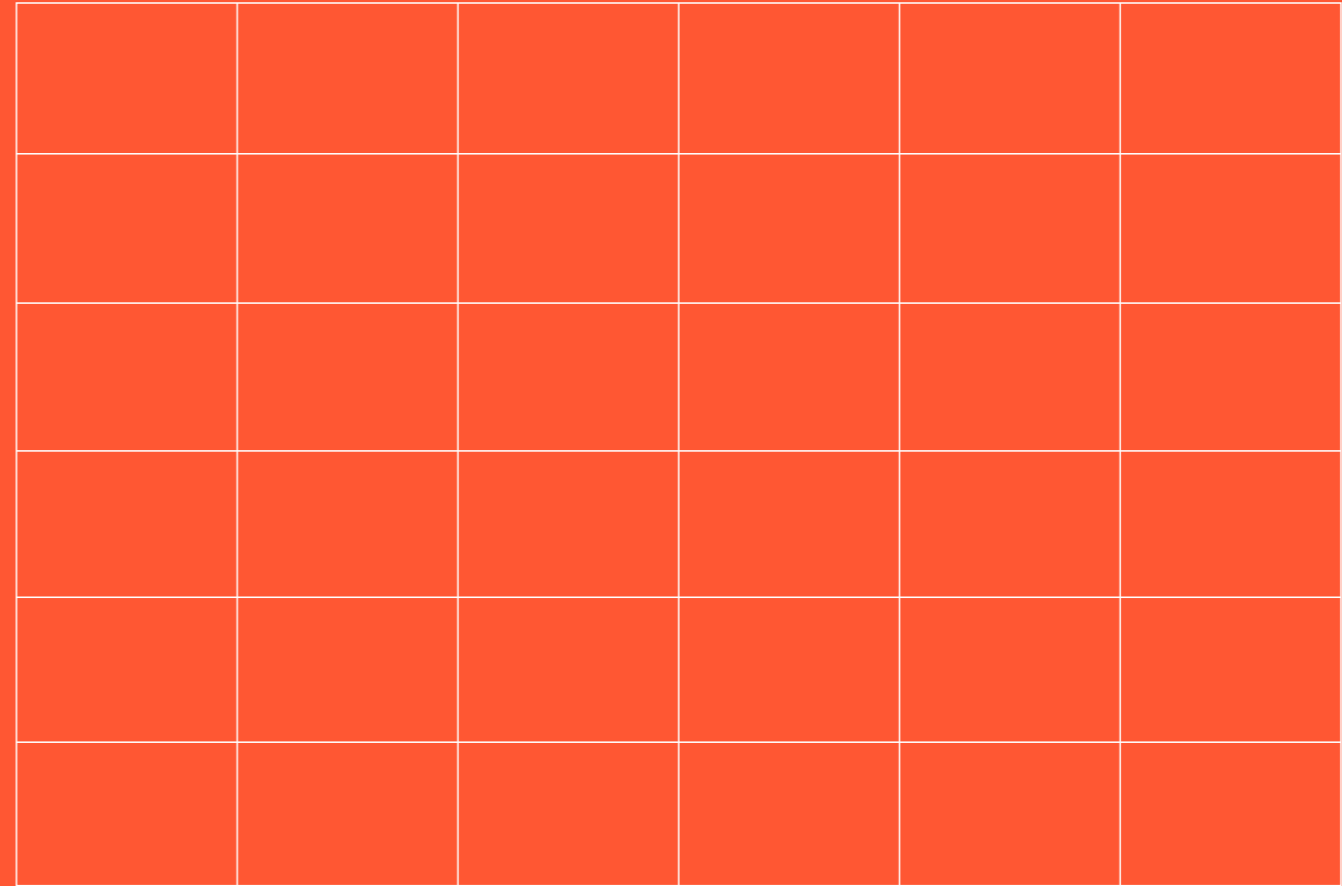




