

MediaCatalyst – Dish
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TOPIC: CONSTRUCTION NYC

Many think of NYC as a concrete jungle, blaring horns and wailing sirens the equivalent of monkey calls in steamy environs. However, of late, 135 Grand Street has resembled more the war zones of Viet tropics than an Amazon of activity, as heavy demolition makes it necessary for our hardy MC-ers to brave shards of shrapnel, flying nails, boggy wet concrete, and daily ambushes of debris. This obstacle course begins two buildings outward, continues ‘round a corner, over a bend, and up a trek of five flights of stairs. The other option, the main door and lobby, isn’t much better – far more extensive equipment than a laptop (sans superpowers) is required to traverse a terrain without a floor, ceiling, or even walls.

But the excitement doesn’t end there! After all, who goes into battle without their war paint on? Vivid red streaks our walls and occasionally our very selves, while shelves and fixtures come tumbling down. This of course requires help, and in keeping with America’s trend of outsourcing, we’ve recruited mercenary aid in the form of William, our soft-spoken yet surprisingly able-bodied handyman from Techspace. Though the man is small and sweet, scooter rides to work and back have given him muscles of steel! And luring him was easy; he was impressed by how far MCUS has come from the little broom closet we used to pretend was an office.

Stay tuned for more tales of destruction! - Su-Jit Lin

TOPIC: NEW LAUNCHES

Although the real estate trend is slowing down, commercial development heavyweights Normandy and Tishman Speyer prove that they’re just too big to feel the effects. During the month of May, MC unveiled a teaser site for Tishman’s new green project, Campus at Playa Vista in Los Angeles. With 64 acres surrounding a 9-acre community park, 2.2 million square feet of class-A office space, and a development plan that’s eco-friendly and sustainable, this property is as hot as they come. The micro-site is to pave the way for a more detailed site planned to debut later this year, building up interest as only initial details and related development efforts are currently provided.

Normandy, on the other hand, launched their full-sized site for CenterPointe at Bridgewater, a recently acquired beautiful business center with a whopping three buildings spanning over 500,000 square feet. With neighbors like Johnson & Johnson, McDonald’s Corporation, AT&T, and Merck, the fact that it’s across the river in New Jersey means nothing – half of “location, location” means keeping up with the best Joneses you can find. CenterPointe finds itself in good company, including a regional office for Normandy themselves. – Su-Jit Lin

TOPIC: JACCO

New York City seems to love our most recent (albeit temporary) import, Jacco Nieuwland. This MCNL freelancer has taken the leap across the pond and taken a 6-month hiatus from User Intelligence with his wife Saskia, becoming one with the big city.

Jacco has been *exceptionally* lucky since stepping foot in the States. The biggest deal is that he got the Big Score. He has managed the unmanageable, lived the dream, done the impossible in this hectic city: he got a great apartment at a price that doesn't make him contemplate suicide.

He's working for MCUS and experiencing the spacious bathroom (although, he remarks that "the urinal needs cleaning ... there seem to be decorative plants growing from it now ...") and quirks that come with that territory – like a free gym membership in the form of a five-floor walkup. Stairmasters have nothing on our weary climb! The personal training continues each day as he struggles to hold his chair precariously in place with his now-powerful and aching leg muscles.

Precariously in place? Why, yes! The floors in MCUS are charmingly, and not at all annoyingly ... *ahem* ... slanted.

Well, Jacco will soon thank us yet for our mandatory exercise regimen, as a goal of his is to eat as diversely as he can while in our ethnic paradise. Even having been here for a mere two weeks has given him ample opportunity to run around and stuff face (24-hour diner, anyone?), and he has already become a big fan of the variety of espresso providers within walking distance to Grand Street.

You heard right. Walking. Unlike in Amsterdam, bikes are not a way of life, and those rides, along with canals and karaoke, are the things he misses most, as he's sure to mention in his blog, ny.nieuwland.net. But not to worry ... disappointment can easily be washed down with some of our delicious food. Bagels, pizza, Chinese, or Italian, anyone? -- Su-Jit Lin

TOPIC: INTERTREND/SONY CHINA

As we're all aware, MC has plans to conquer the world. United as we are, North America and Europe can be checked off the list. The natural order, then, seems to be the fair continent of Asia ... isn't that how colonization always worked, anyway? So it should come to no surprise that MCUS has been skulking about with our partners in California, offline marketing group Intertrend, talking with heads quite close together about strategies for the Chinese market. A valuable ally since Angela and Hans first met CEO Julia Huang in Tokyo for a joint pitch for a skincare company, they have unparalleled expertise in breaking into and doing business in China. And honestly, Intertrend is key for targeting this desirable and difficult market – a tough nut to crack, considering that Japan's DENTSU can't get even a wobbly foothold.

We're extremely interested in discovering mainland Chinese attitudes, preferences, behavior of technology, consumer segmentation profiles, and psychographic distinctions. We're even more interested in how we can help Sony in China.

TOPIC: NICOLE AND SARA IN AMSTERDAM

Lately, it seems that the two divisions of MC can't get enough of each other ... as it well should be! There was the recent Team Week in NYC, and now we're giving MCNL a little New York flavor.

Sara Dyson and Nicole Johnson made guest appearances in Amsterdam this month for a variety reasons. On the project management side, they met with Dawn Carey and Julie Messier to discuss the logistics of working together on international projects, and possibly forming a PM Office in the Netherlands that will focus on the operational side of PM-ing. Our dynamic duo will also demo a new PMRM tool, one that will integrate all of the previous tools.

Designs are in for the new MC site and it's time for the baton to be passed! Sara and Nicole will be meeting with the development team in NL to start the build – something that has already actually begun, due to the great response to the call for photo submissions. Thank you, all, for showing us the best parts of the MC perspective yet again! – Su-Jit Lin