



XW  
CROSS WORKS

WEB DESIGN BROCHURE

ARCHITECTURE | URBAN DESIGN | URBAN ANALYTICS | CITY PLANNING | GIS SERVICES | SOFTWARE DEVELOPMENT | WEB DESIGN | BRANDING

## CROSS-DISCIPLINARY - DESIGN

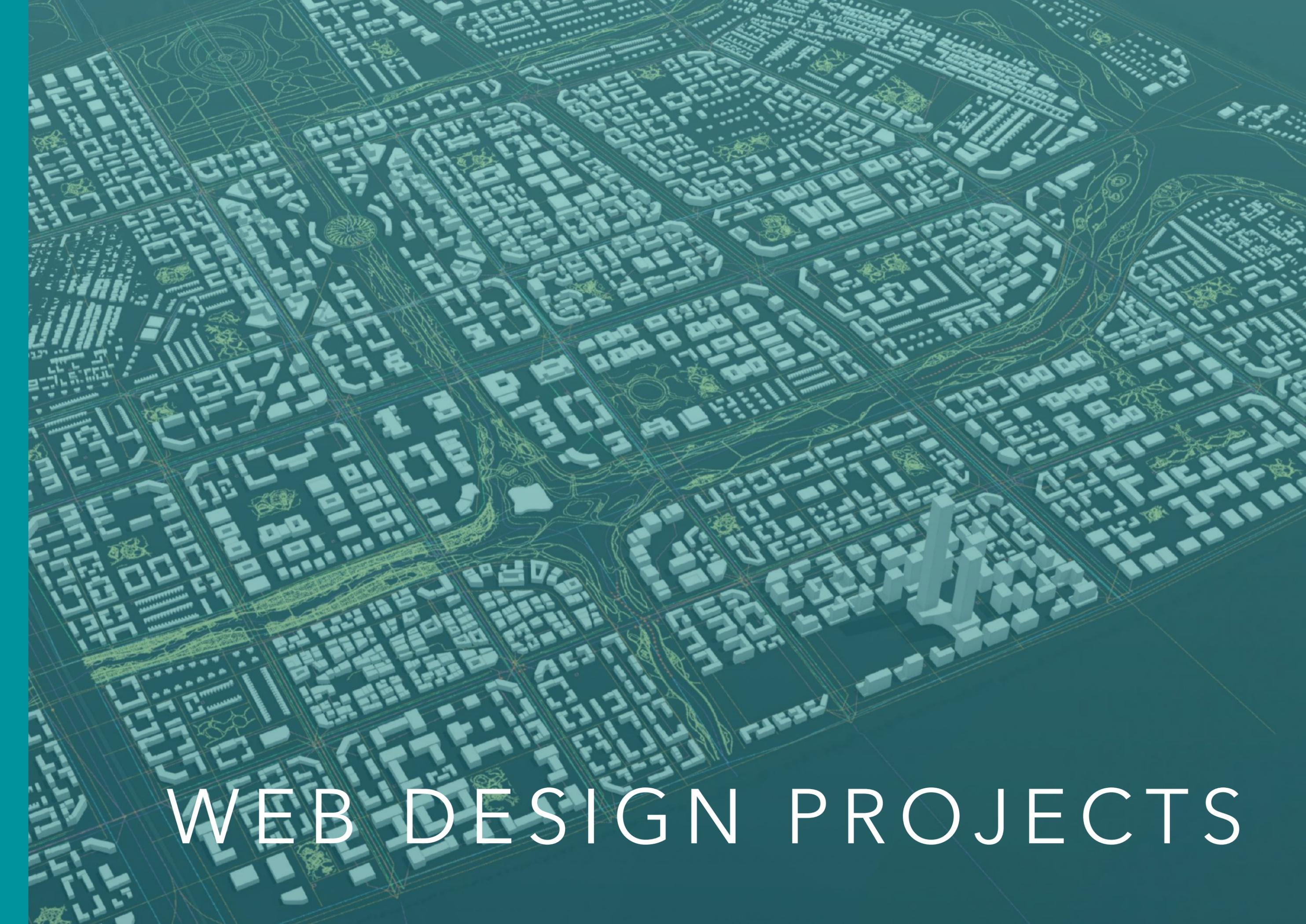
As a cross-disciplinary collective working at all scales from pre-concept visions for cities, through to detailed architectural / interior design project, we can provide the following design services :

- **Architecture / Building Design** : As chartered architects we'll take on any building design project, regardless of scale or typology. From single-dwelling residential projects, to mixed-use commercial developments, through to design codes for entirely new towns and cities.
- **Masterplanning / Urban Design** : We're experienced in the design and curation of large sites; whether located in an existing context or an empty greenfield plot. We've worked on infill sites, regeneration projects, city extensions, and entirely new development zones, as well as masterplans around key transport and infrastructure hubs.
- **Giga-projects / City Planning** : As expert city planners & design managers, we're industry leading in our technical knowledge and will be glad to advise, build or lead design teams in any geography or context. Cross Works very much welcomes invitations to collaborate with consortia on mega / giga-projects across the globe.
- **Branding Strategy** : We excel in creating branding strategies for project, companies and initiatives alike. From preparation of a brand concept, including logos, stationary, and online brand development alongside our technology capabilities.

