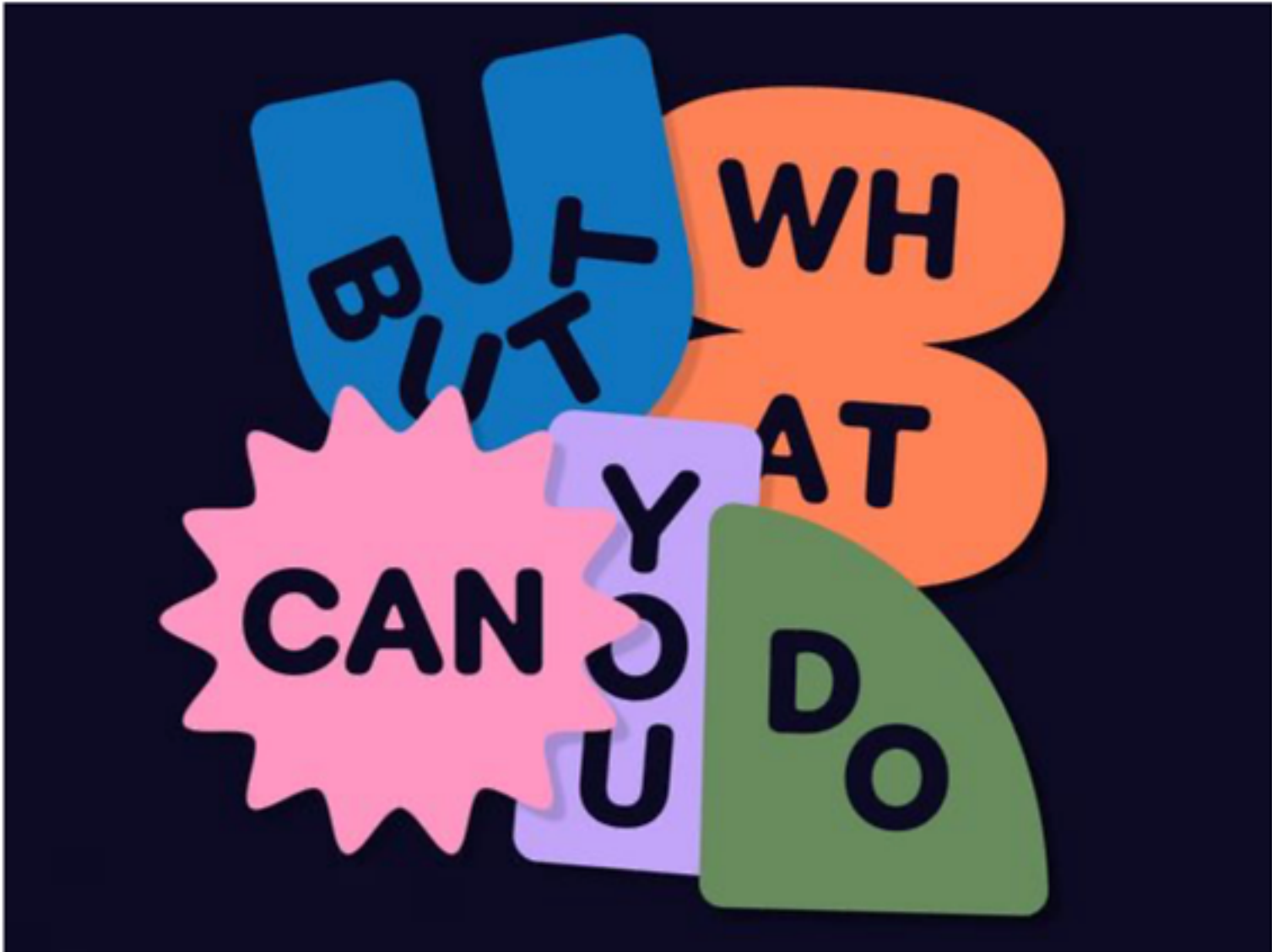
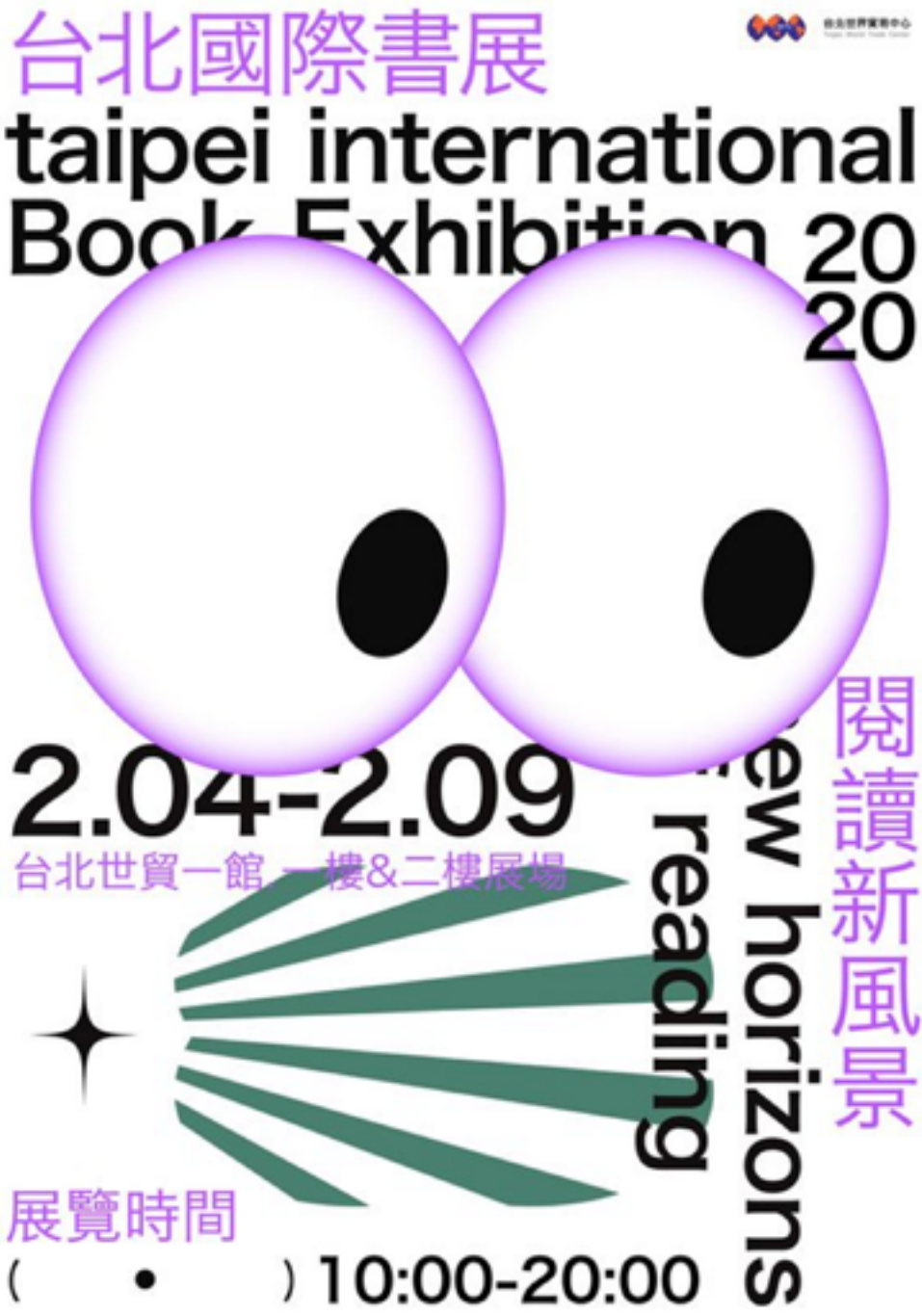
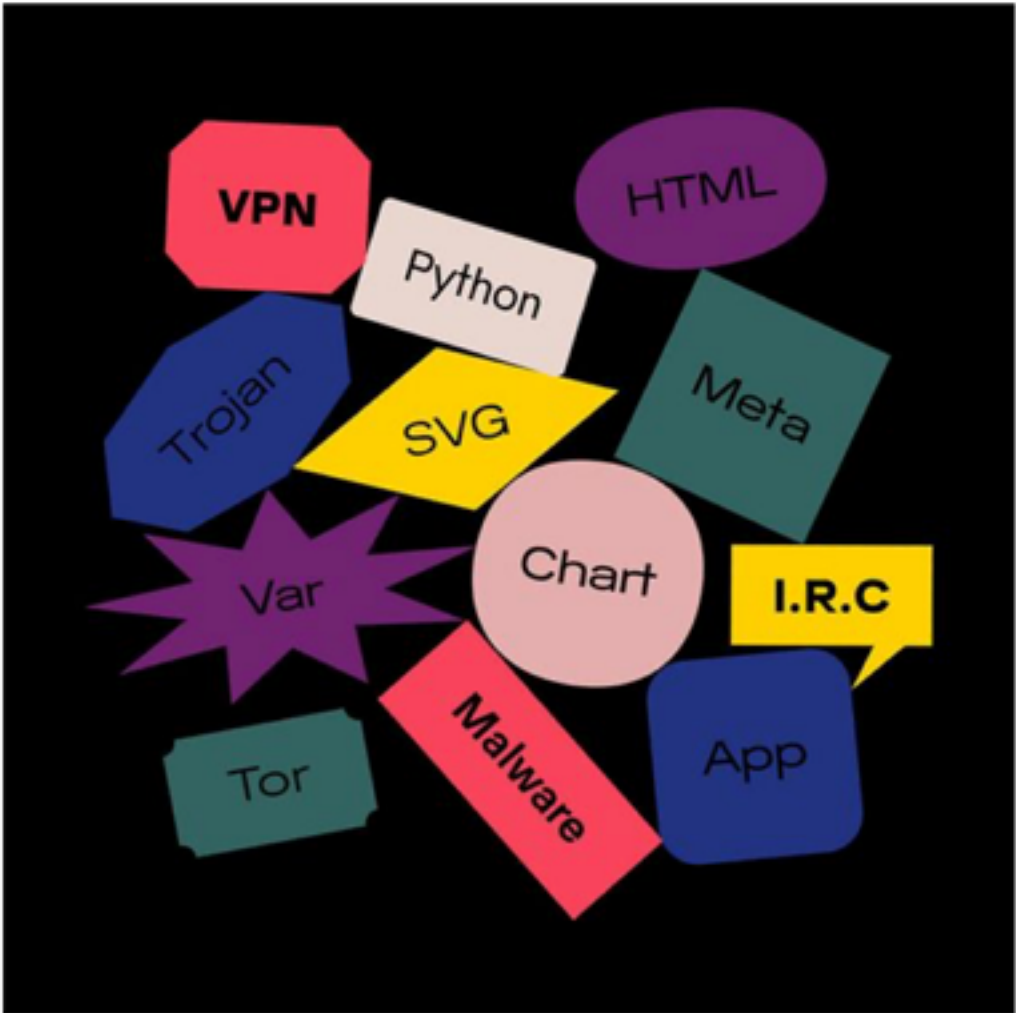


Ababo

Open day 2021

James Belvedere
Vincenzo Michele Sarli
Dario Salvatore Pistillo
Lara Zambelli

Moodboard



Proposta 1

Proposta logo a

OPEN TOUR
OPEN TOUR

Proposta logo b

▷PENT◡UR
ABAB◡ IS ▷PEN

◯PENT◯UR
ABAB◯ IS ◯PEN

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ABAB● IS ●PEN

Concept

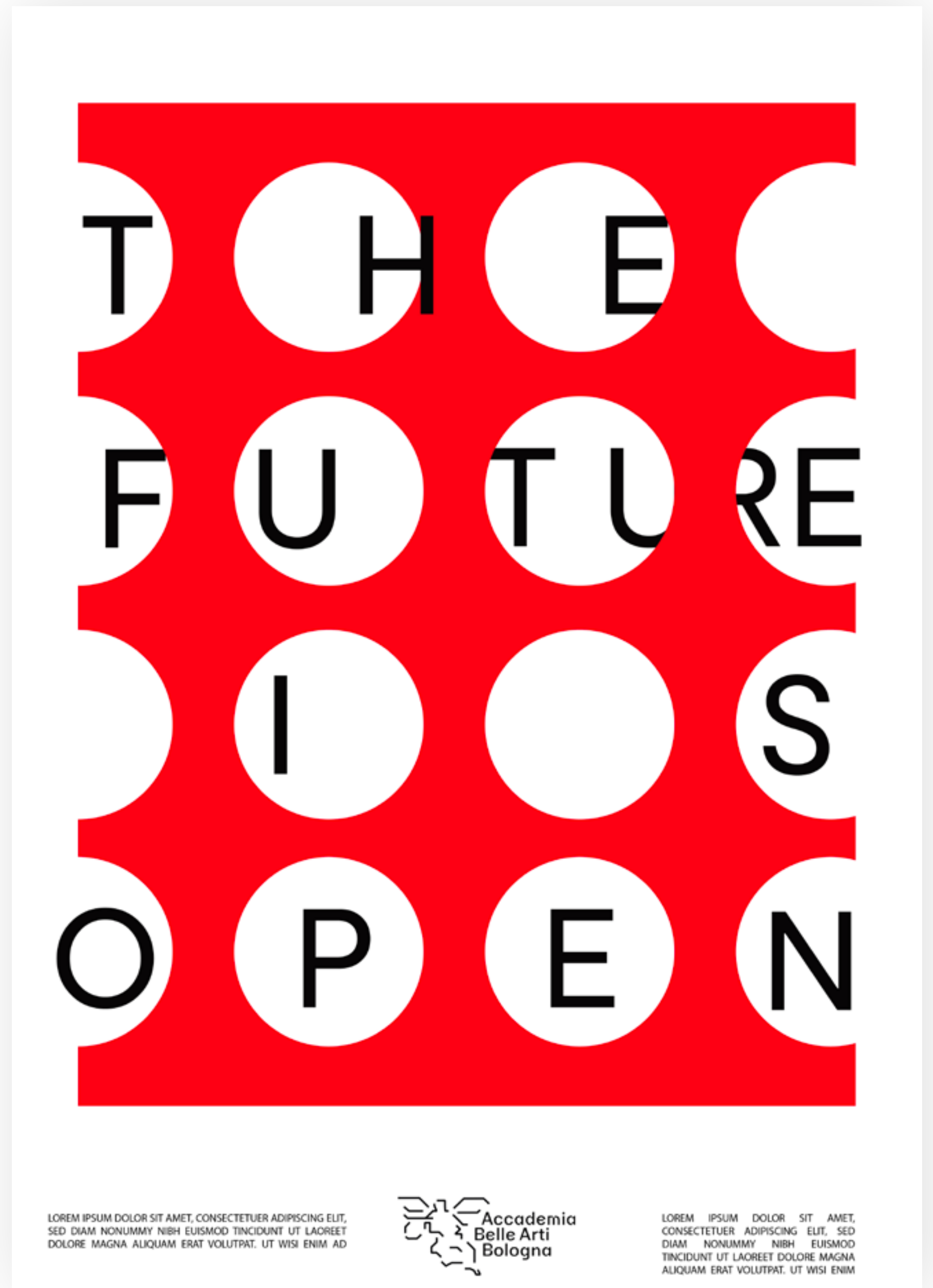
Come prima operazione ci siamo interrogati sulla nostra personale percezione dell'Accademia.

