

Pinocchio

"Once upon a time there was a piece of wood."

Pinocchio has been our friend since we were kids. Everyone in our team has memories of our parents reading us from the book before going to sleep, or watching the movie getting scared by Mangiafuoco. Re-imagining Pinocchio has not been easy: we grew up with the traditional character and we got so used to it that we had to shake our minds a bit.

We tried many paths. We went for sleek, modern, illustration style. We tried minimalist, structured, gothic. It wasn't working.

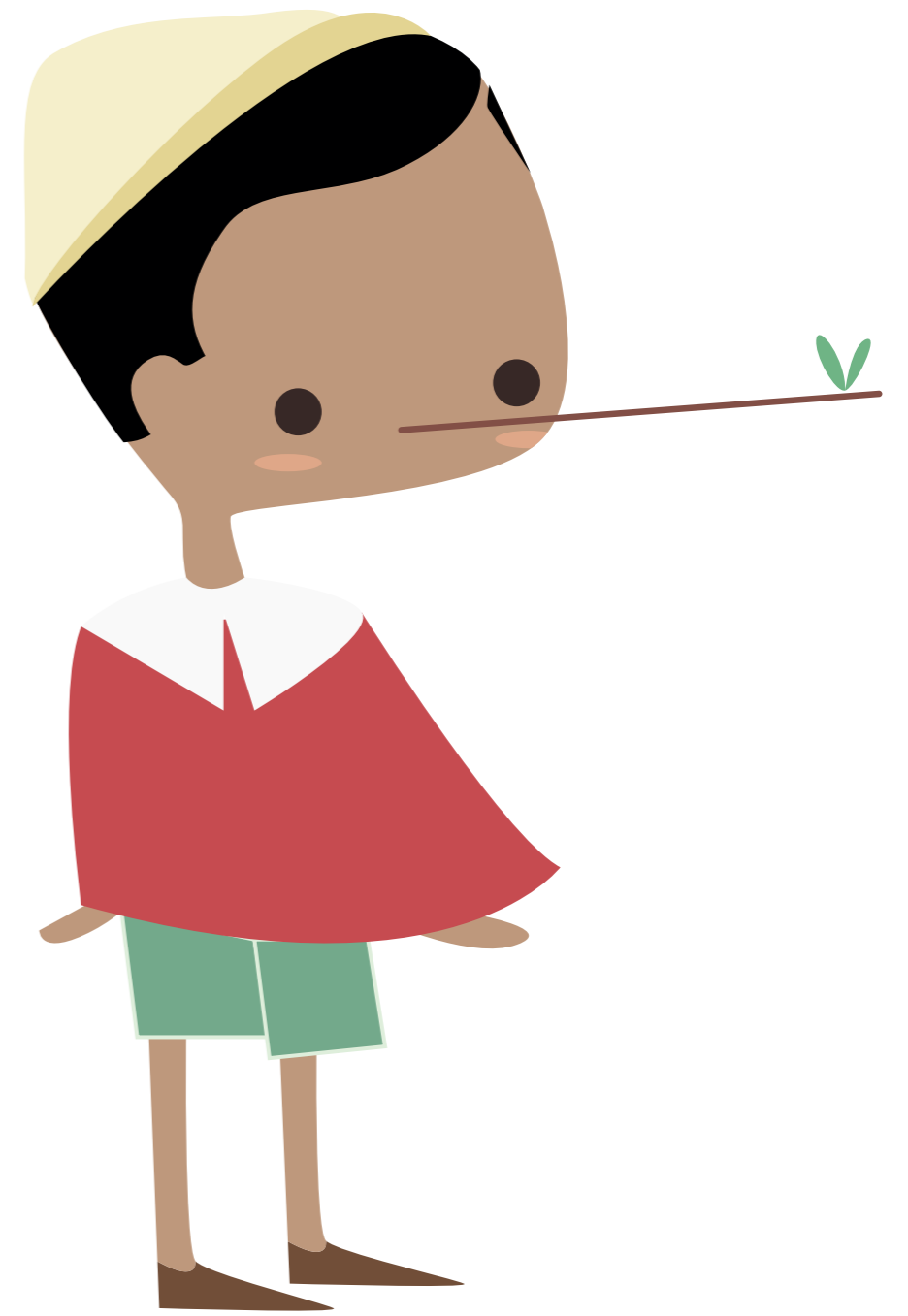
"But as he was about to give it the first blow, he stood still with arm uplifted, for he had heard a wee, little voice say in a beseeching tone: "Please

be careful! Do not hit me so hard!"

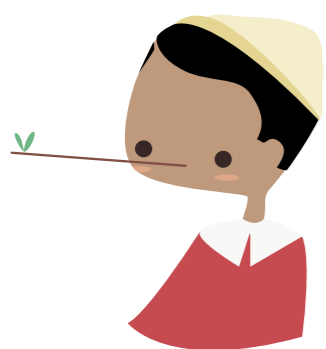
That is why we decided to start back again. We asked ourselves some questions. What was the meaning of Pinocchio for every one of us? What was the message of the book? How did we feel while reading the book? Did we experience some "Pinocchio moments" in our lives?

This is the result of the fusion of our group's visions and childhoods. Our inner little kids took over the graphic designer mind. We went for a fiat illustration of a sweet marionette, with simple shapes, fresh and modern but with a direct connection to the classic Pinocchio.

"What shall I call him? - he said to himself - I think I'll call him: PINOCCHIO."



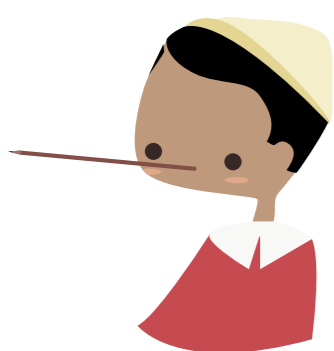
the logos



Fondazione Nazionale Carlo Collodi



Giardino di Villa Garzoni



Scuola della Fondazione Nazionale Carlo Collodi



Parco degli Amici di Pinocchio

the mock ups



the type

BOLD /
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

REGULAR /
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

LIGHT /
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
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