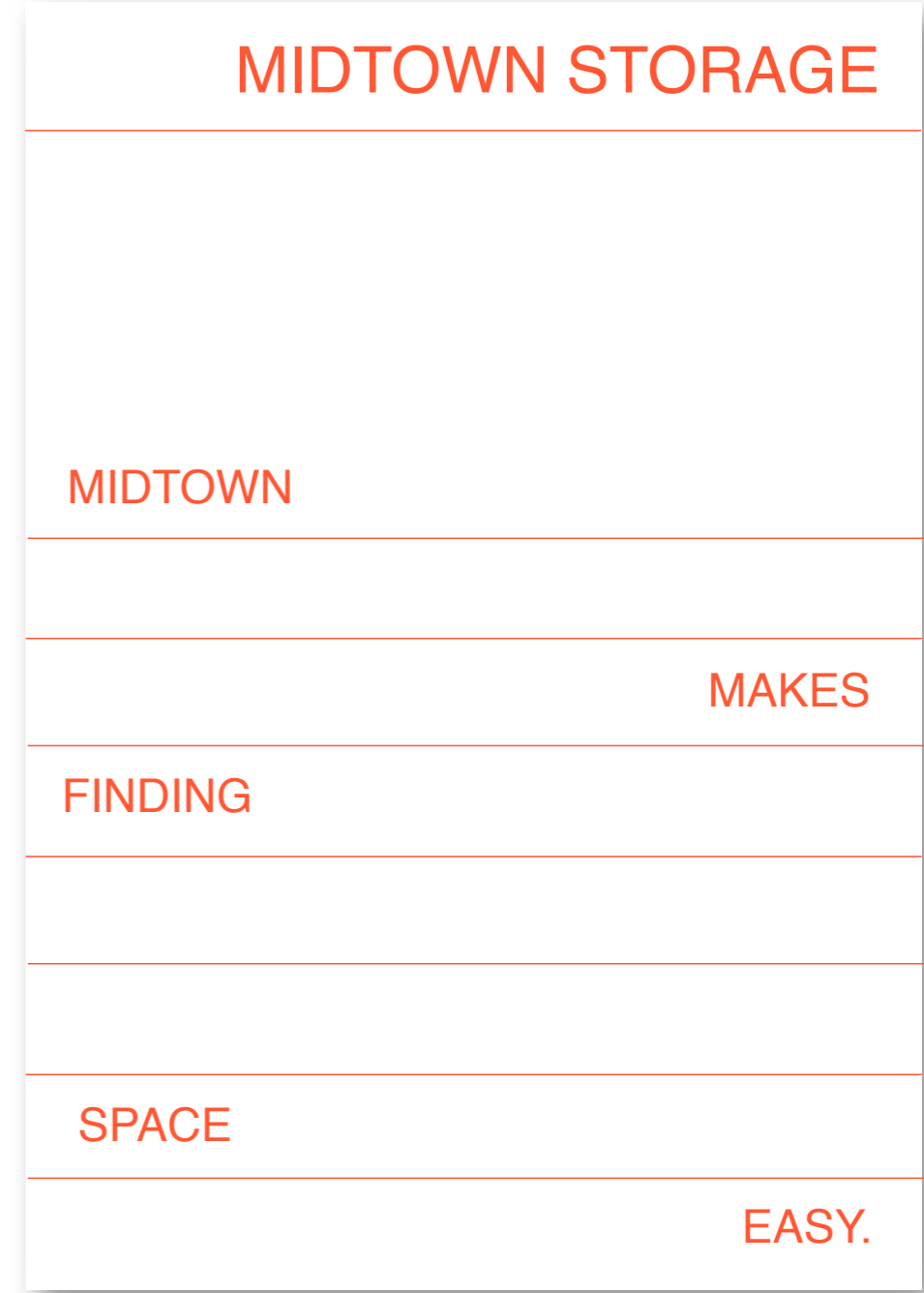
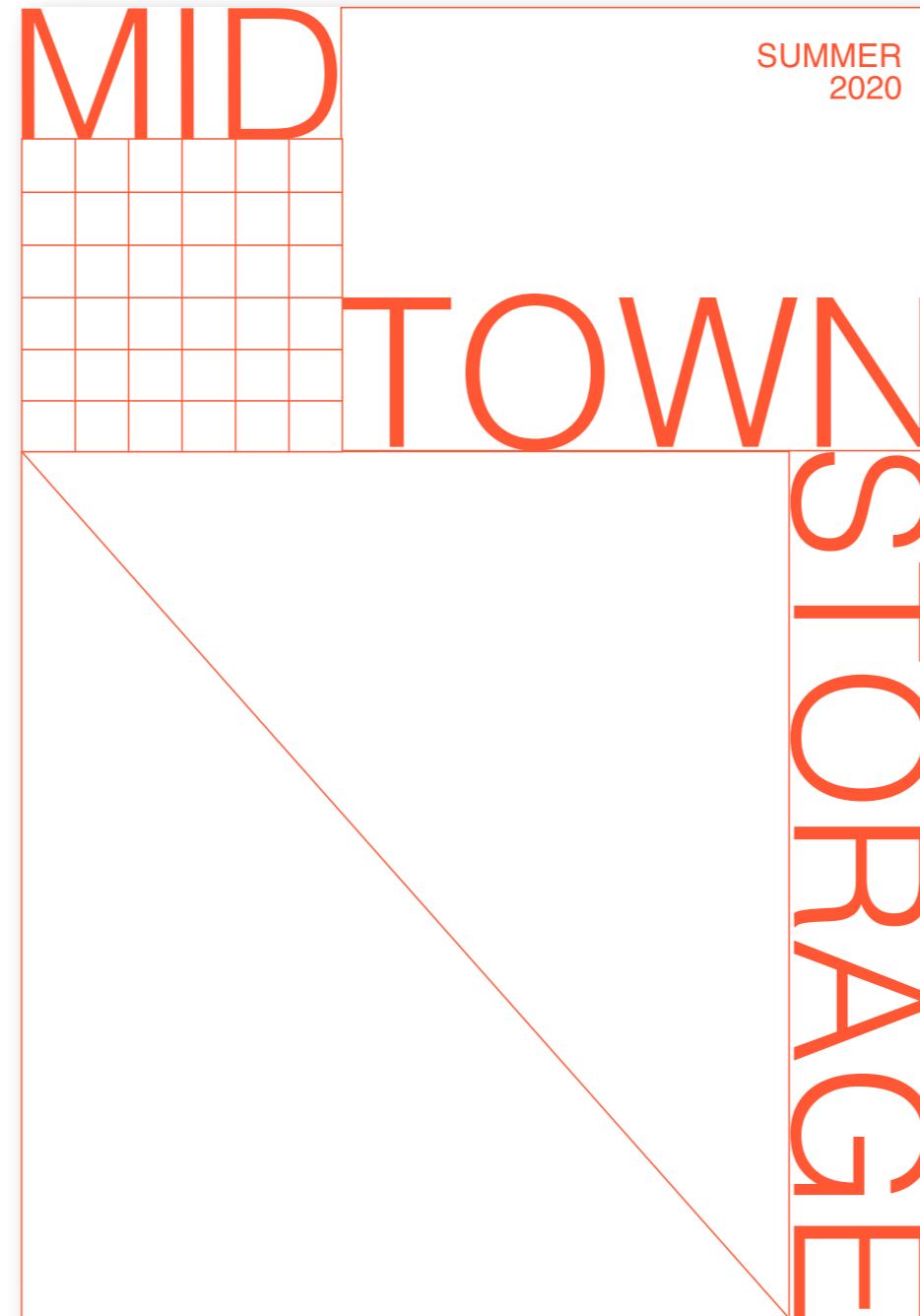