## CROSS-DISCIPLINARY - TECHNOLOGY

The Cross Works tech team is made up of GIS specialists, software engineers, UI/UX designers and computational designers, which give the business an arsenal of capabilities which are both stand-alone and complementary to the design team :

- **Virtual Reality / Augmented Reality** : Cross Works possesses the essential skills required for the development of VR and AR technology, including programming, spatial modelling, user Interface (UI) design and user experience (UX) design. We aspire to create models and experiences that enable users to immerse themselves in dynamic environments across various devices including desktop, mobile and VR headsets.
- **GIS / Cartography** : As GIS specialists with wide-ranging expertise in the realm of digital twin creation, we are able to offer a full service of design and cartography (2D & 3D map creation), applying urban design and masterplanning strategies to a data rich digital twin of the site / city in question. We are able to carry this out with minimal information / data from our clients.
- **Software Engineering** : Developing techniques with existing software packages is one of the firm's strengths, whilst the creation of entirely new MVPs / prototypes for new tools has grown into another unique and complementary service for the business.
- **Digital Twins / Websites** : From digital twin interfaces and portals for entire new cities, to website design for projects, corporate brands, and initiatives, Cross Works in-house technology team, has end-to-end capabilities, with full stack engineers and UI / UX design expertise.

An aerial, top-down view of a city grid. The buildings are represented as light blue 3D blocks. Overlaid on the grid are numerous thin, yellow-green lines that form a complex network, possibly representing data flow or a web design project. The lines are more dense in some areas, particularly along a diagonal path and in a large, irregular shape in the lower right. The overall color palette is teal and blue.