Ne è uscito che da tutti i membri del gruppo non è percepita solo come un ambiente vero e proprio ma come un insieme di persone e personalità diversissime fra loro che vengono accolte e lasciate esprimere in tutta la loro interezza.

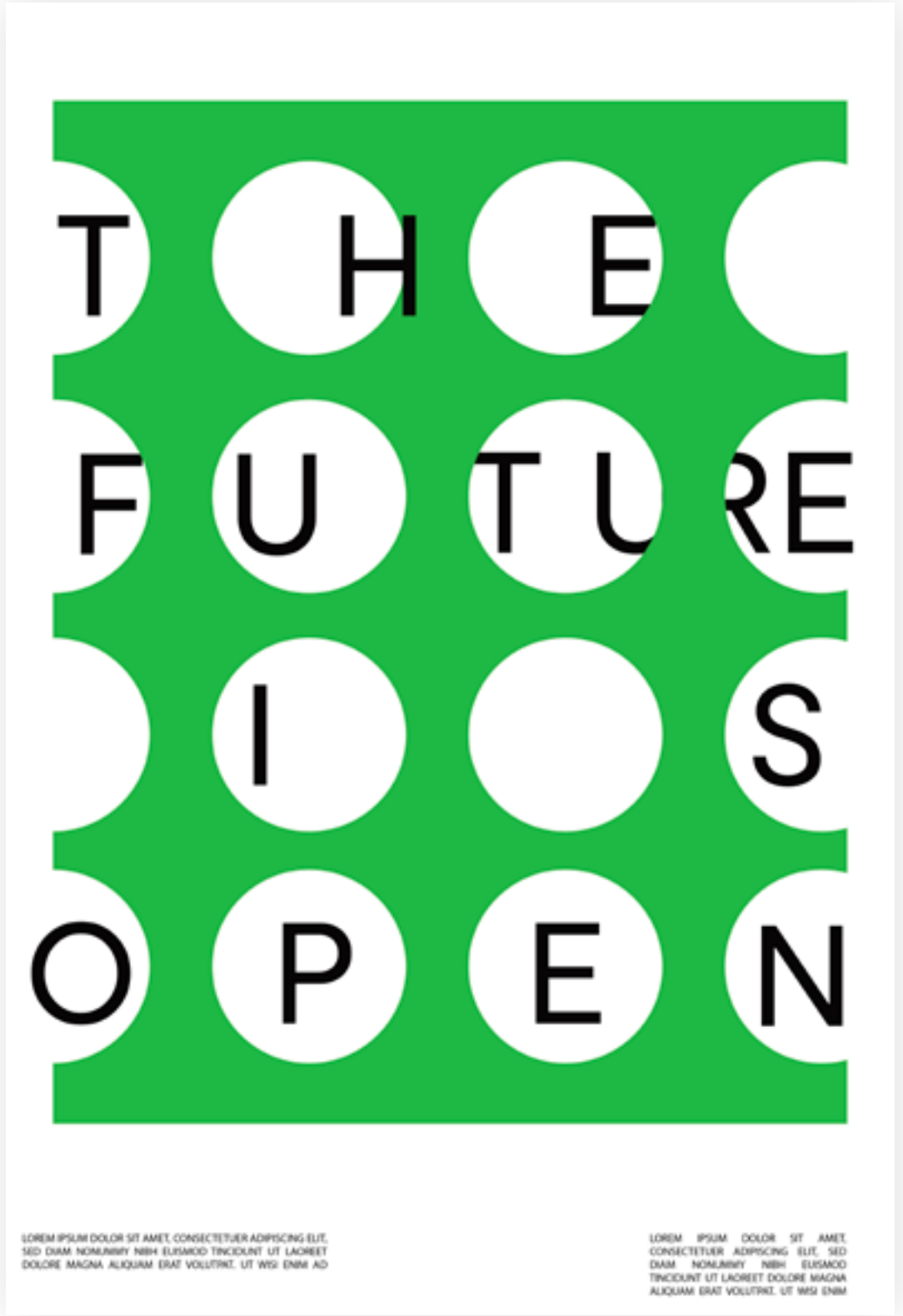
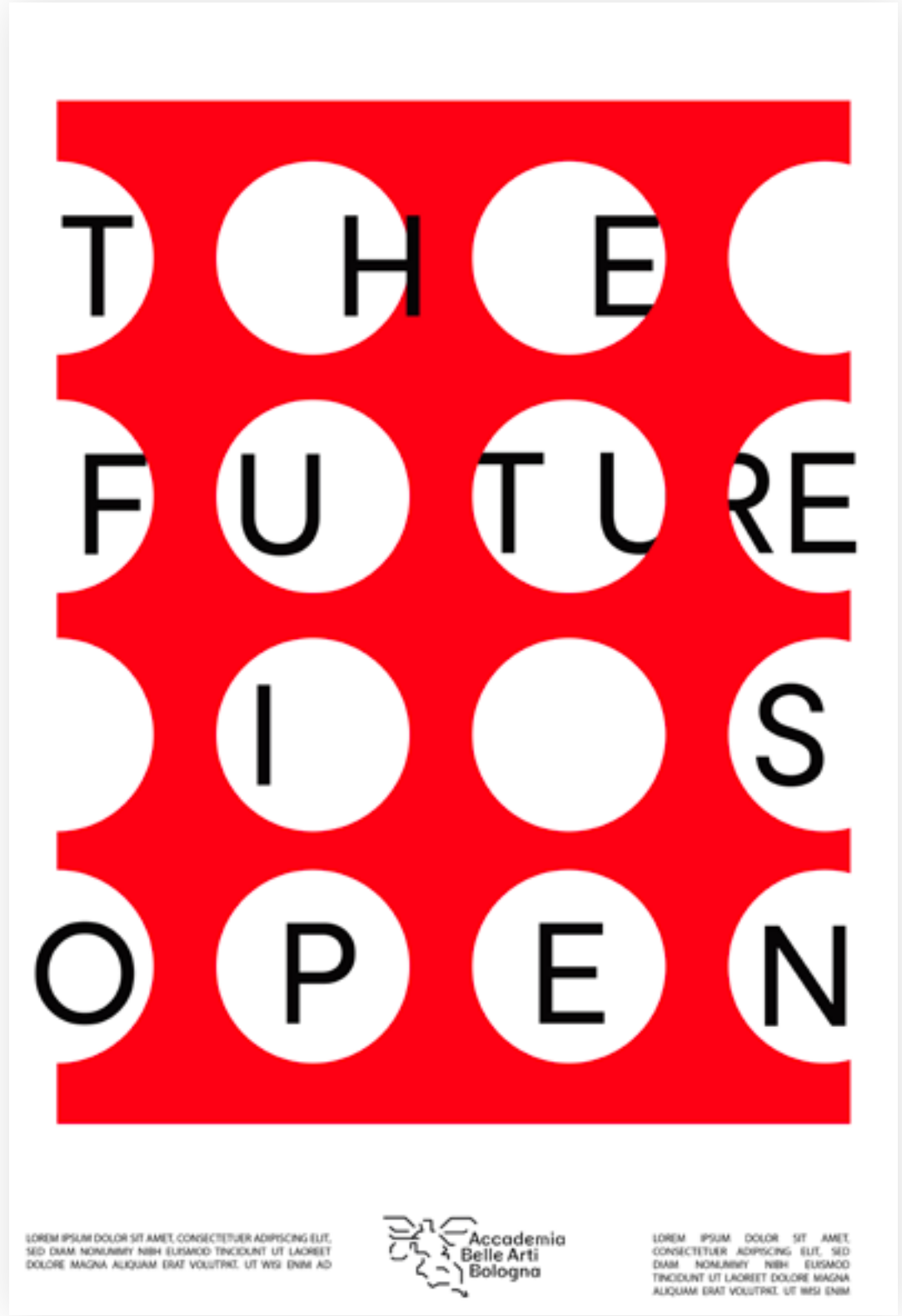
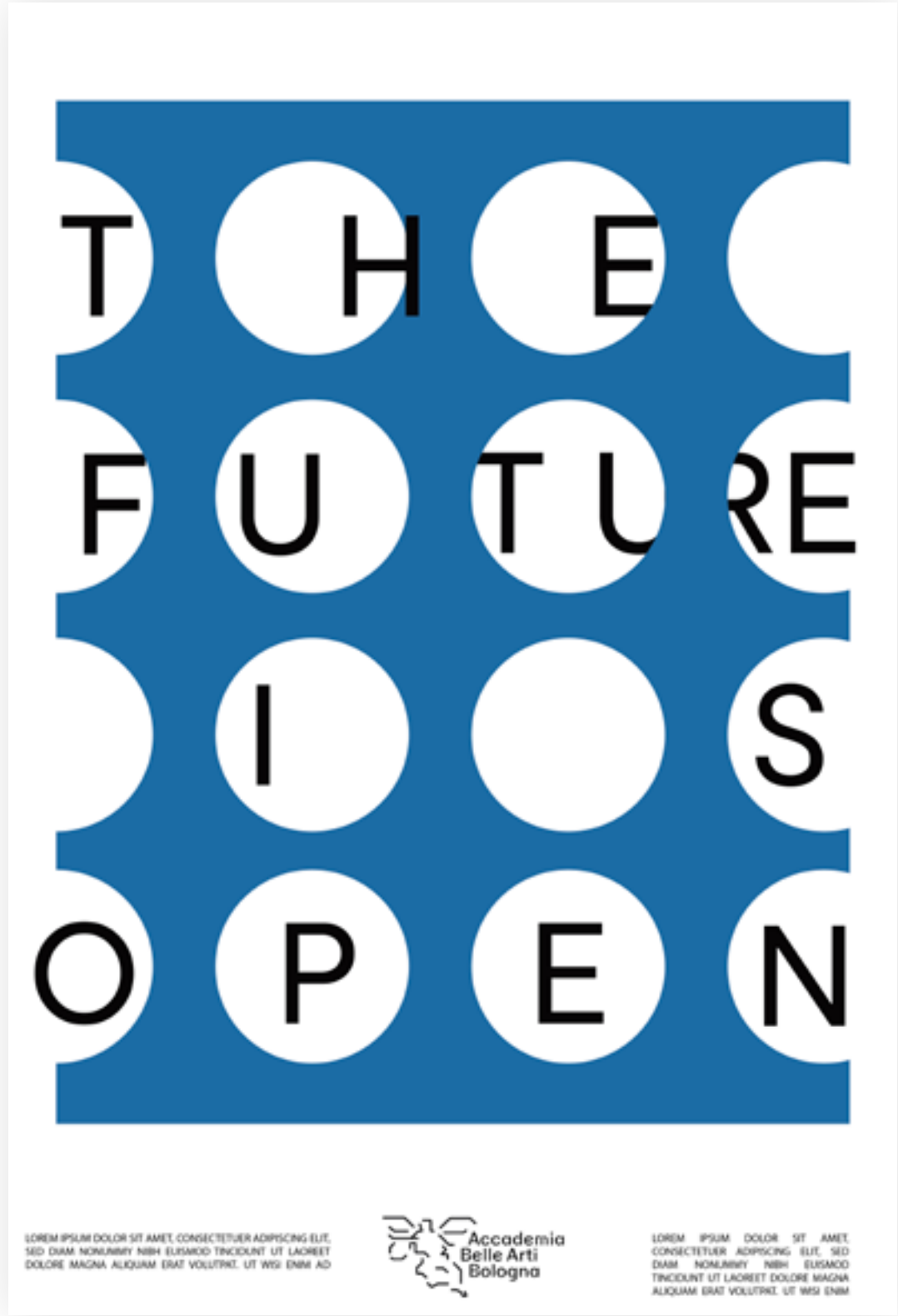
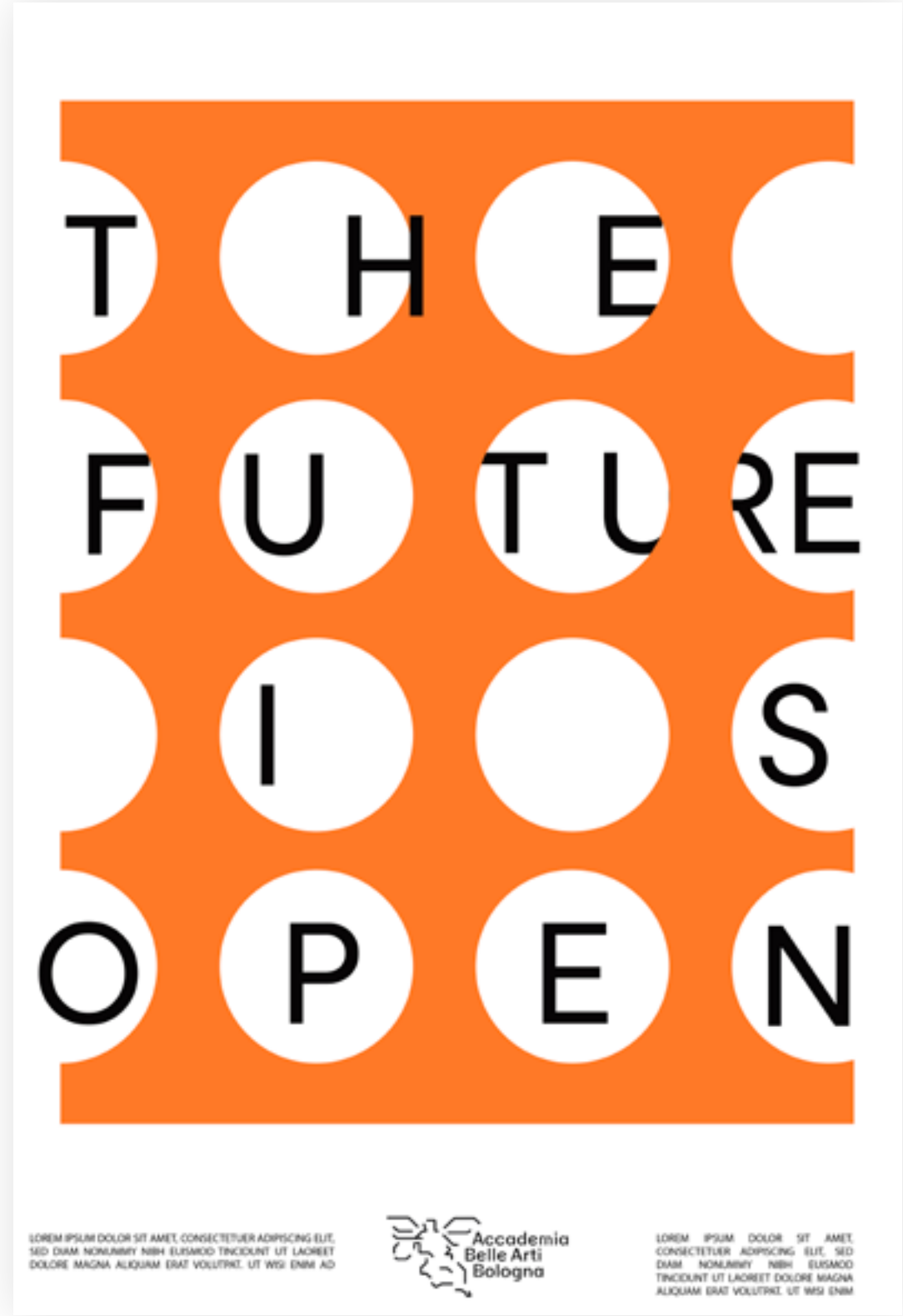
Da qui il claim ABABO is open, per rappresentare questa apertura dell'Accademia a mondi così diversi, accomunati dall' arte e dalla voglia di crearla.