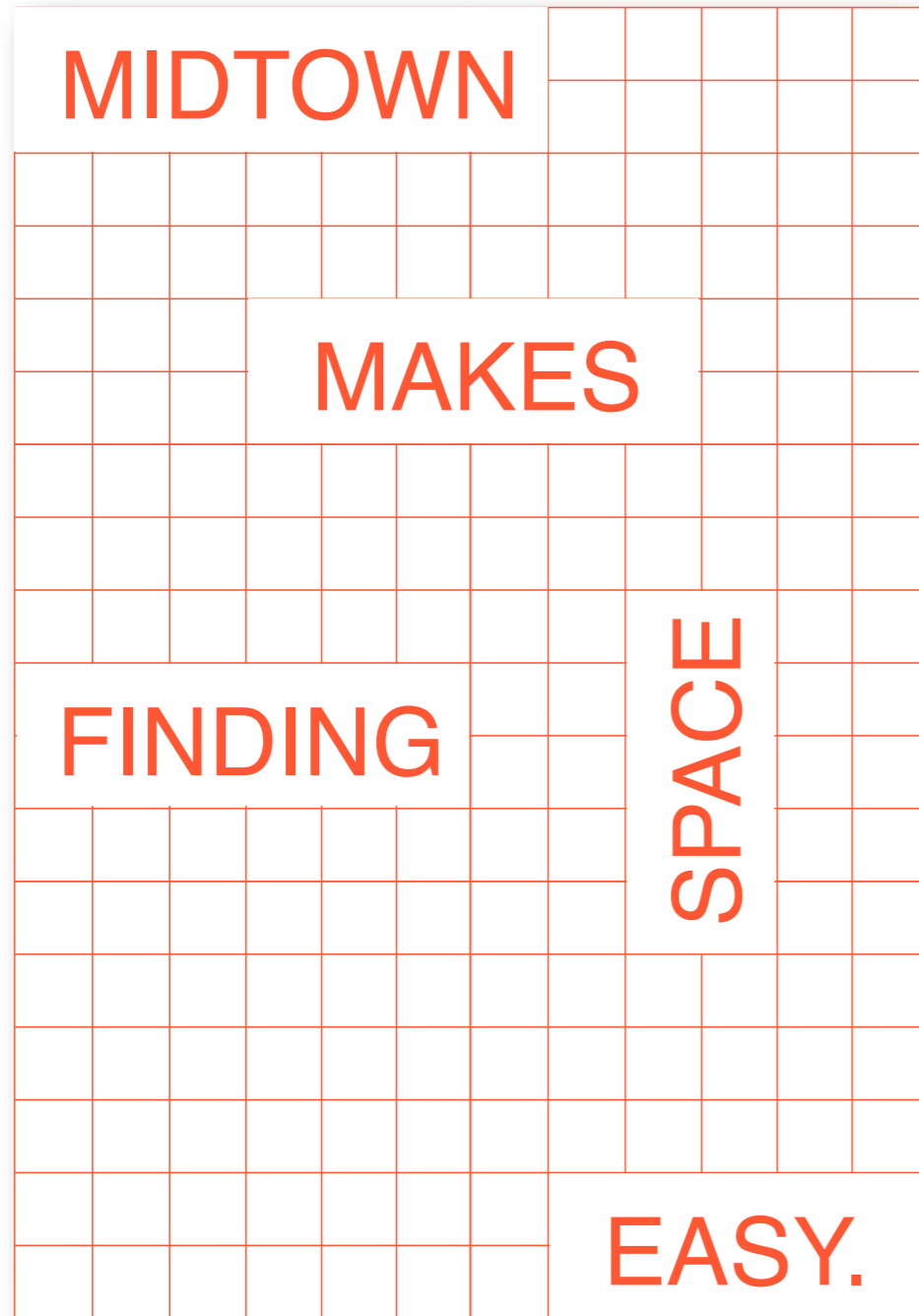
SMALL



