

proyecto / project

fantasio - mundo cultural



de / by	> calc + L-able
tiempo / time	> 2006
campo / field	> design, cooperate identiy
dirección / address	> Navia, Asturias - www.mundofantasio.com



logo studies - for different contexts / different events

vista / glance



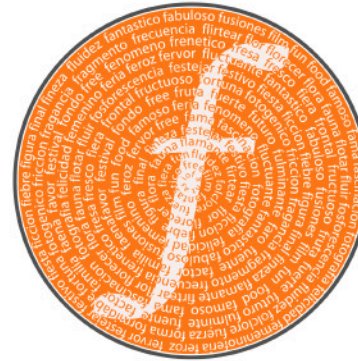
presentation - fiesta



street poster announcing presentation - fiesta



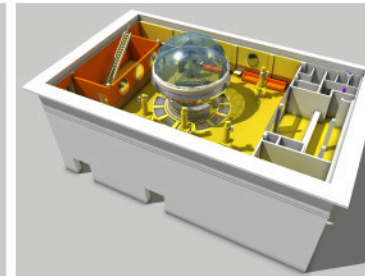
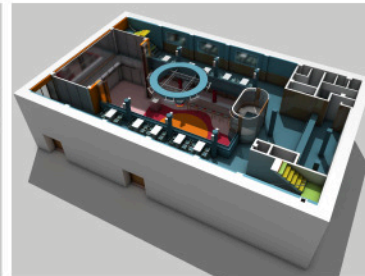
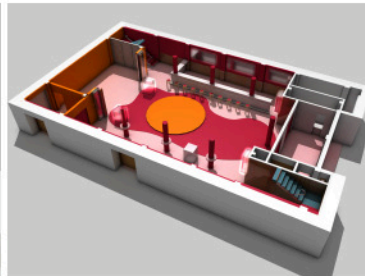
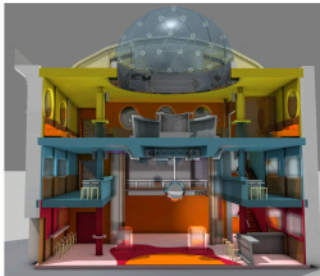
final logo



logo on t-shirt



www.mundofantasio.com - homepage



renderings of the architectural structure with its colour concept, elements for the presentation - fiesta (digital prints - 180 x 130 cm)

resumen / brief description >

in 2006 we created together with Pamela Campagna and in close collaboration with Jesús Manrique García the name, all the graphics, the concept and the elements of the presentation - fiesta for a new private cultural center in Navia, Asturias. the building and its old name (*El Fantasio*), which served as a theatre and then as a cinema for many years, inspired the redefinition of the name and the whole strategy of communication: to play in all aspects with the basics of cinema, to define the center as a world of fantasy where everything is possible, where all expressions can get a platform, and the cooperate image and elements of the architecture do adjust themselves to very different contexts and requirements. the presentation - fiesta was open to all people of Navia and was organized as a festive exhibition and presentation of the near future of *fantasio*. its inauguration in 2009 had to be rescheduled due to statical problems of the buildings stucture.

en colaboración con / in collaboration with > Jesús Manrique García, architect - LAstudio