

projecto / project

cittadellarte > corporate identity

de / by > calc

tiempo / time > 2003 Biella, Italy

campo / field > design, communication

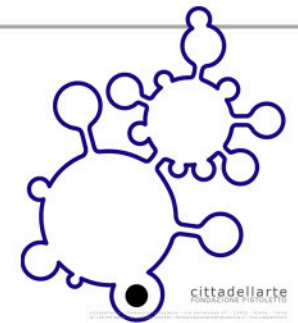
dirección / address > Fondazione Pistoletto, via serralunga 27, biella  
> www.cittadellarte.it



vista / glance

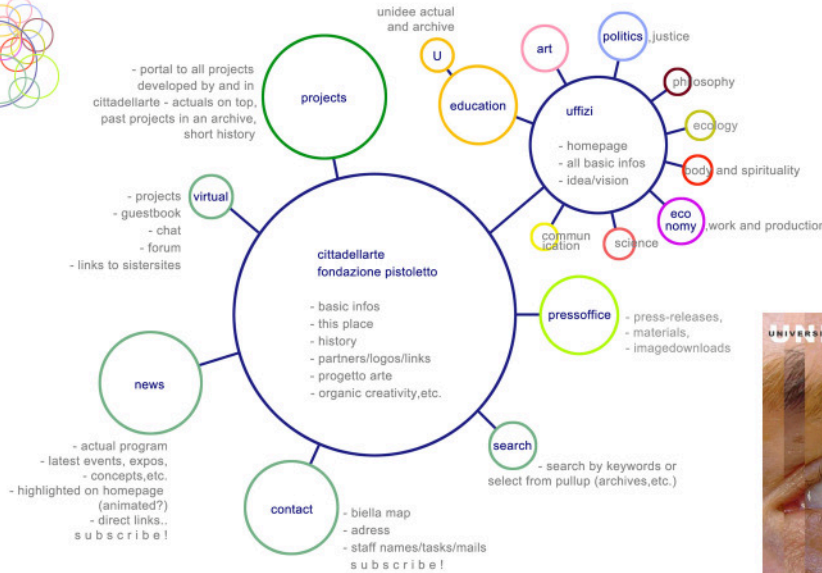


logo - its application for all offices

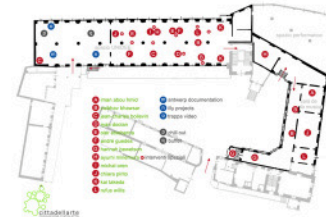


logo - basic form and color

cittadellarte fields >< colors for c-logo and web-navigation-icon, structural



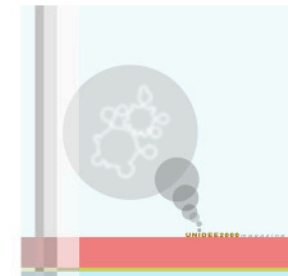
logo - study and structure



MANYDEE - website



poster for UNIDEE



CD-cover for UNIDEE-magazine



resumen / brief description >

in the year 2003 the founder of *cittadellarte* - *Fondazione Pistoletto* - Michelangelo Pistoletto asked us to develop the corporate identity of his world wide operational institution. due to its complex organisation structure we developed a logo which represents in the form of a "cellular system" its individual entities. the created logo is not static but dynamic because it allows to change its colour to represent one or the other office and also change its form by "growing" if new offices within *cittadellarte* are opened.

en colaboración con / in collaboration with > Armona Pistoletto, Marco Scattarella