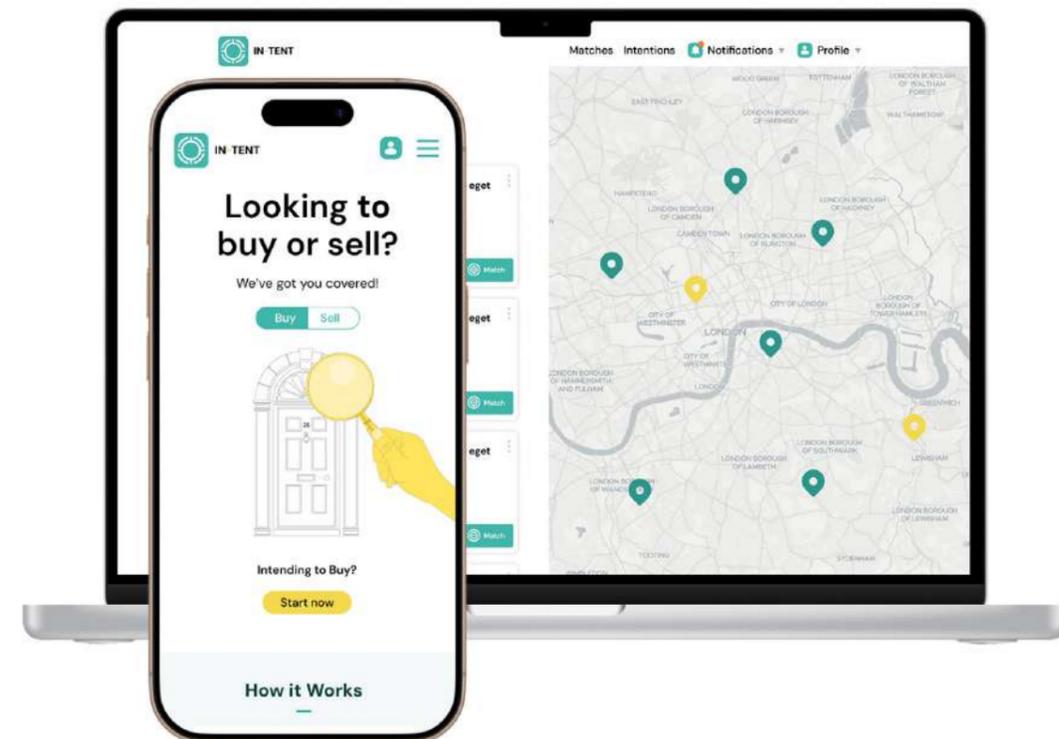
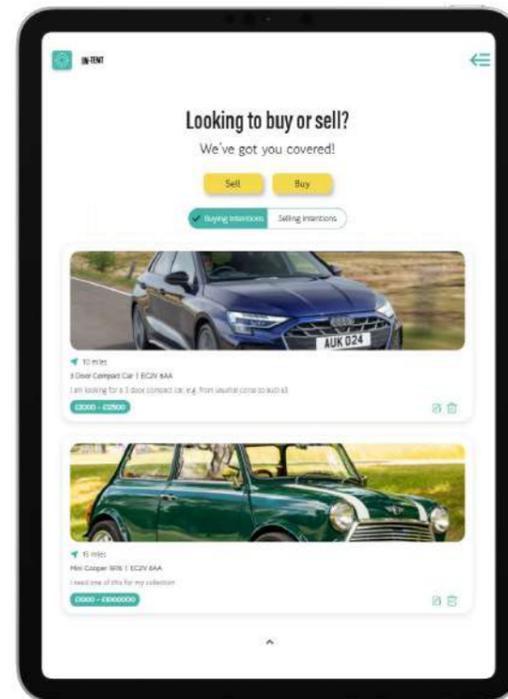
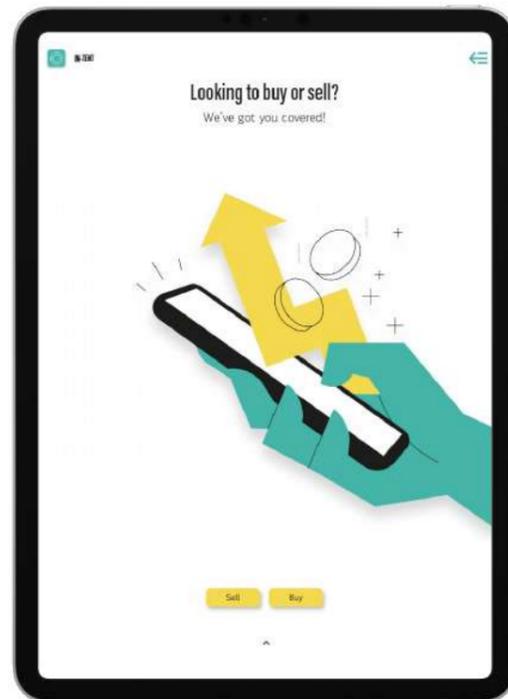
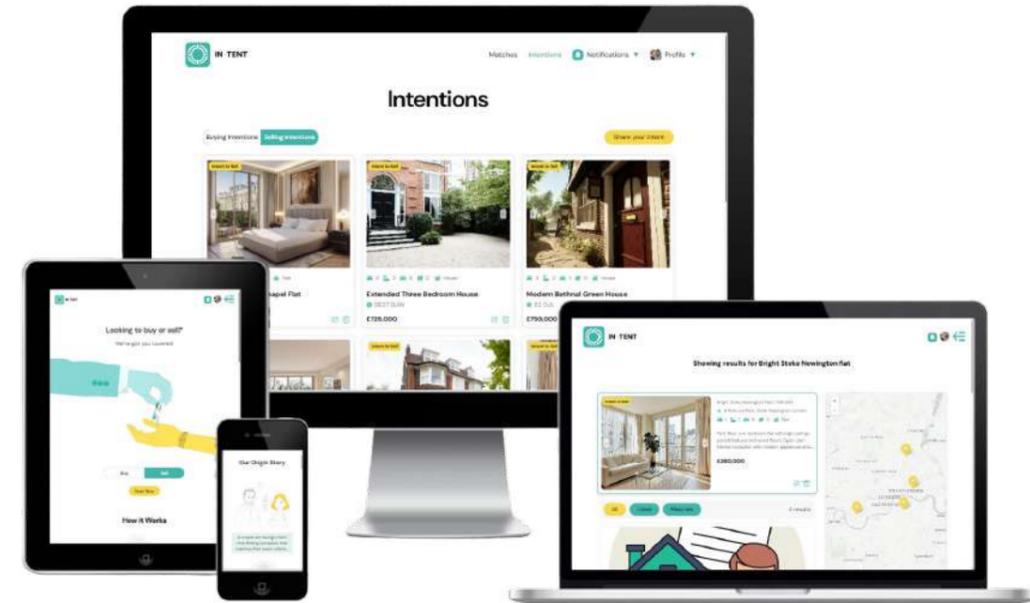
WEB DESIGN PROJECTS

## IN-TENT

### MATCHMAKING REAL ESTATE MARKET APP

IN-TENT is a web application designed to create a more balanced marketplace by enabling both buyers and sellers to post their "intentions"—geolocated listings of what they are looking to buy or sell. This approach allows users to explore localized demand and supply through an interactive map, fostering more relevant and direct connections.

