



Logo for the Museum Foundation of Egyptian Antiquity in Turin



On the basis of the partnership agreement with the Foundation, Pininfarina is responsible for the styling of the new logo and the graphic identity - letter paper, visiting cards and posters.

"Pininfarina has always paid close attention to culture and is honoured to support a project that is important not only for the City of Turin but for Italy as a whole," said Paolo Pininfarina, Managing Director of Pininfarina Extra.

"We are convinced that our experience in graphic design and communications gained in the implementation of important projects with Toroc, the Staff College of the United Nations, Consulta, GTT, SNOS and other institutions will help the Museum Foundation of Egyptian Antiquity in Turin to stand out for artistic achievement and at the same time, promote the leadership of Turin design worldwide. Pininfarina worked with the Turin Egyptian Museum as early as 1967, giving important technical support for the reconstruction of the ancient temple of Ellessija inside the Museum".

The styling concept underlying the design of the logo is the statue of Rameses II - chosen for its exclusivity: it is a "unique piece" in the history of Egyptology that leaves an important imprint on the heritage of the Foundation.

The frontal image of the face of the statue was developed in two directions. On the one hand, the image was "reduced by half", not only for graphic requirements but also to arouse curiosity and a desire for "discovery" among observers that is hoped will stimulate an interest in visiting the Museum. On the other hand, 5 particularly warm colours were used - the colours of the African desert - taking inspiration from the original settings and expressing, at the same time, concepts of innovation and modernity.

In other words, the aim was to interpret the technological image of the City of Turin with the help of computer aided design in the development of the graphic project. To all intents and purposes, the statue was analysed, sectioned and scanned using the best available technologies in order to ensure the best possible protection and conservation.