

Bologna, 29 November 2013

PRESS COMMUNIQUÉ

Proclamation of the winners of the Bologna City Branding competition. In the first positions a geography of creative Italy.

The Bologna City Branding contest, promoted by Bologna Council and called by Urban Center Bologna and AIAP (Italian Association for Design of visual communication) with the partnership of UniCredit has ended.

Among the over 500 proposals received, the jury, formed by Daniela Piscitelli (President Aiap), Prof. Roberto Grandi (Communication Professor at Bologna University and scientific responsible for the Bologna City Branding project), Prof. Alessio Leonardi (Visual Communication Professor at Hildesheim University) and Priska Wollein (Visual Communication consultant and designer) has selected the winners:

- ② In 1st position the group of authors Matteo Bartoli and Michele Pastore (Trieste).

Matteo Bartoli, born in 1977, directs a graphic planning studio, active in Trieste since 2007. He deals with coordinated image projects, publishing graphics, illustration and web design.

Michele Pastore, born in 1988, recently graduated in Design at ISIA- Urbino and has collaborated with Matteo Bartoli since June 2013.

In third position together (the jury felt that there was not gradation in the finalist proposals such as to establish a second prize):

- ② Equal in 3rd position were the group of authors Maurizio Antonio Cascio and Raffaele Sabella (Naples and Caserta).
- ② Equal in 3rd position was also Sergio Virginio Menichelli (Milan).

The jury unanimously also decided to attribute the following commendations:

- ② to the group of authors Giuseppe Clemente, Francesco Zambello and Andrea Farinati (Venice).
- ② to Giuseppe De Cesare (San Severo, Foggia).
- ② to Marcello Signorile (Pianoro, Bologna).
- ② to Ng Cheon Yuen (Perak, Malaysia).
- ② to Sofia Amenta (Rome).
- ② to Gudrun Schwienbacher (Vienna, Austria).
- ② to Francesco Cibati (San Pancrazio, Parma).

The president of the jury, Daniela Piscitelli of AIAP, stressed that *"Among the projects that we decided to reward and commend, we discovered that many, including the winner, were by young planners from all around the world. It is a sign that underlines vivacity and capacity of creative young people, who want to participate and be involved. This represents a hope for the new generations in relation to civic and cultural responsibility, the only tool for a possible world."*

The winning and commended projects will be presented to the city in Salaborsa next 18 December during the inauguration of an exhibition of all the proposals received. The prizes will be given to the winners on 25 January 2014 on the occasion of Art City, venue and time to be defined.

Thus from February 2014 a new phase of the Bologna City Branding project can start, with definition of the communicative strategy for the application of the logo/payoff inside which all the organizations that have the objective of communicating the Bologna brand in the world will operate.

All updates on: www.urbancenterbologna.it