Per rafforzare il claim abbiamo pensato a cosa concretamente ci sta lasciando l'Accademia, oltre ad una conoscenza pratica e teorica più approfondita, sicuramente stiamo iniziando a costruire il nostro futuro, con l'aiuto dei professori e dei nostri compagni ampliamo il nostro bagaglio ogni giorno, arricchendo il nostro futuro di esperienze e successi. The future is open, perchè il futuro è come una pagina bianca, sei tu a dover disegnare un capolavoro, ABABO è pronta ad aiutarti a farlo.

Abbiamo scelto uno stile fresco e giovanile, i colori sono saturati al massimo, le forme geometriche e il dinamismo aiutano il lettore ad entrare nel mondo fantastico di ABABO.



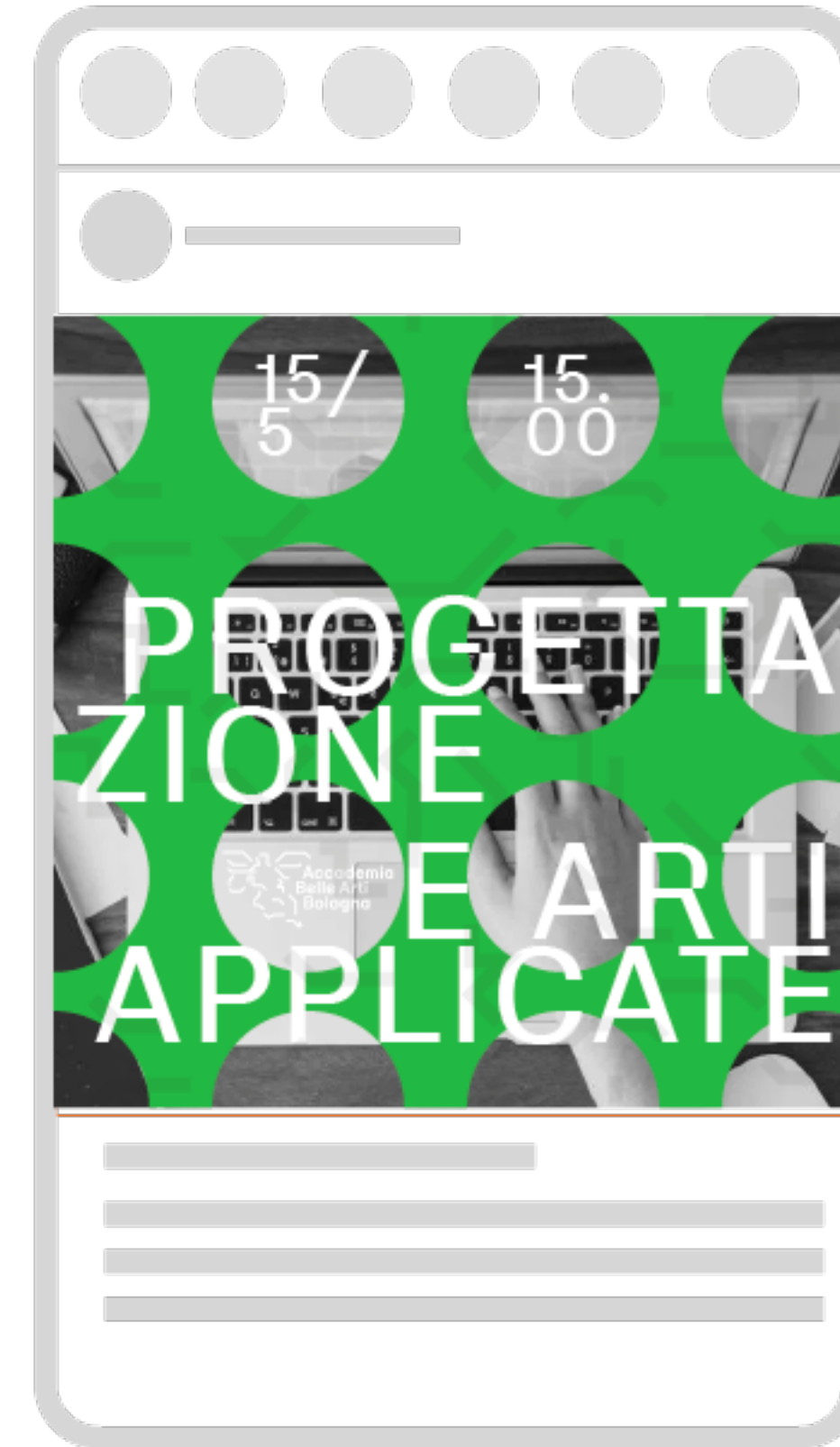
Poster



Poster



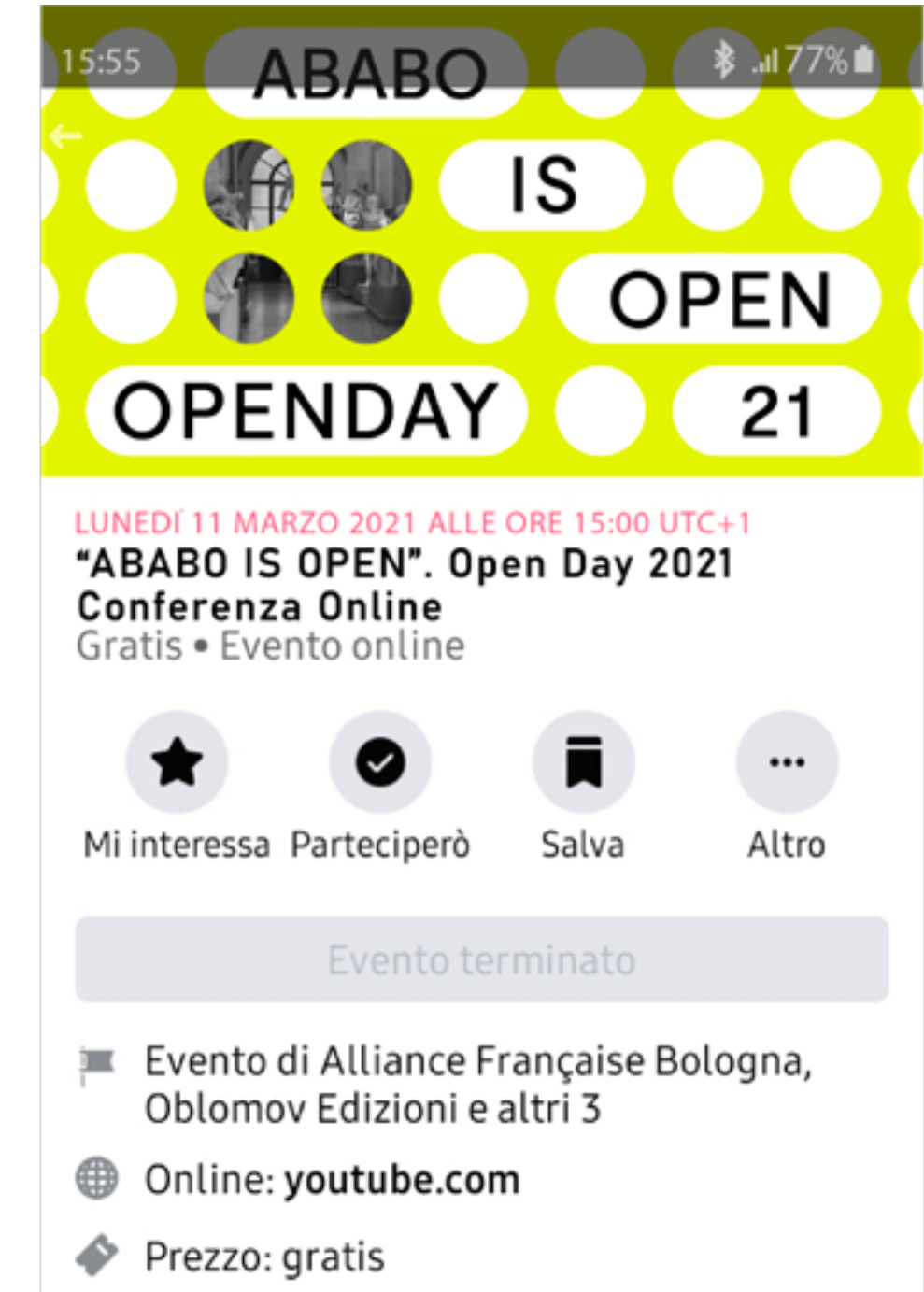
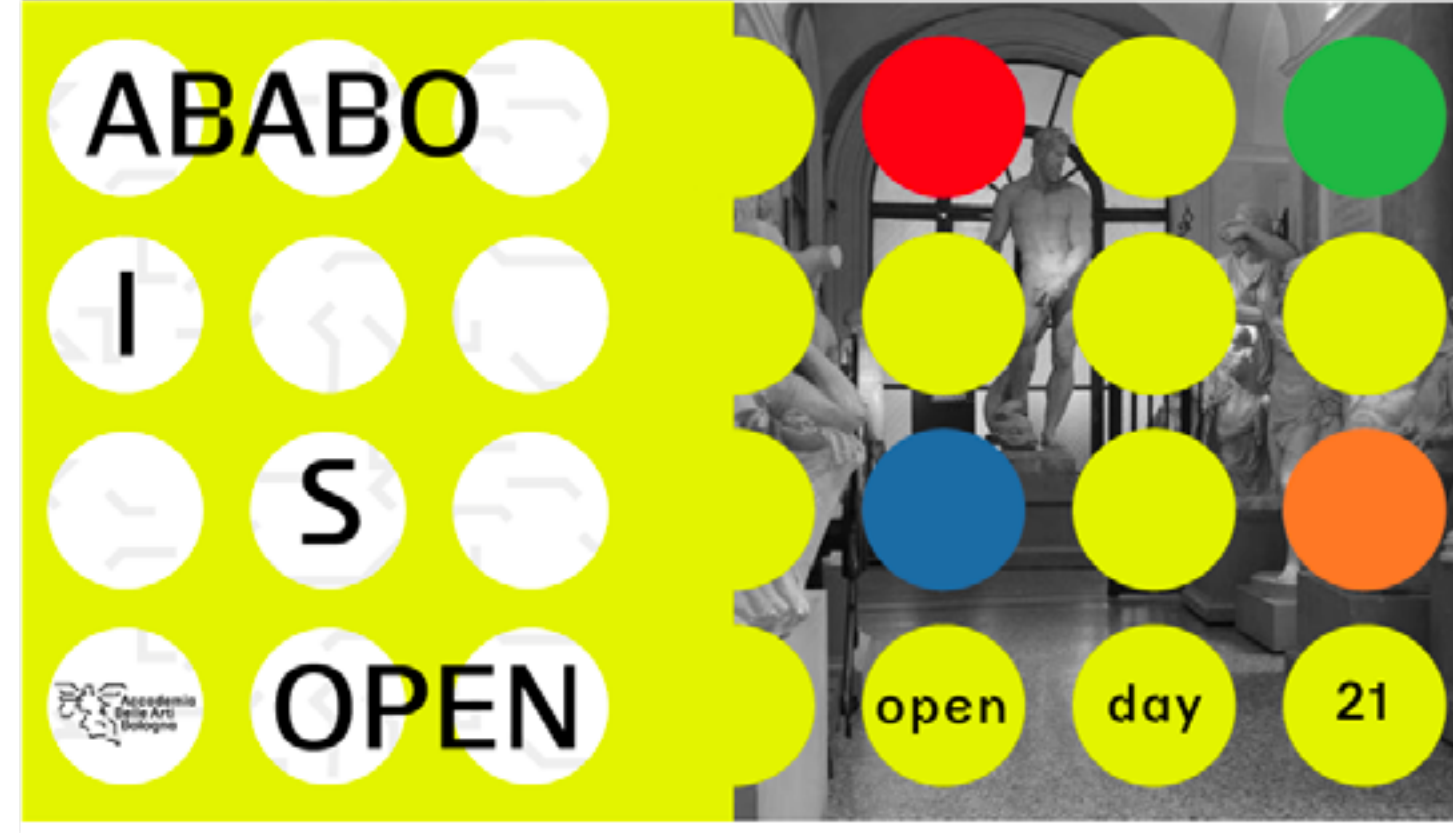
Facebook