MEDIUM

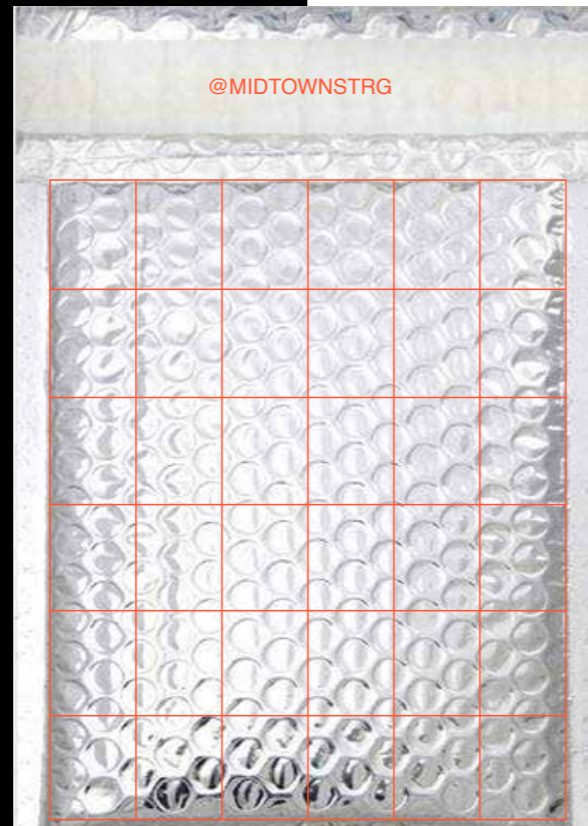


LARGE



# MIDTOWN STORAGE

1009 W. 11TH  
NYC, NY



	MIDTOWN				
	STORAGE				

MIDTOWN STORAGE

11TH ST. NYC

MIDTOWN.COM

(314) 640 - 3751

@MIDTOWNSTRG



# MIDTOWN STORAGE

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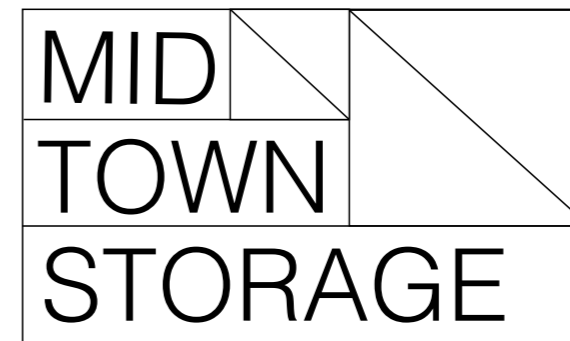
[CONTACT](#)



Concept #1  
Pack it all in.



Concept #2  
Find your corner.



Concept #3  
Off the grid.

# Thank You!