

## Walk This Way

They count some of the biggest corporate players around as clients, have engineered some of the funkiest online presences to grace the world wide web – their Escape from L.A. work for Dodge the first to spring to mind – and yet this isn't why we first had heard about them. No, we first had the luxury of hearing about them, or rather seeing them, in our inbox, under the cute, if not slightly mysterious, moniker of walking men.

The folks at Walking Men – a Brussels-based design bureau founded by Katelijne Van Loo, Nicolas Glinoyer and Pitou Jadot (pictured from left to right) – have religiously, for the past couple of years, been sending out Un Site Par Jour (or One Site Per Day). The concept is simple: sign-up and you'll receive one ground-breaking, often disruptive in its own field, website per day.

But why, you might be wondering? Very simply, to educate, as one of the overriding challenges they faced when setting up shop was the brick wall which existed between them, and their potential clients. *"Advertising agencies and their clients didn't understand web developers and we thought it'd be a good idea to send them links to websites we liked"* explains Nicolas. *"We needed to*



*create links between the ad and web worlds, and this seemed like a good way of getting to know the people we needed to work with"* continues Pitou. And 1,800 sends later, what was really only intended as a simple means to an end seems to have outgrown its initial purpose, becoming an integral part of the design outfit itself.

And, we have to ask, but why Walking Men? *"Because we take our time, don't follow the tide and hate jogging"* says Pitou. Need we say more? (NL)

[www.walkingmen.com](http://www.walkingmen.com)

## Dear Hunters

Be it pushy, commission-based real estate agents or owners with questionable ethics, potential buyers often find themselves spending more time rebuffing inadequate offers rather than getting excited at their new prospects. And why is that? Put bluntly, because the person entrusted with their property search isn't as concerned with putting the right roof over their head as they are with meeting the payments on their recently purchased souped-up Polo.

Not so for new real estate outfit Property Hunter, opened at the beginning of September 2008 by Frenchmen David Chicard and Julien Dessauny. Their innovative service is one which smacks of sound business logic: allocate an 'account manager' to each potential buyer and rid him of all the unpleasant realities of finding the ideal property. You might call it a concierge service for the real estate market...

How does it work in practice? Clients' needs are firstly determined through a 60-point plan which evaluates everything from the type of neighbourhood preferred to the



proximity to a school or the need for an outdoor terrace. Once the search contract is signed, the account manager's task of scanning the market for a match to his client's expectations begins in earnest: market analysis, pre-viewings, visuals of potentials and even, if required, assistance with negotiations. The advantage to the client: hassle-free property

search, executed by specialists, in a limited time-frame. An essential luxury indeed...

We haven't yet had the luxury of having to search for a property to buy or let, but know whose services we'd enlist if and when the time comes... (NL)

[www.propertyhunter.be](http://www.propertyhunter.be)