Facebook



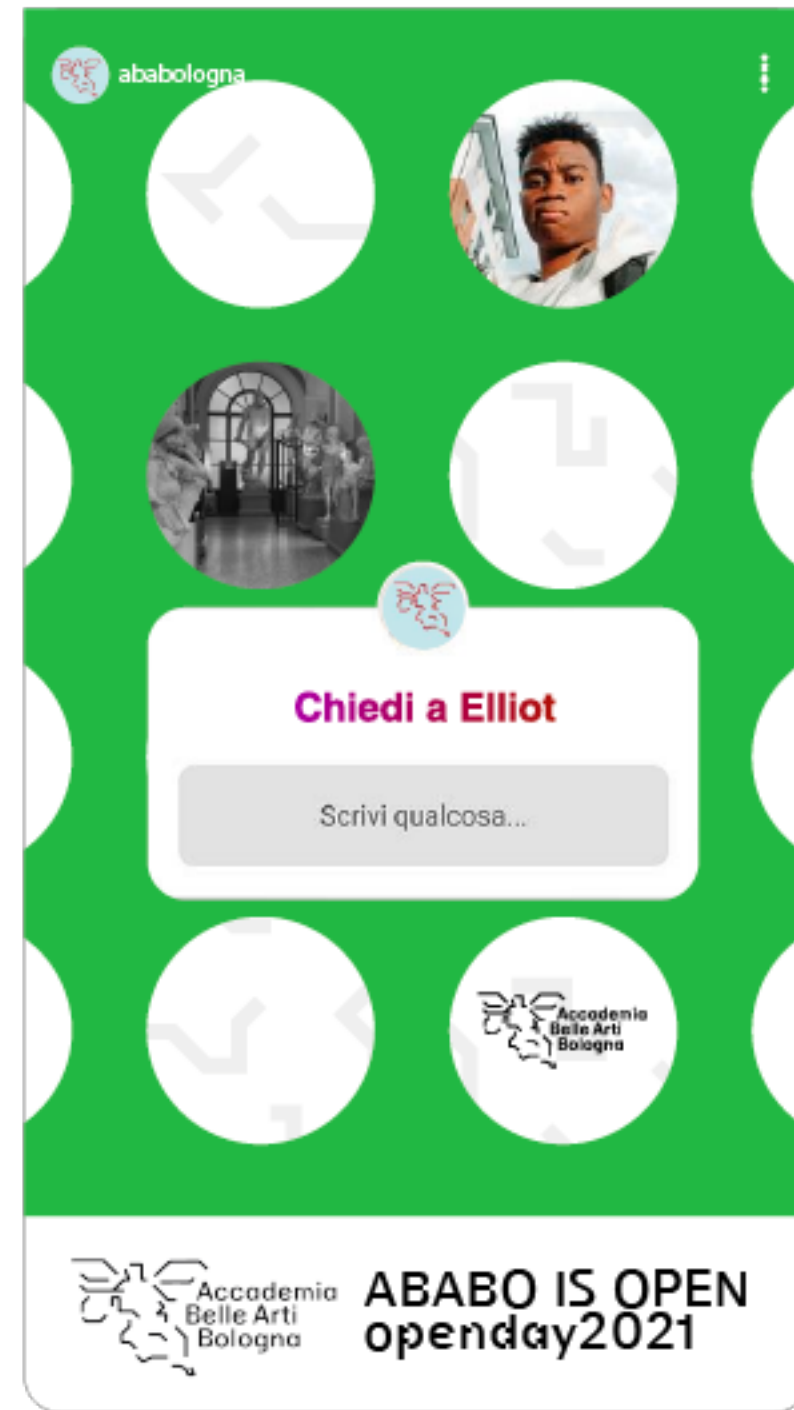
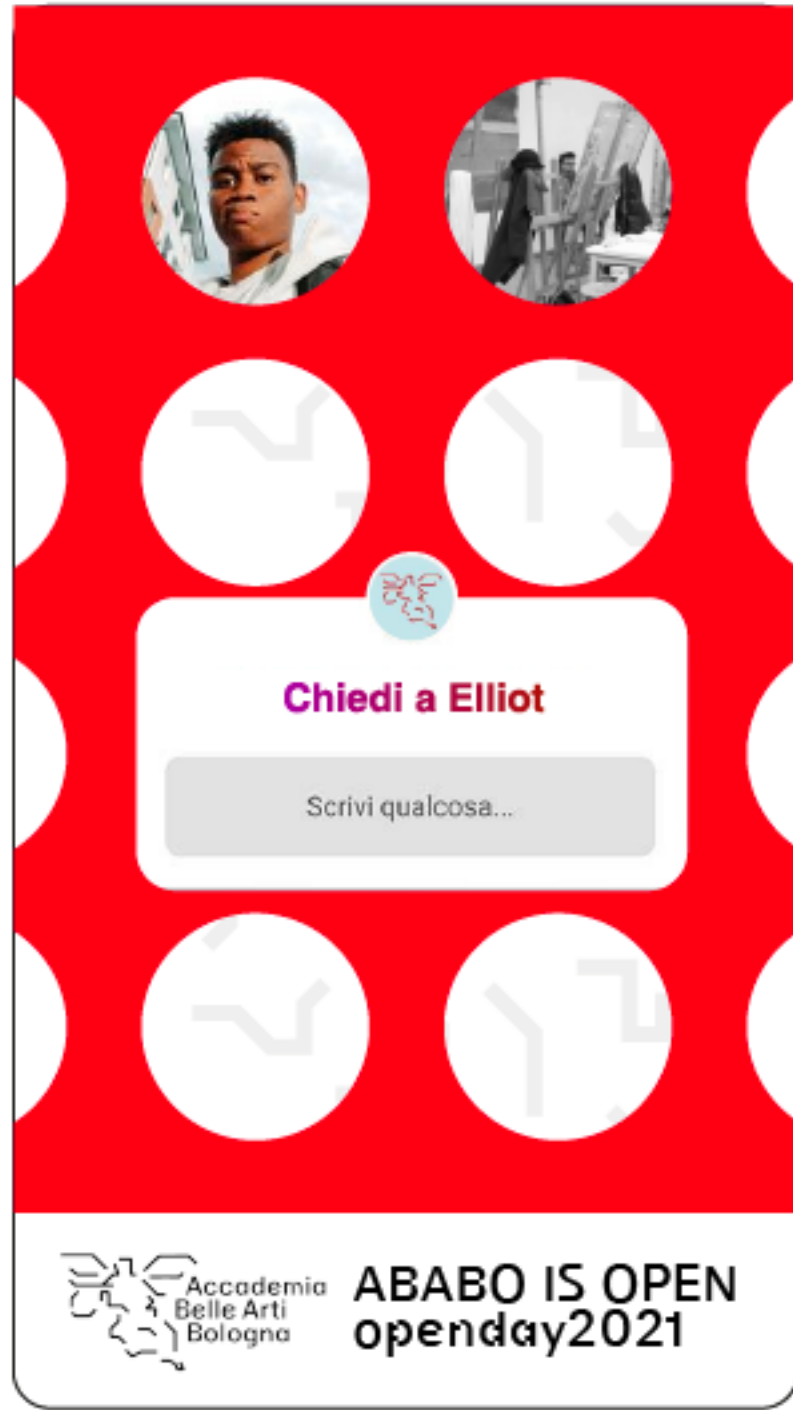
Facebook



