



Pininfarina designs the Logo of the Egyptian Museum of Turin

Turin – Pininfarina designs the Logo of the Egyptian Museum of Turin (Fondazione Museo delle Antichità Egizie di Torino), officially presented today at the statuary of the Museum. According to the partnership agreement with the Foundation, Pininfarina is responsible for the design of the new logo and it has also realized the style of all the communication material – note paper, business cards, posters.

“Pininfarina, since ever very involved in culture, is honored to support this project, important not only for Turin but for the whole Italy – said Paolo Pininfarina, CEO Pininfarina Extra. – We are confident that our experience in the graphic design and in communication, reached through important projects developed with TOROC, Staff College of the United Nations, Consulta, GTT, SNOS and other institutions, will help the Fondazione Museo delle Antichità Egizie di Torino to distinguish itself for artistic completeness, while expressing in the meanwhile the excellence of the Turin design in the world. Pininfarina had already cooperated with the Egyptian Museum in the 1967 to the rebuilding of the ancient temple of Ellessija through an important technical support”.

The styling concept at the base of the design of the Logo is the Ramesse II statue, chosen for its exclusiveness: a “only copy extant” in the history of the Egyptology that strongly characterizes the artistic heritage of the Foundation.

The frontal image of the statue’s face was developed following two main guidelines. From one hand, the image was halved, not only for styling reasons but also to arouse curiosity and desire of “discovery” in the observer. On the other hand it was realized in five particularly warm colors– the colors of the African desert – drawing its inspiration from the original environment and expressing at the same time innovation and modernity.

In other words, the intention was to interpret the technologic image of Turin through the support of computer aided design in the development the graphic project. As if the statue was analyzed and sectioned through the intervention of the best available technologies, in order to guarantee the best protection and preservation.