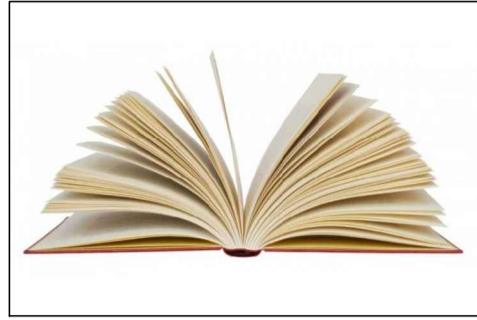


THE HISTORY OF THE PROJECT

A New Image For Pinocchio
The most famous fairy tale renovation through an image and a new logotype.
The project for the realisation of the logotype is raised up by the idea of narration of the entire story, the unicity in the world of that one and the distinction of the characteristic elements of the fairy tale, but also by giving a new contemporary image through graphics and design.
The most intense "narration" in our opinion is by the pages of a book... the story of Pinocchio... which tells about its story only by opening new "graphic" pages.
"A New Image For Pinocchio"...it's from this "OPEN BOOK" that starts the project idea in its different declinations:
1 - "Then new logotype for National Fondation Carlo Collodi"
2 - "The School of National Fondation Carlo Collodi"
3 - "The Park of Pinocchio's Friends"
4 - "The Garden Villa Garzoni"



And going through all the elements of the project is declined a single path that forms one by one the pages of the story book.

The book tries to find a dynamic excitation that invades the entire compositive structure, that is made "alive" by the "curved line" with all its chromatic changes and symbolisms connected to the story of Pinocchio.

The movement of the curved line wants to represent an harmony.

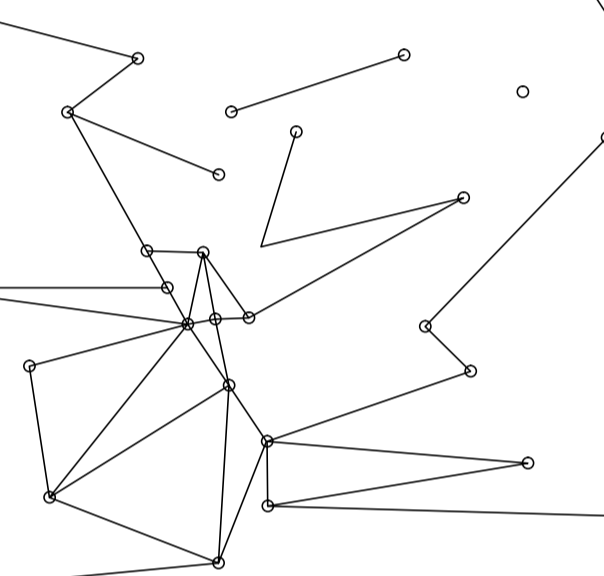
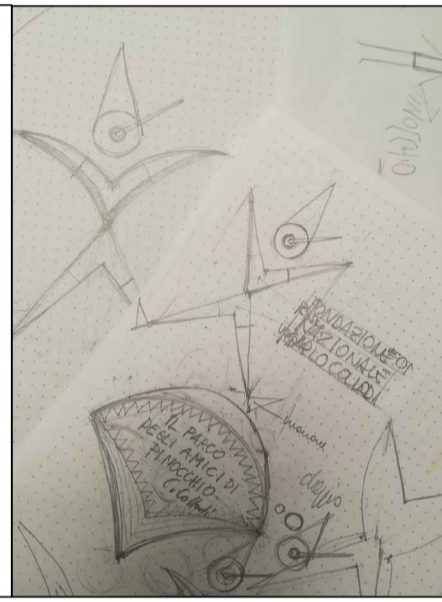
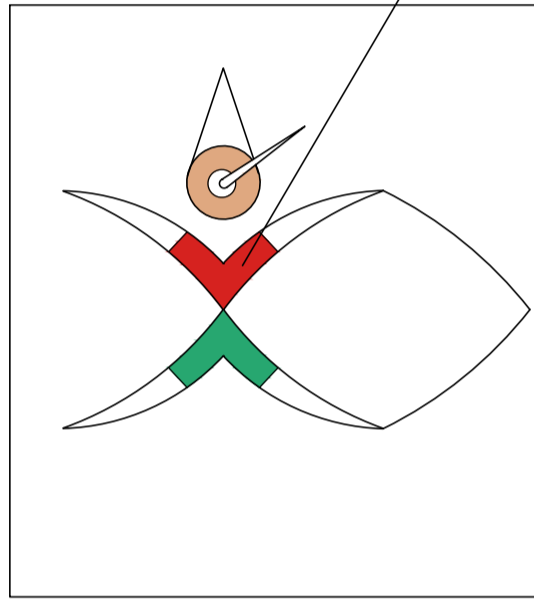
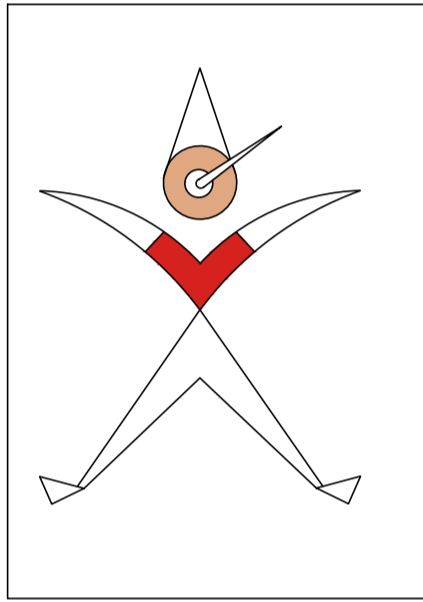
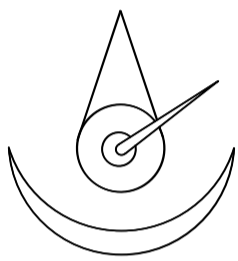
The chosen Font for the naming of the logotype was taken in harmony with colours and with the idea of enhancing but not hiding the morphology of the logotype's illustration which represents the "opening book".