The app currently supports real estate, vehicles, and musical instruments, demonstrating its flexibility across multiple product types. A fully functional proof-of-concept has been completed, and the project is now entering its second funding phase with placeholder intents to showcase how the system operates. The platform is built for scalability, ensuring seamless geolocation-based intent visualization and efficient handling of diverse listings.

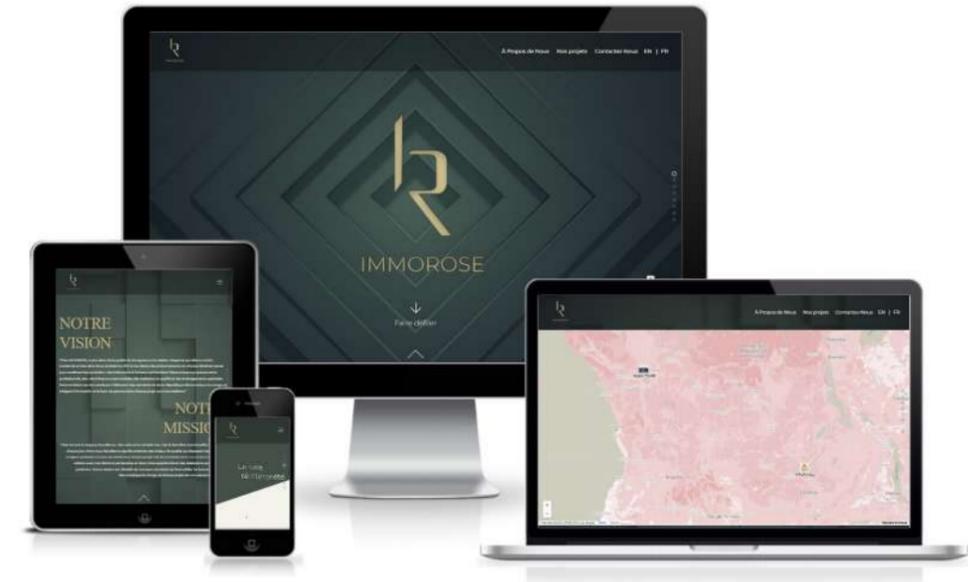


## IMMOROSE

### WEB DEVELOPMENT

IMMO ROSE, a leading real estate developer in Kinshasa, Congo, underwent a full rebranding and digital transformation to align with its luxury-focused image. A new website was developed with a minimalist, high-end aesthetic, featuring dynamic, interactive elements to showcase the brand and its developments.

Built on a LAMP stack with a streamlined WordPress foundation, the site includes a custom admin panel, allowing seamless content updates. Tailored input fields enable the addition of descriptions, images, videos, and technical sheets, dynamically generating project pages that adhere to the designer's vision. Initially designed for client management, the platform continues to receive ongoing updates and maintenance to ensure a polished digital presence.