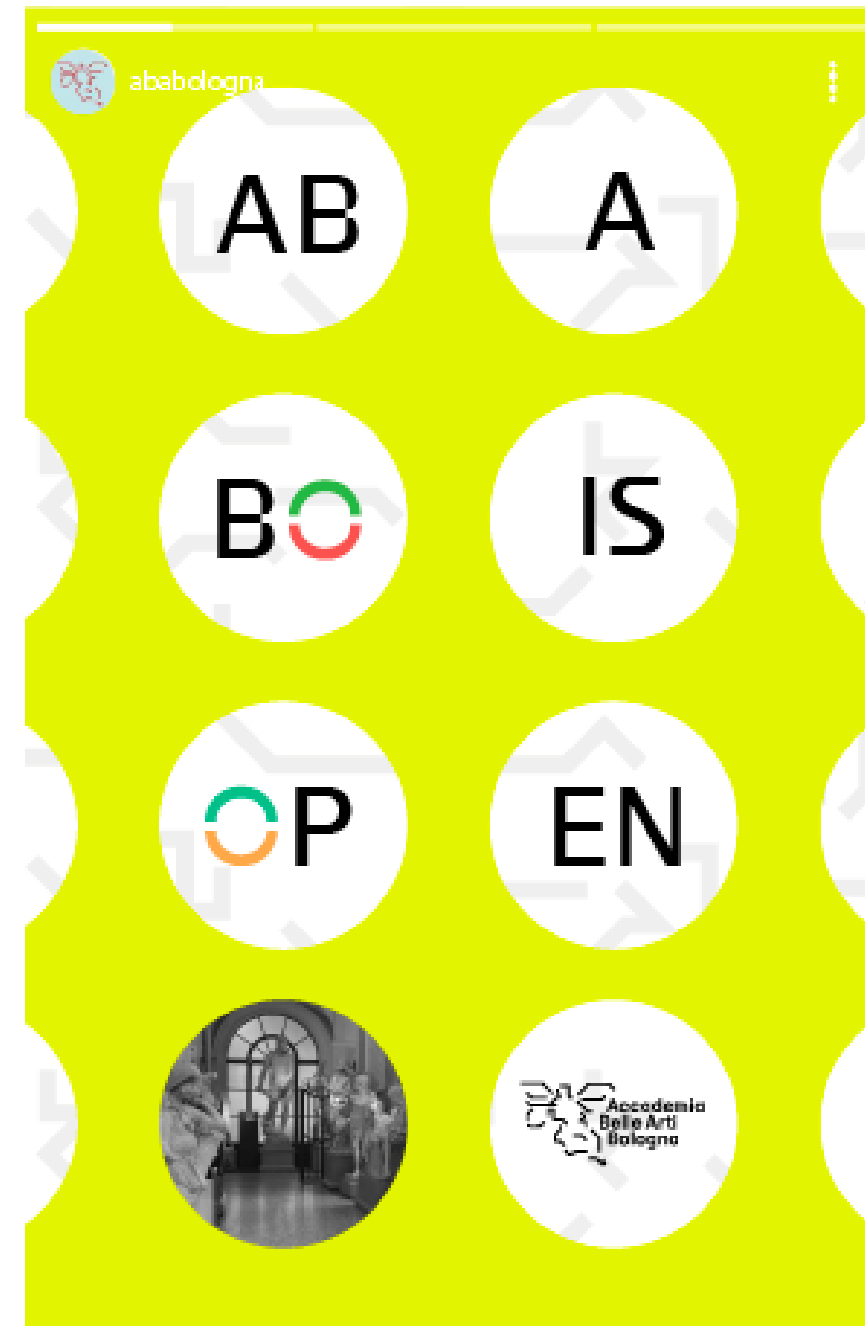
Instagram



Instagram Stories



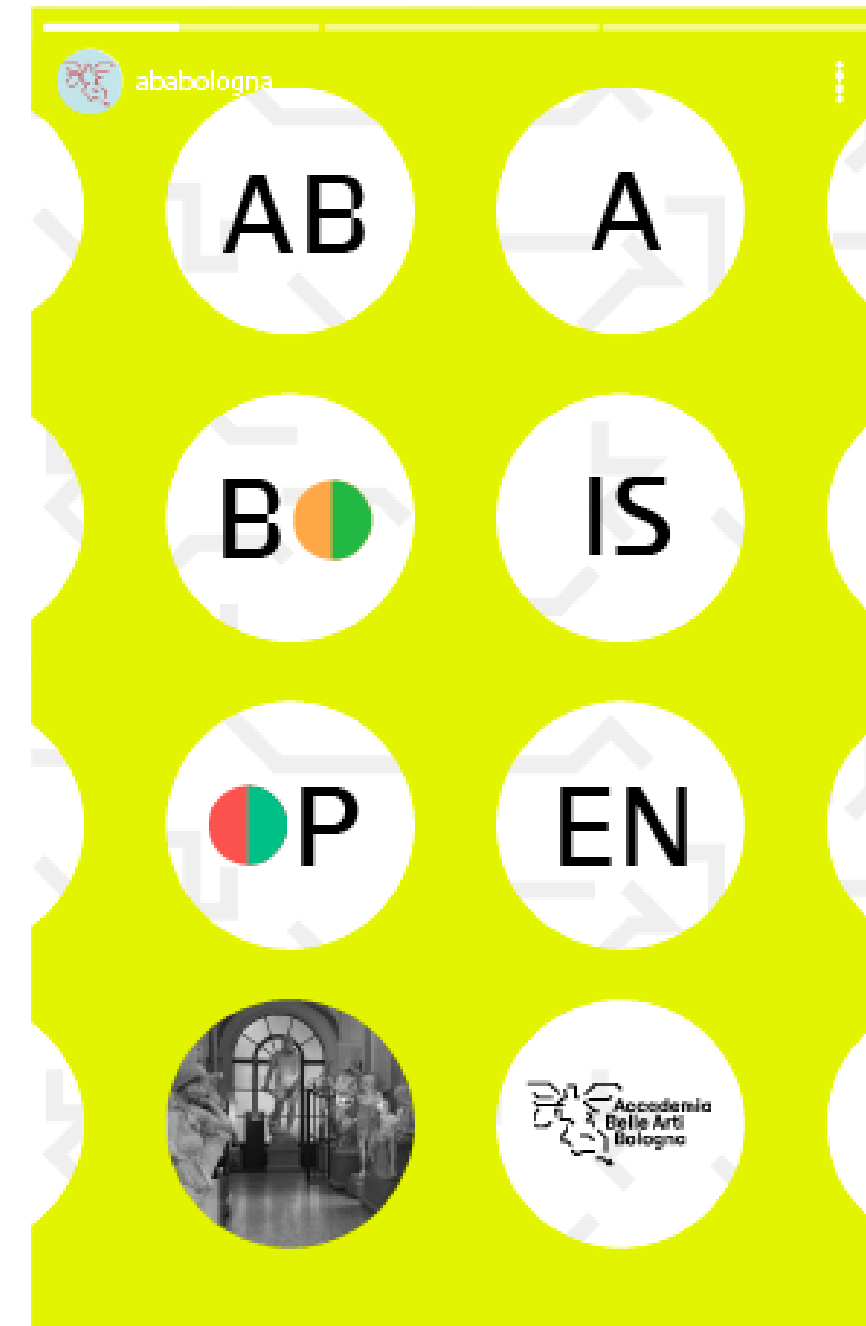
Instagram Stories



 **ABABO IS OPEN**
openday2021

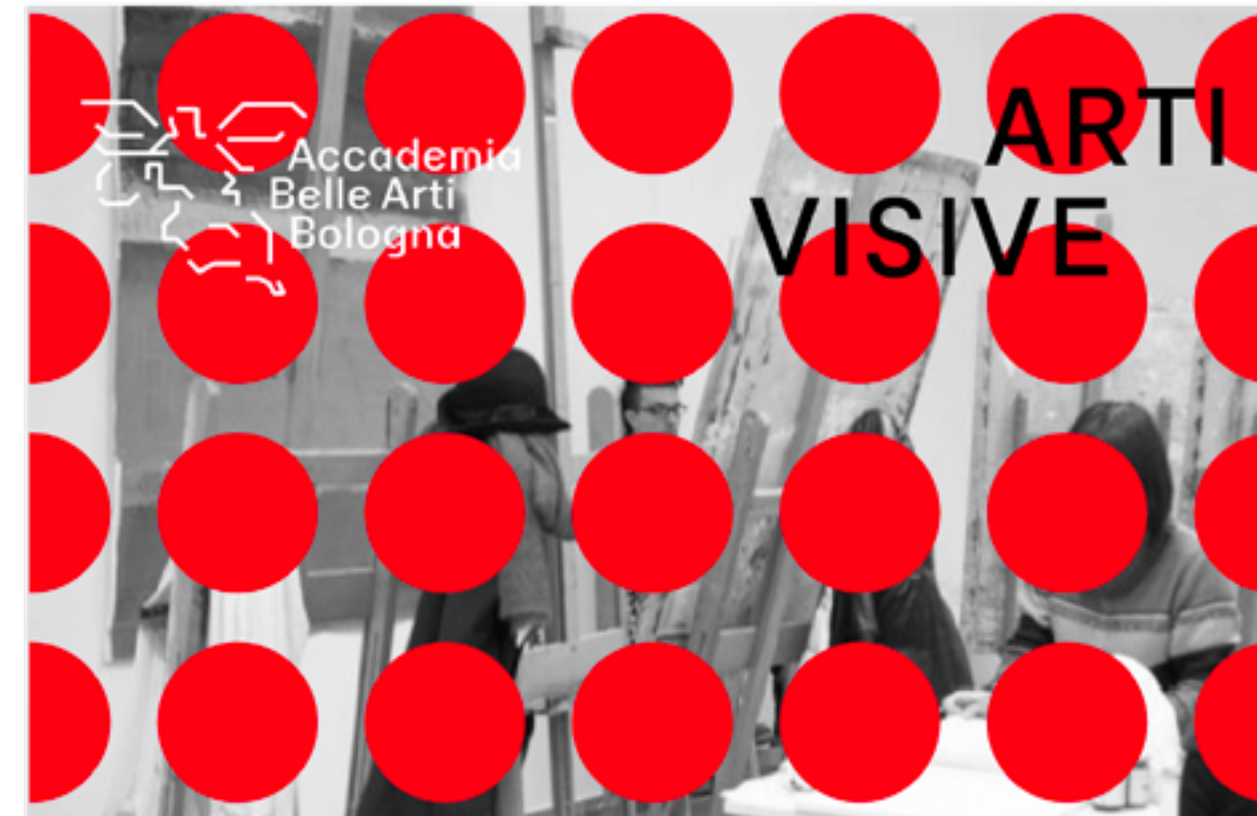


 **ABABO IS OPEN**
openday2021

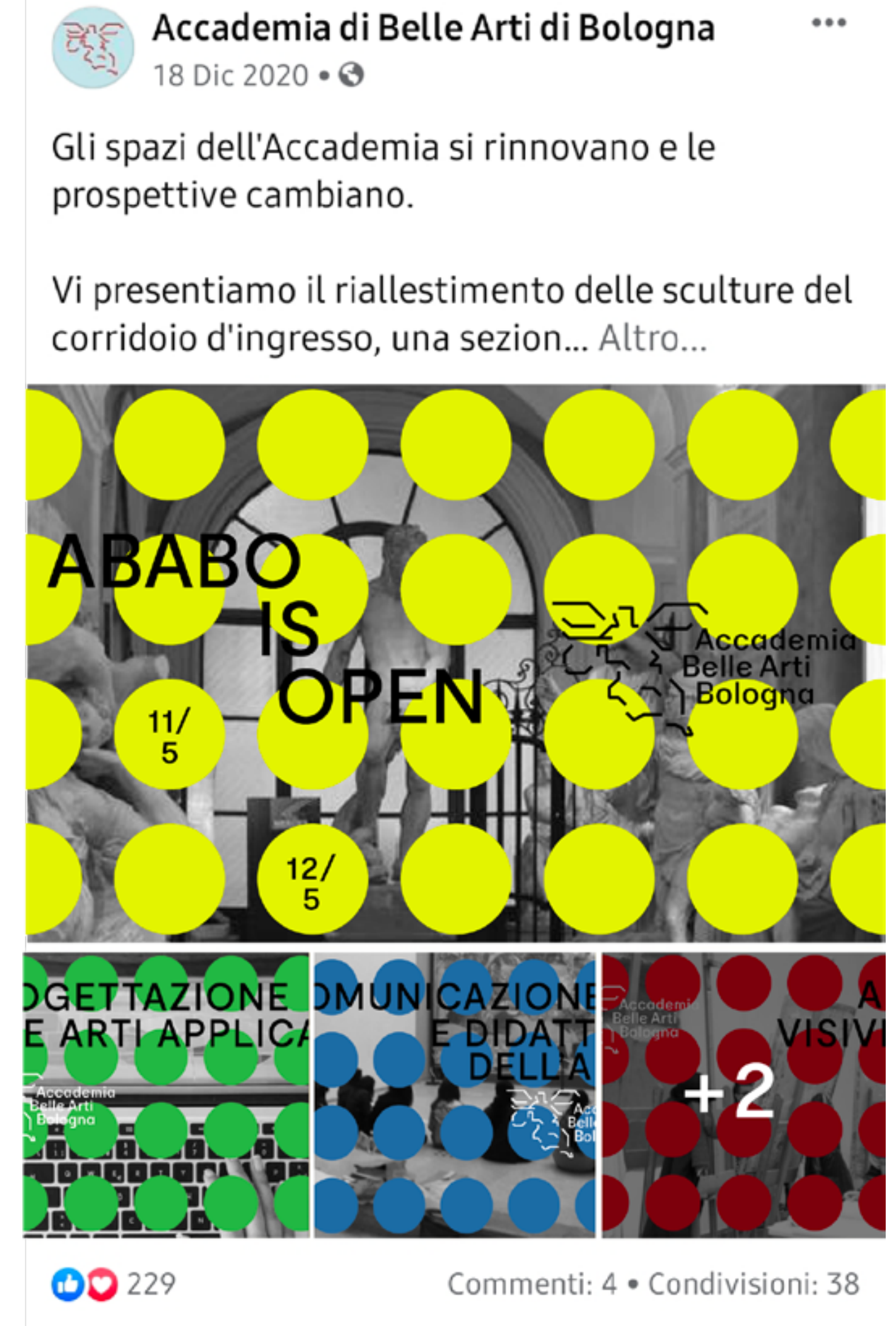
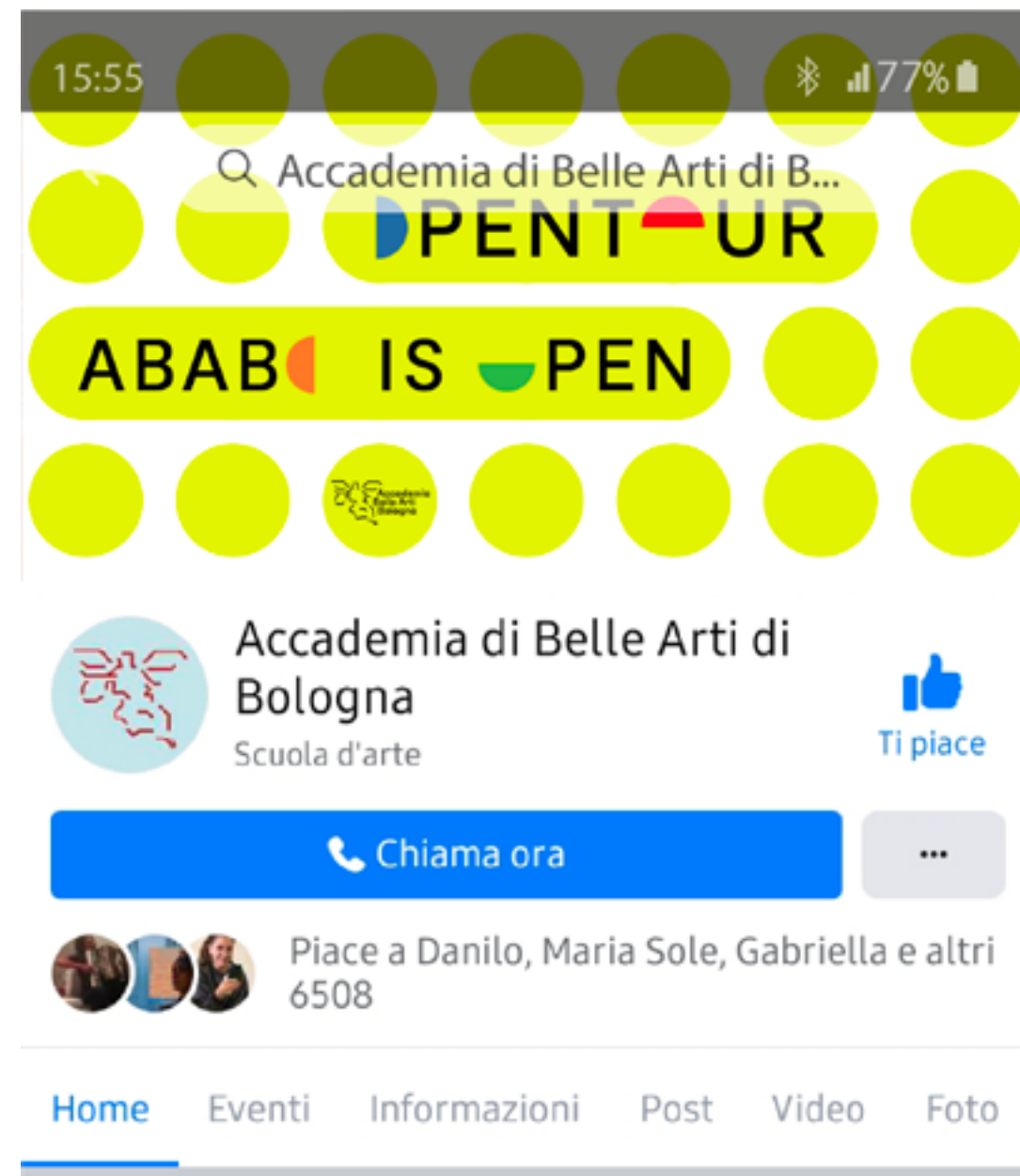
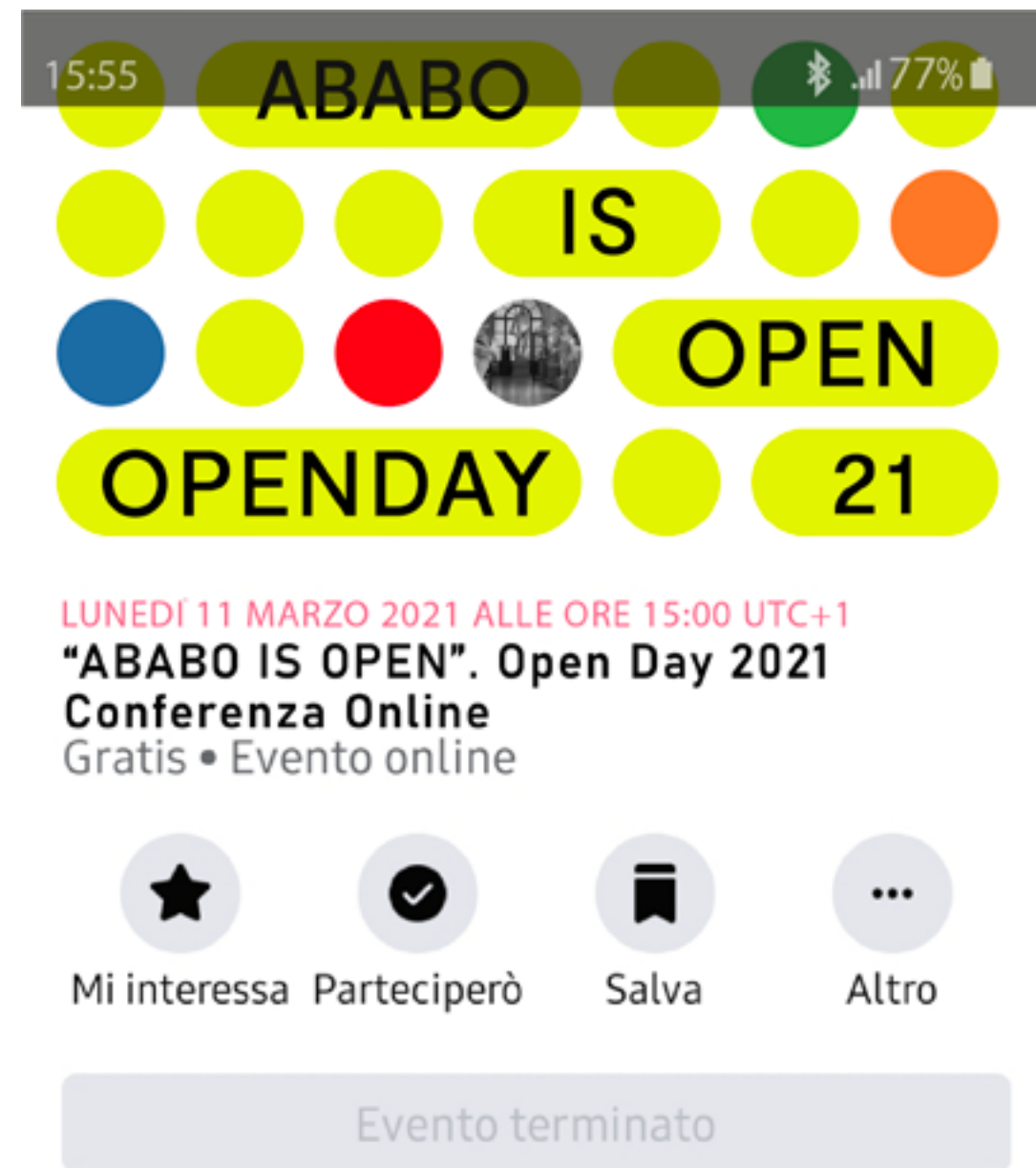