The entire harmony is also re-called by the design on the "waves", connected one to the other, that could be used in a "serial" way in the different application of the logotype by creating a unique movement... Pinocchio is multiplying itself...it's moving and dancing!

GENESIS: THE "OPEN BOOK"



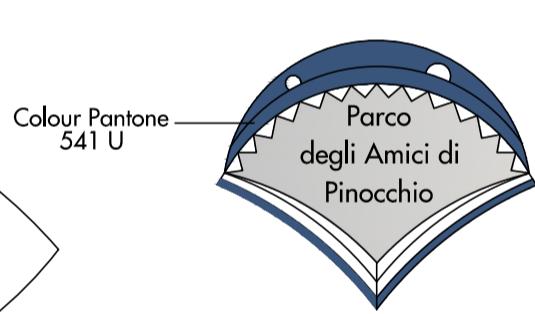
THE GRAPHIC SCHEMES OF THE EVOLUTION OF THE PROJECT



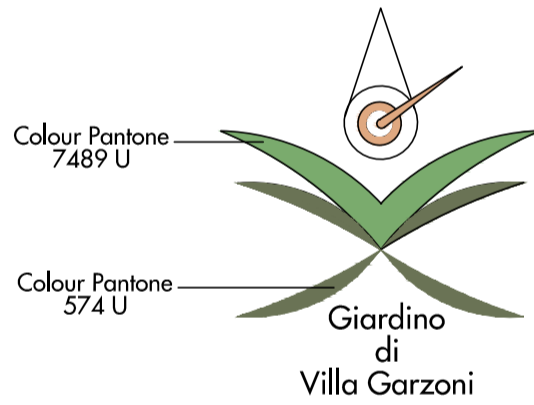
A Final Logo Type of National Fondation



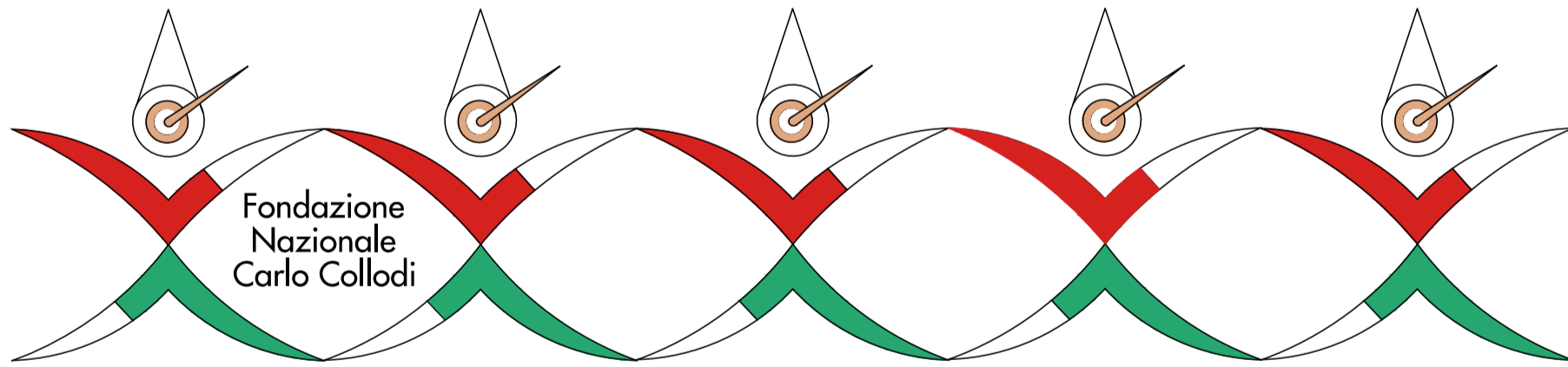
A Final Logo Type of Park of Pinocchio's Friends



A Final Logo Type of Garden Villa Garzoni



A Final Logo Type of School of National Fondation



AGGREGATION SYSTEM