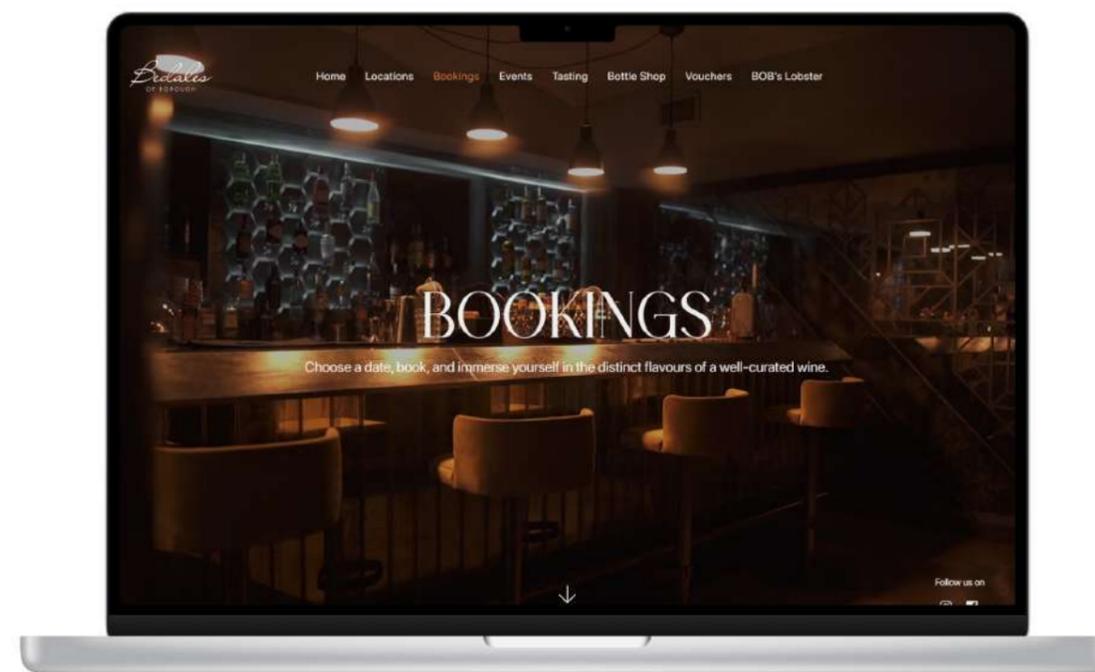
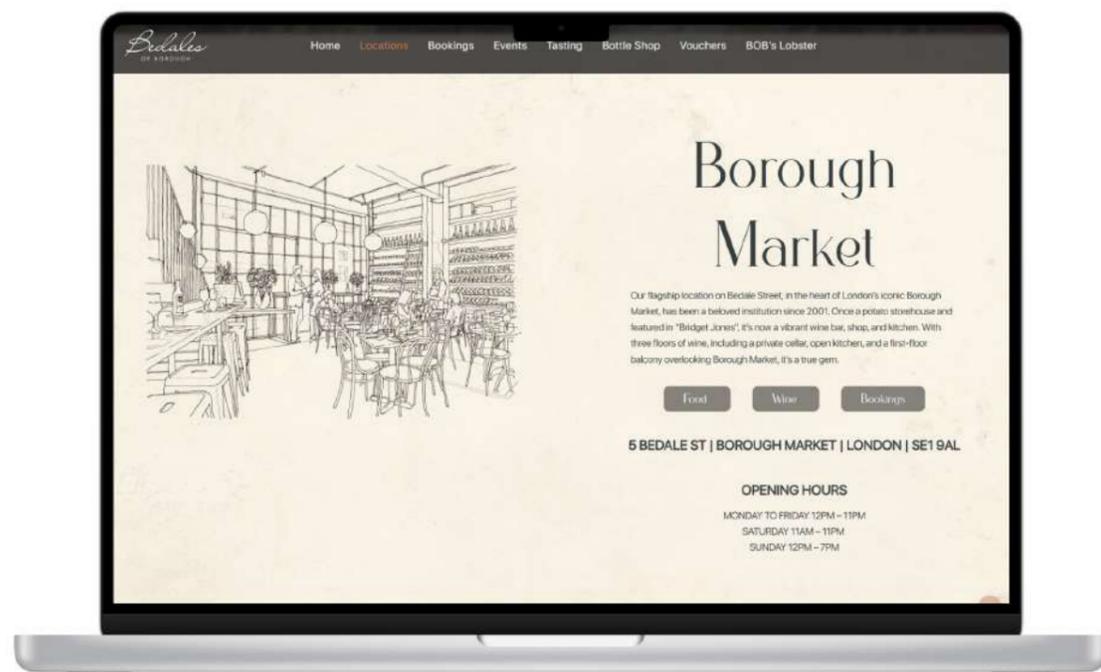


## BEDALES

### WEB DEVELOPMENT

Bedales of Borough, a popular wine bar in London’s Borough Market, sought a centralised website to unify its various businesses, including another bar in Leadenhall Market, a food truck, an online wine shop, and wine experiences. The new site provides a cohesive online presence while maintaining the distinct identity of each segment.

Developed on a LAMP stack with WordPress, the website features a custom admin panel for managing weekly wine menus and experiences, replacing outdated PDFs and significantly improving SEO/SEM performance. The result is a clean, inviting design that blends functionality with the brand’s stylish and approachable character. While security updates and maintenance are ongoing, content updates are now managed in-house.