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openday2021

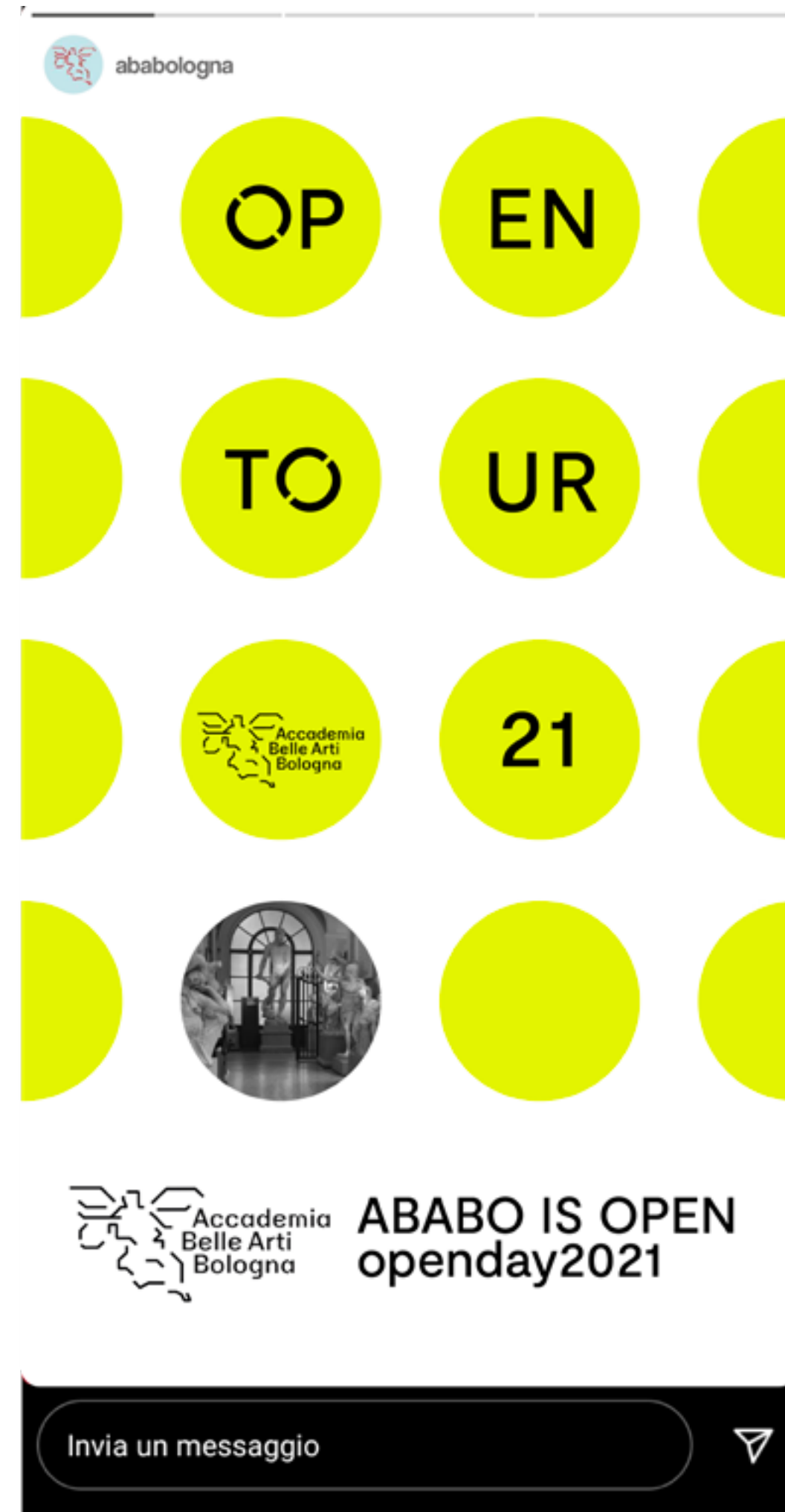
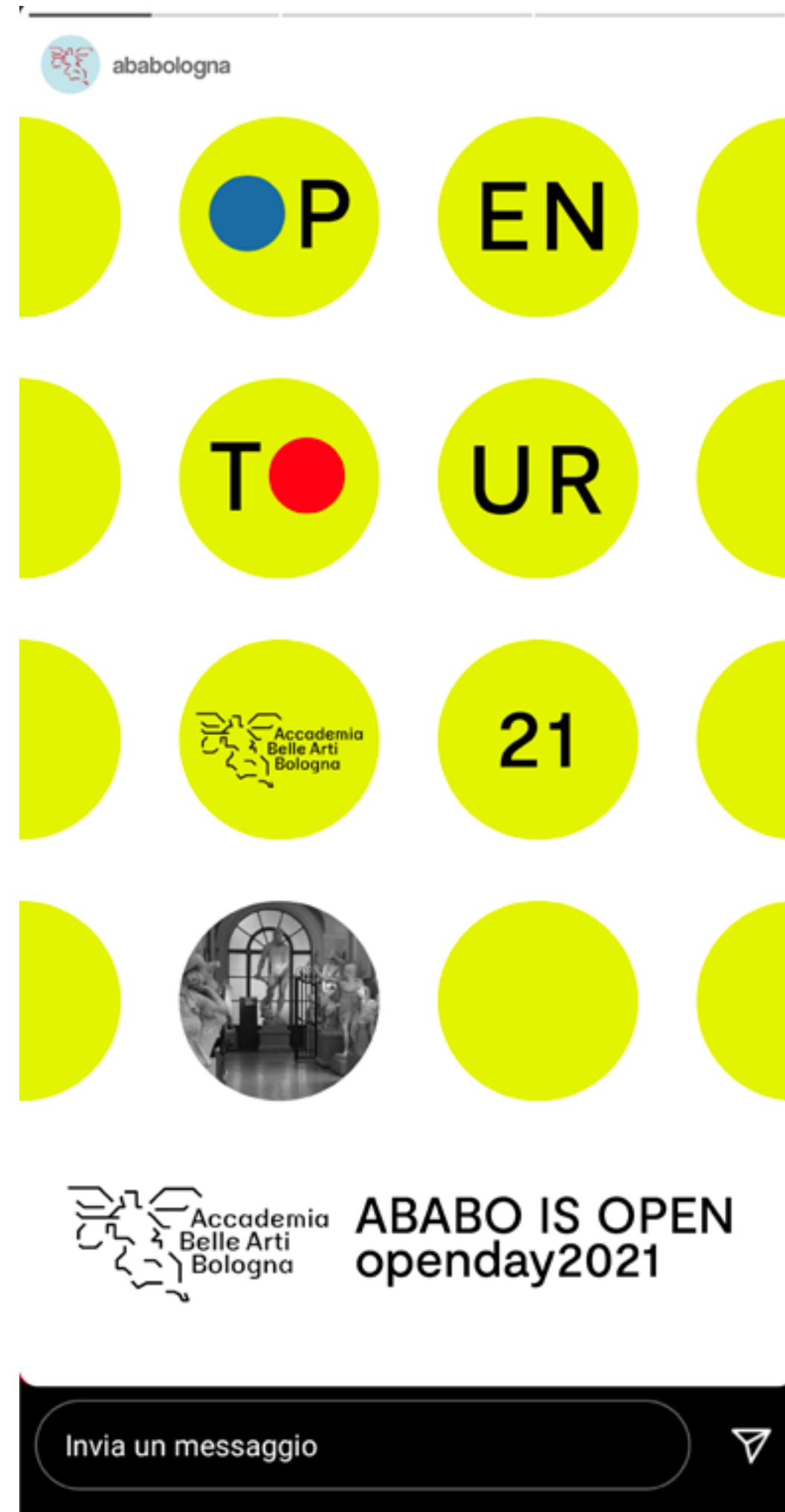
Facebook (b)



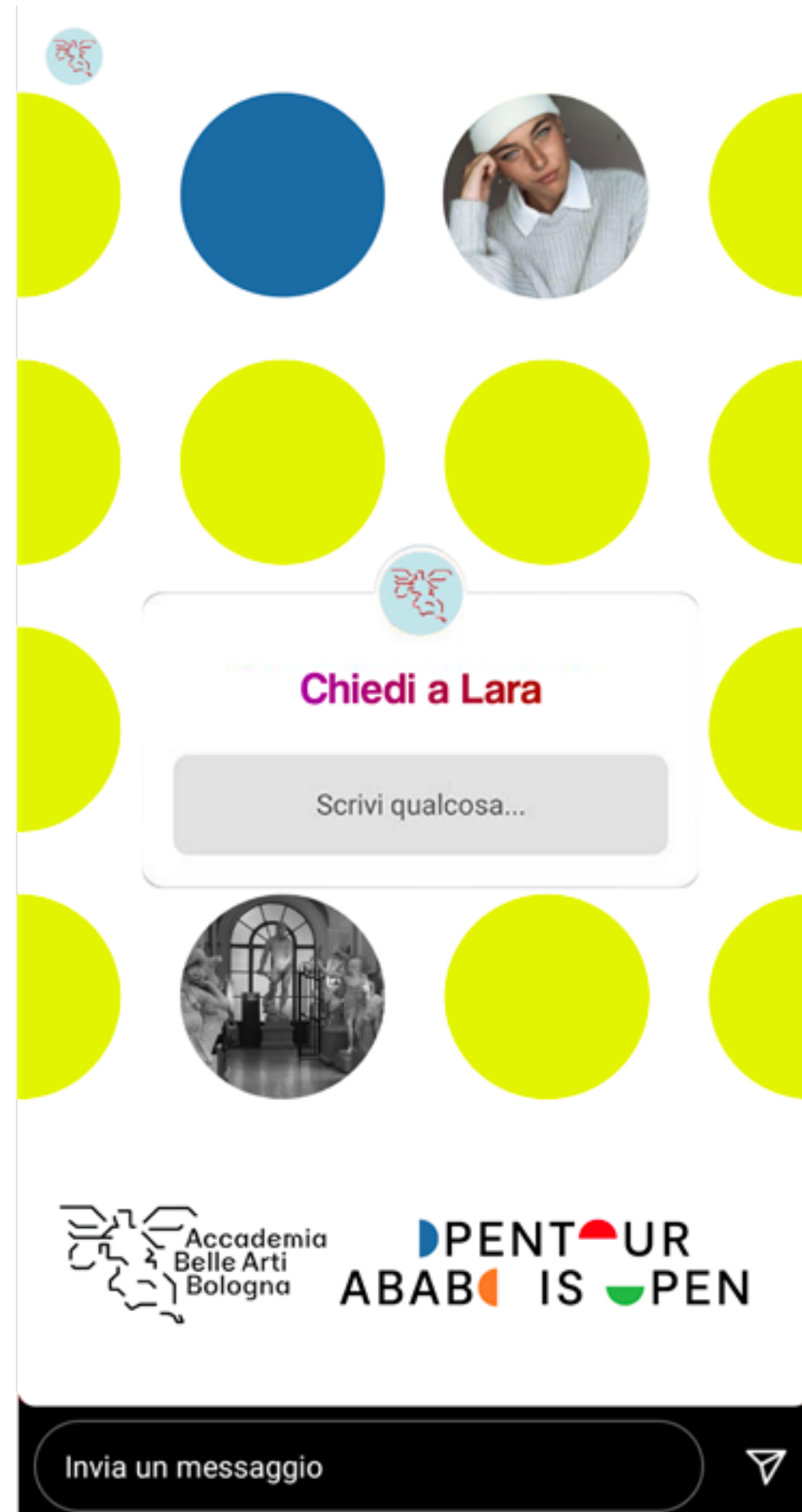
Facebook (b)



Instagram (b)



Instagram (b)



Instagram (b)

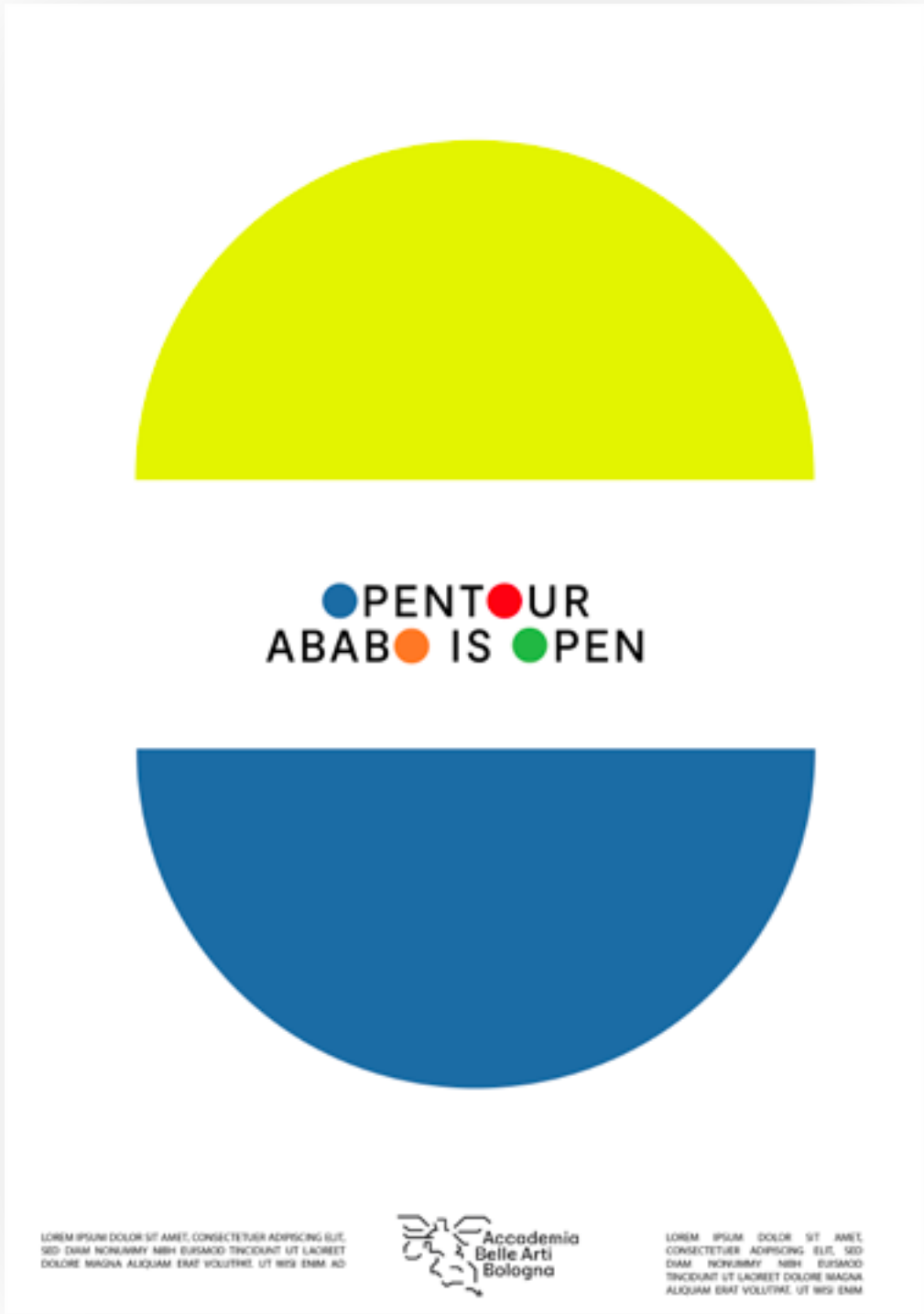


Animazione

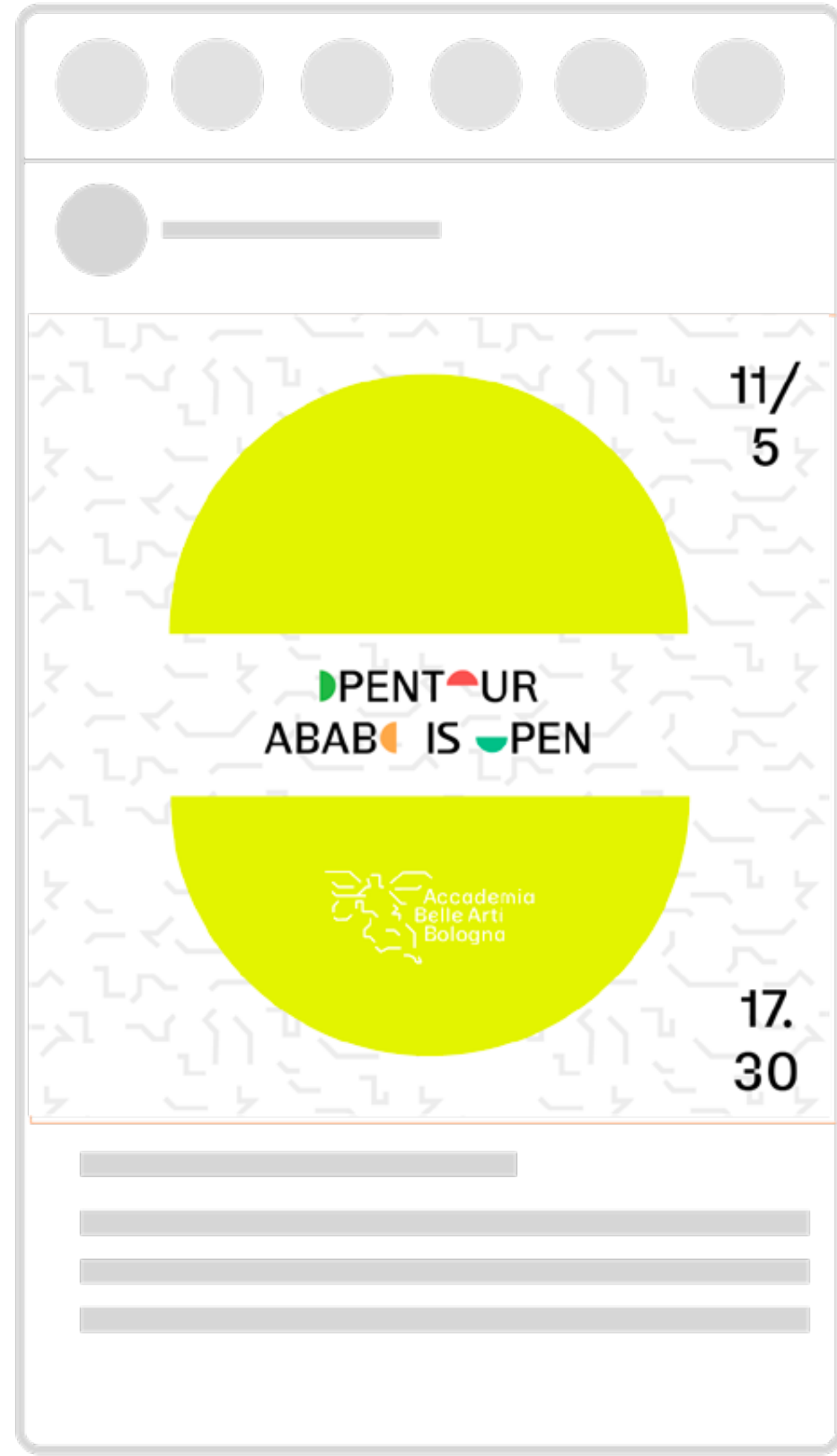


Proposta 2

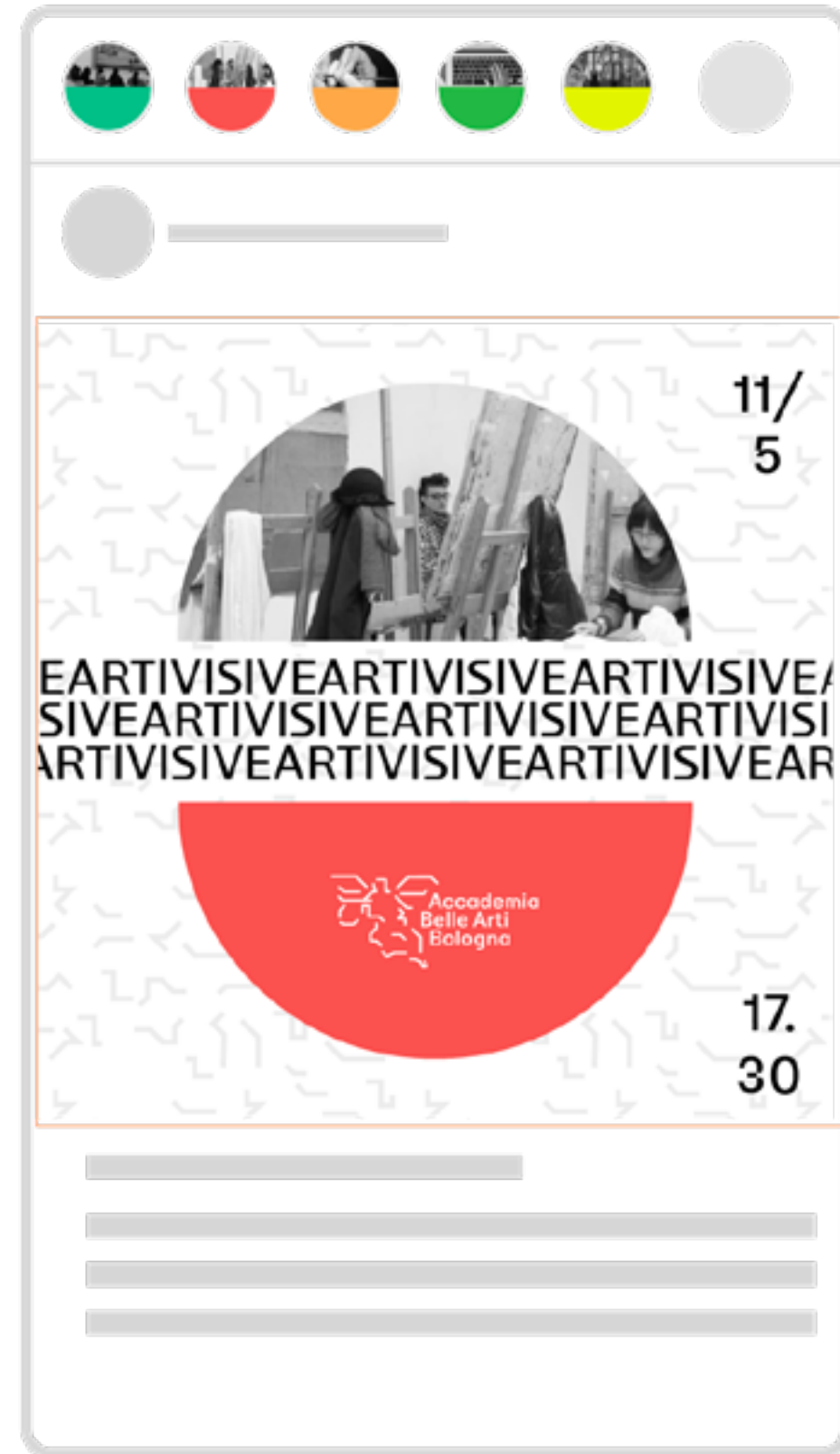