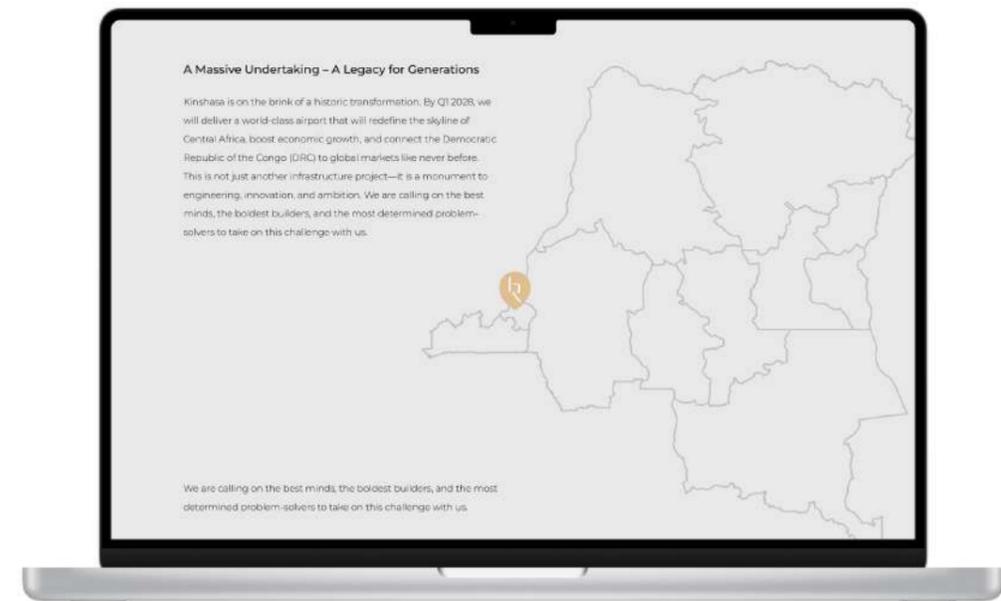
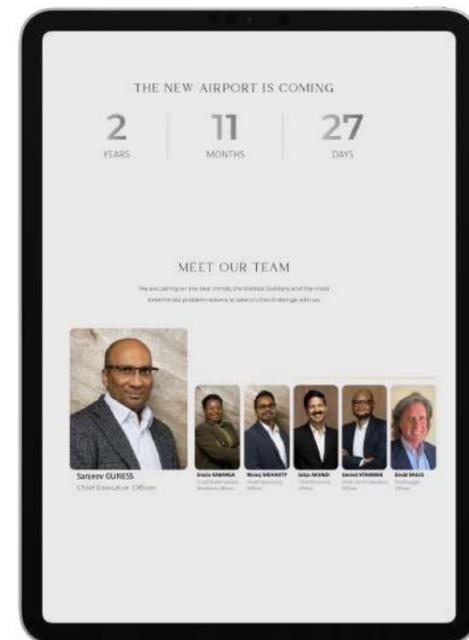


## INFRAROSE / AÉROPORT INTERNATIONAL DE N'DJILI

### DIGITAL PARTNER

INFRAROSE specialises in infrastructure development and has taken a leading role in the expansion of Aéroport International de N'Djili in Kinshasa, the largest airport in Central Africa. As the digital partner for both the company and the airport expansion project, we are delivering a comprehensive suite of digital solutions to support their growth and communication strategy.

Our work includes the development of the INFRAROSE corporate website and a dedicated digital platform for the airport expansion, ensuring clear and dynamic project communication. We are also implementing digital signatures, virtual business cards, and secure digital communications. Additionally, we are producing interactive digital cartography to visualise and manage the evolving infrastructure with geospatial data.

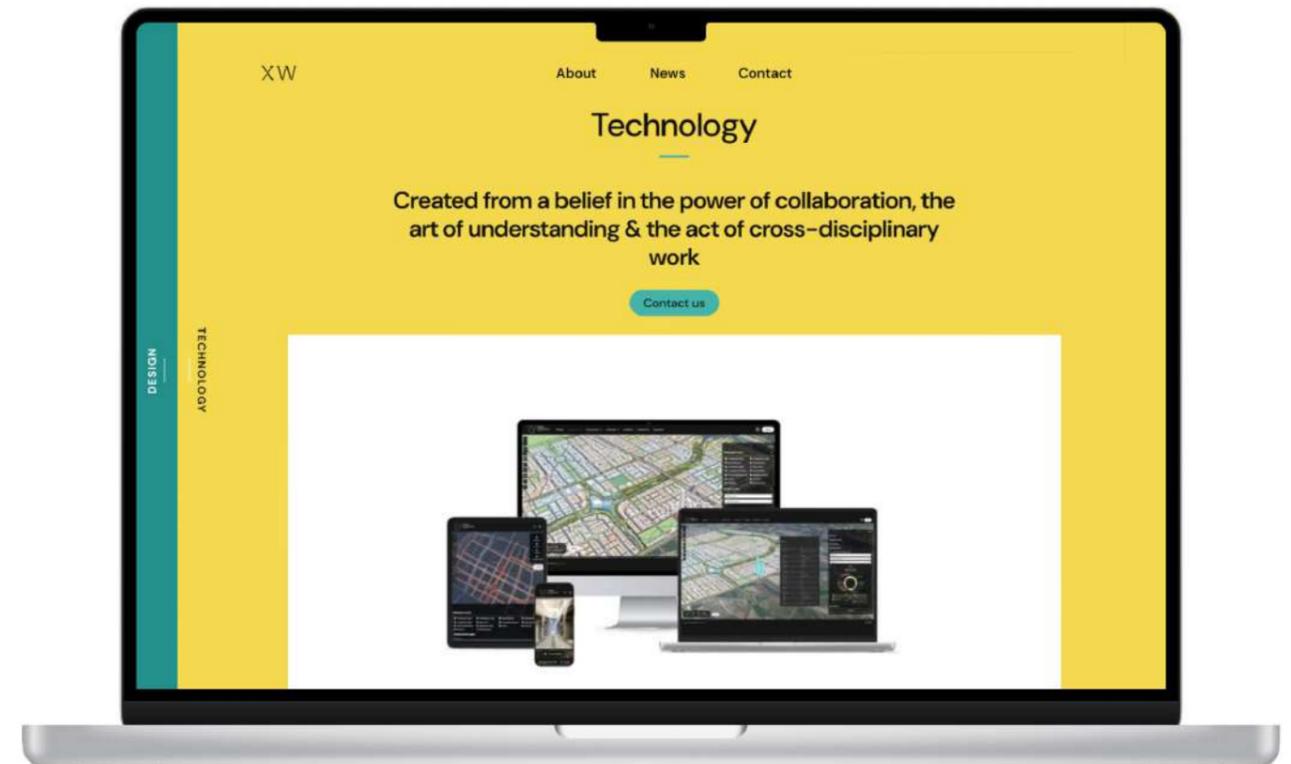
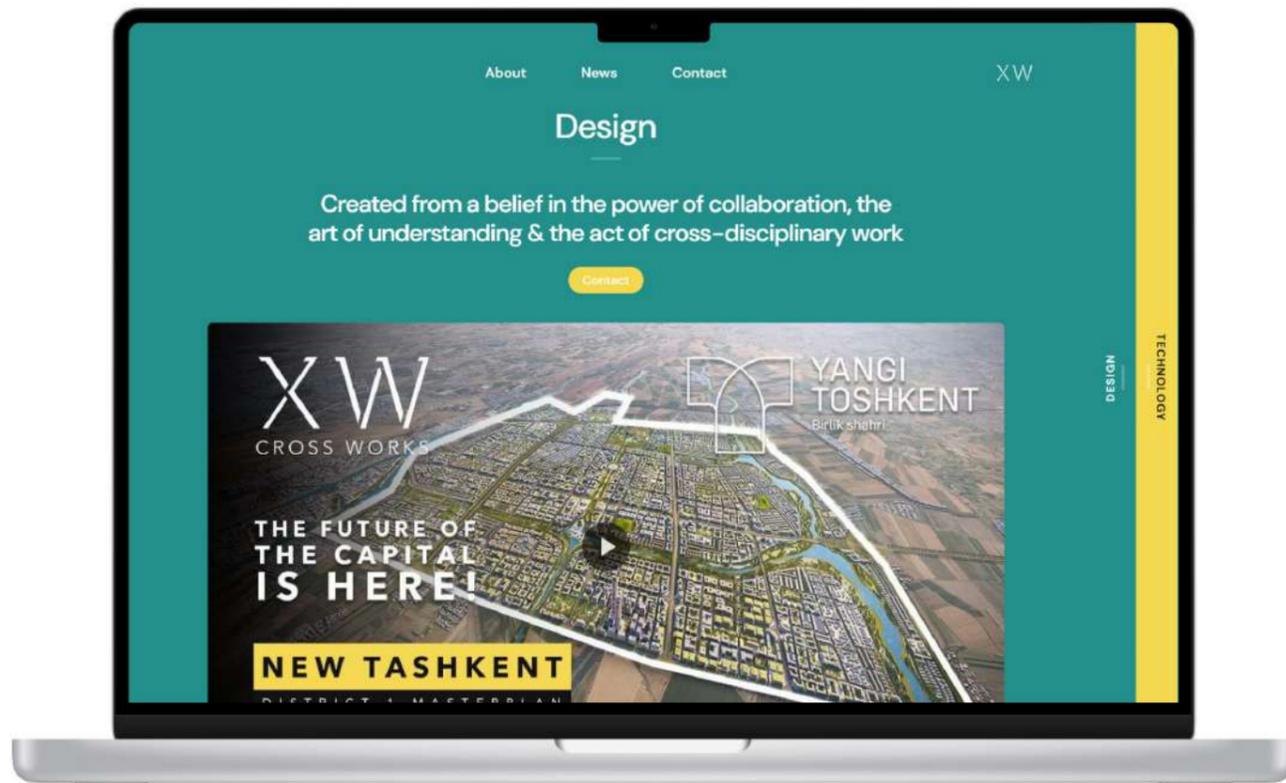
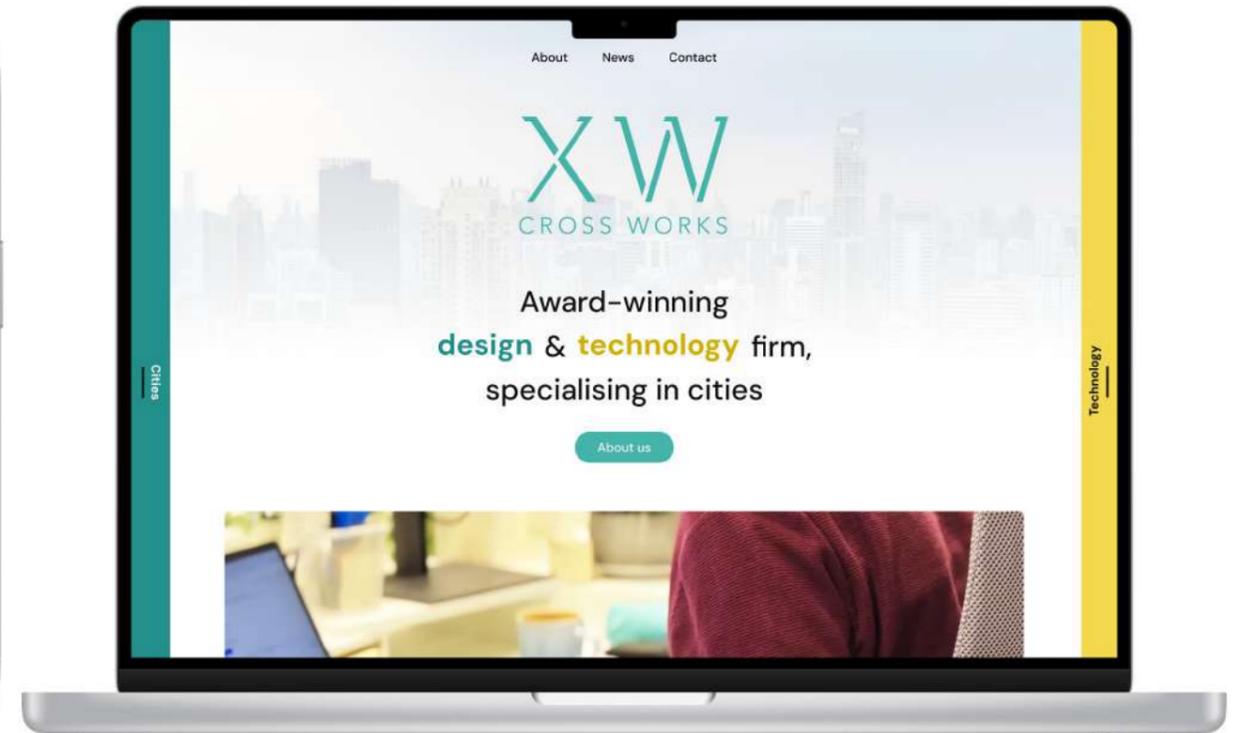
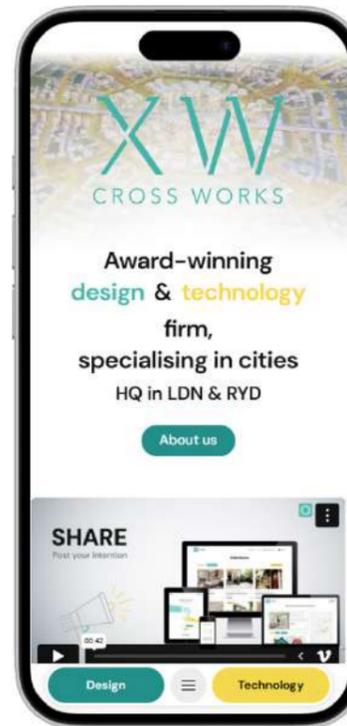


## CROSS WORKS WEBSITE

### DIGITAL PARTNER

Cross Works (XW) is a cross-disciplinary design and technology firm headquartered in London and Riyadh. Our team of architects, planners, technologists, designers, GIS specialists, and software engineers addresses real-world urban challenges by fusing design thinking with technological innovation.

Explore our latest projects, research, and tools that create impact across scales – from national masterplans and city-wide strategies to large-scale mixed-use developments and digital ecosystems. Navigate our site via draggable side panels to enter the worlds of DESIGN and TECHNOLOGY, where ideas become tangible solutions.



An aerial photograph of London, England, featuring the River Thames, the City of London skyline, and the Houses of Parliament. The image is overlaid with a teal color filter. In the center, the 'XW' logo is displayed in a large, white, stylized font. Below the logo, the text 'CROSS WORKS' is written in a smaller, white, sans-serif font. At the bottom of the image, the company's name, contact information, and address are listed in white text.

XW

CROSS WORKS

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