Poster



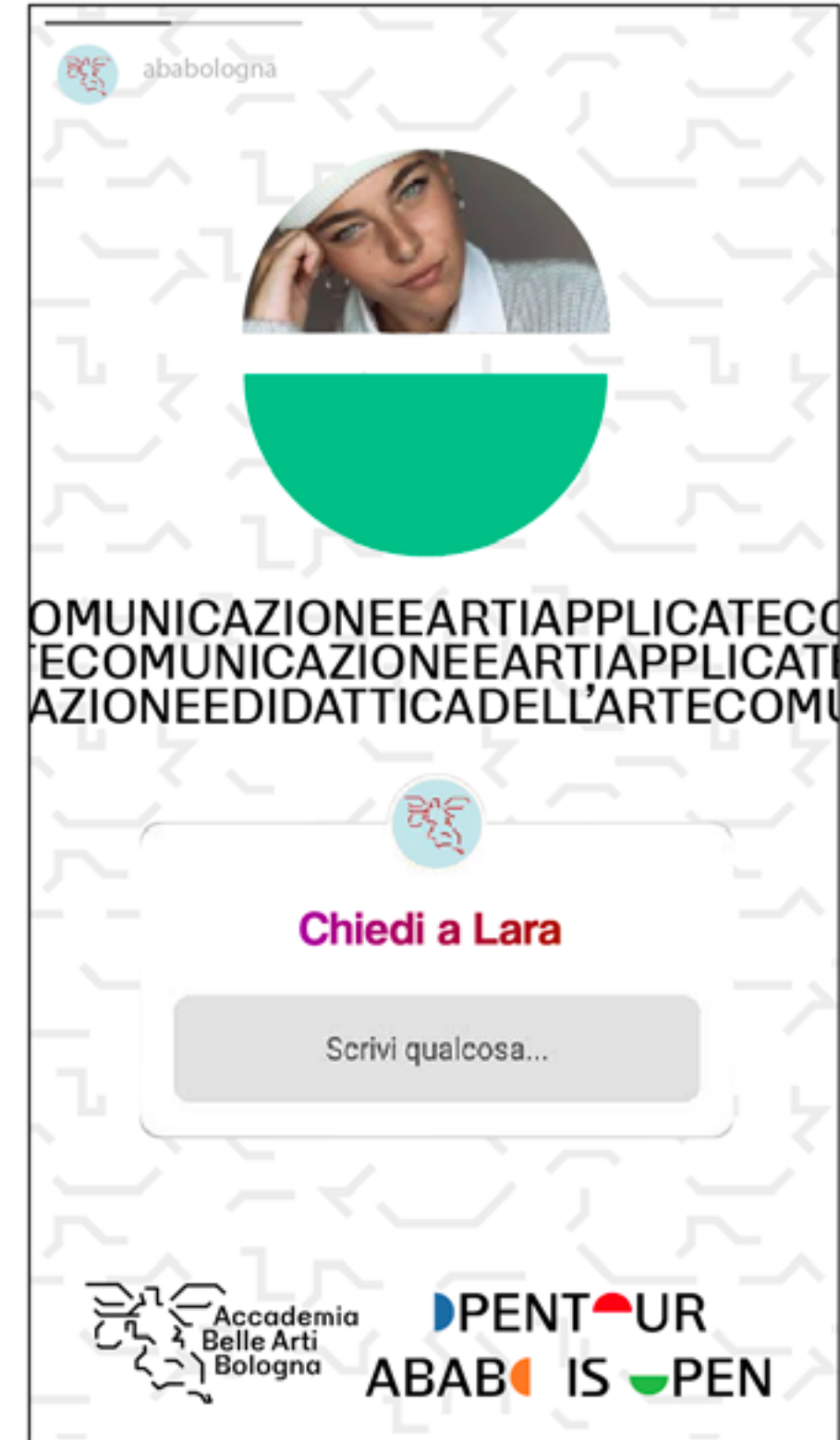
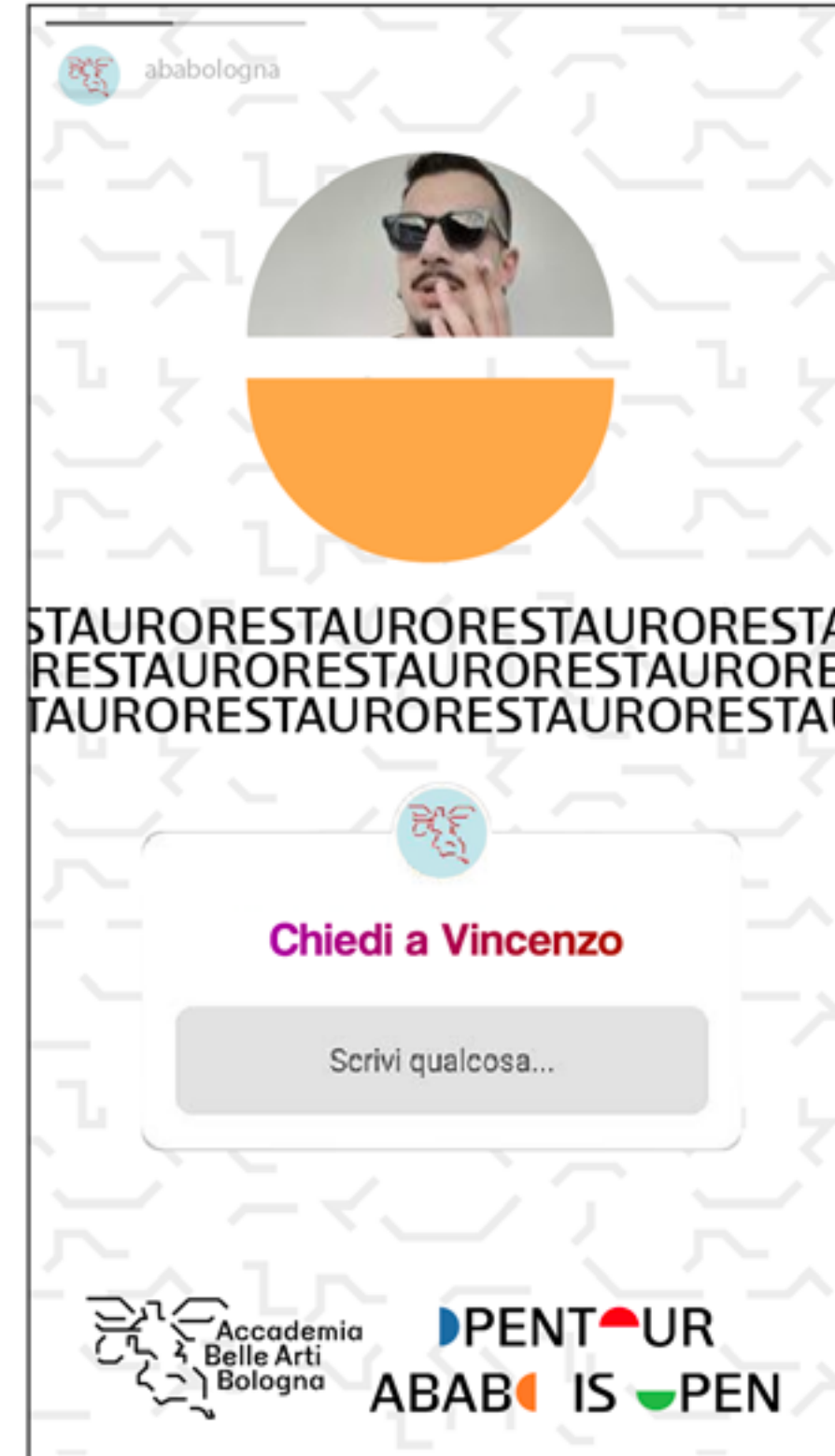
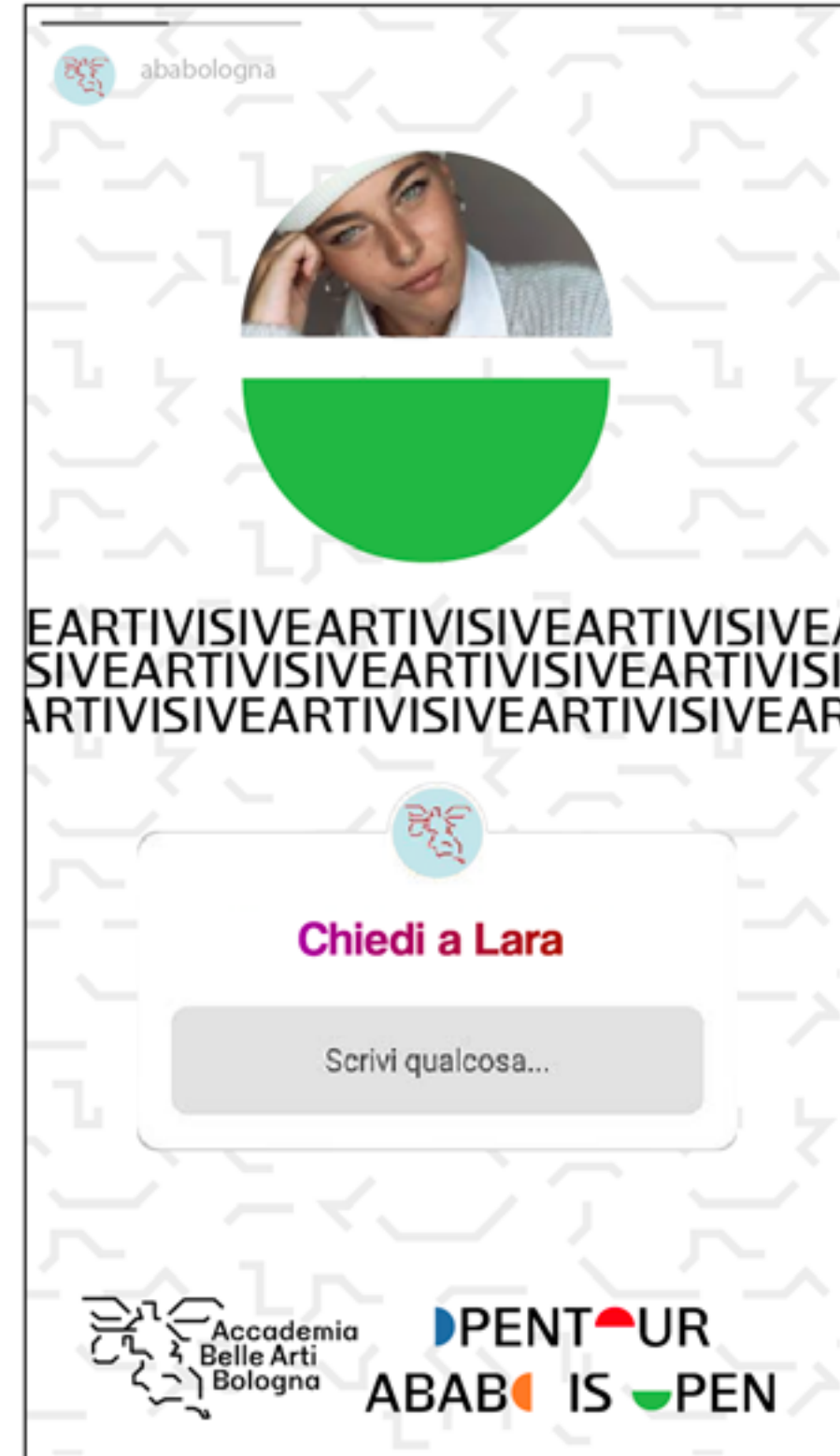
Social



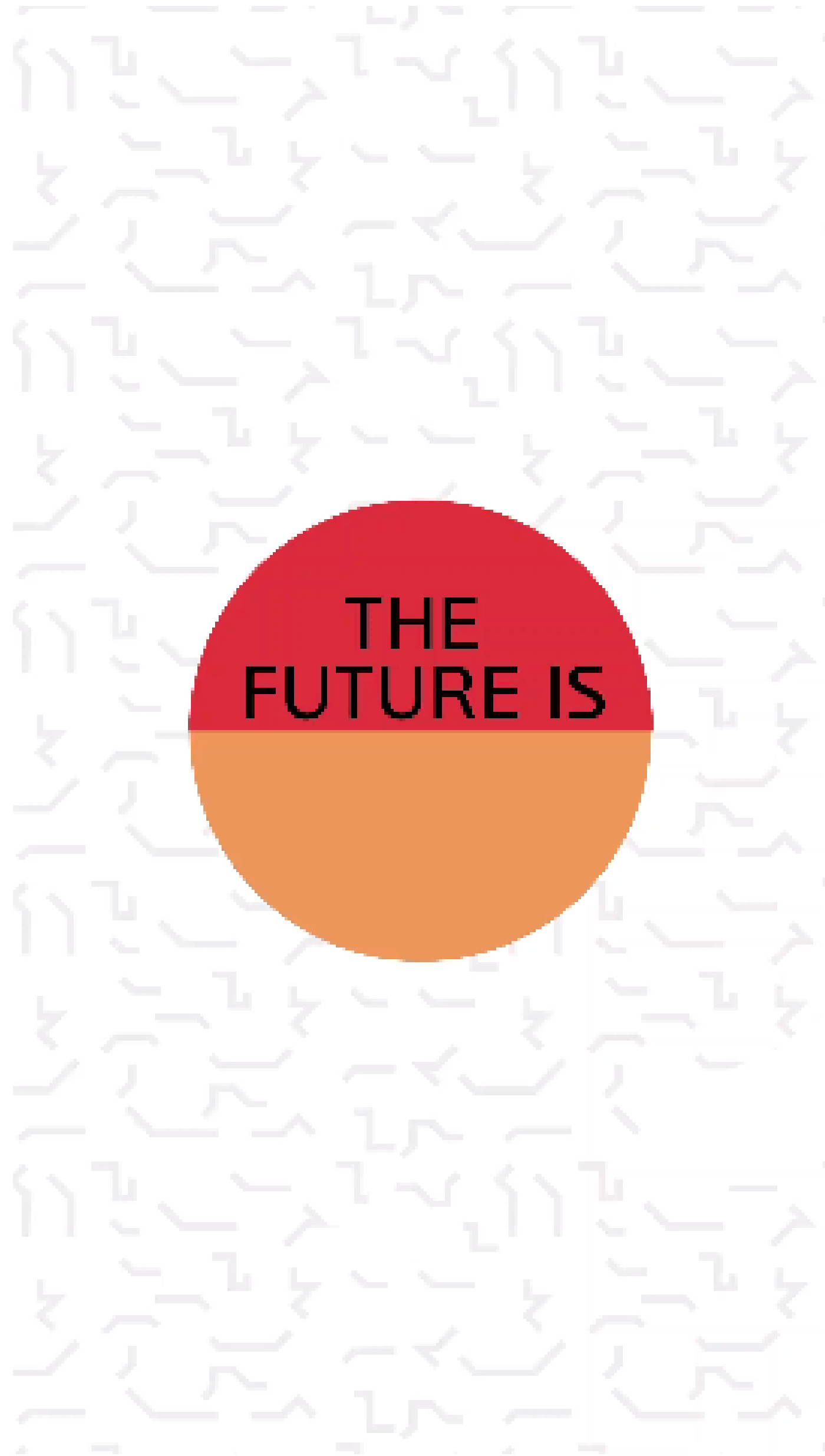
Social



Storie



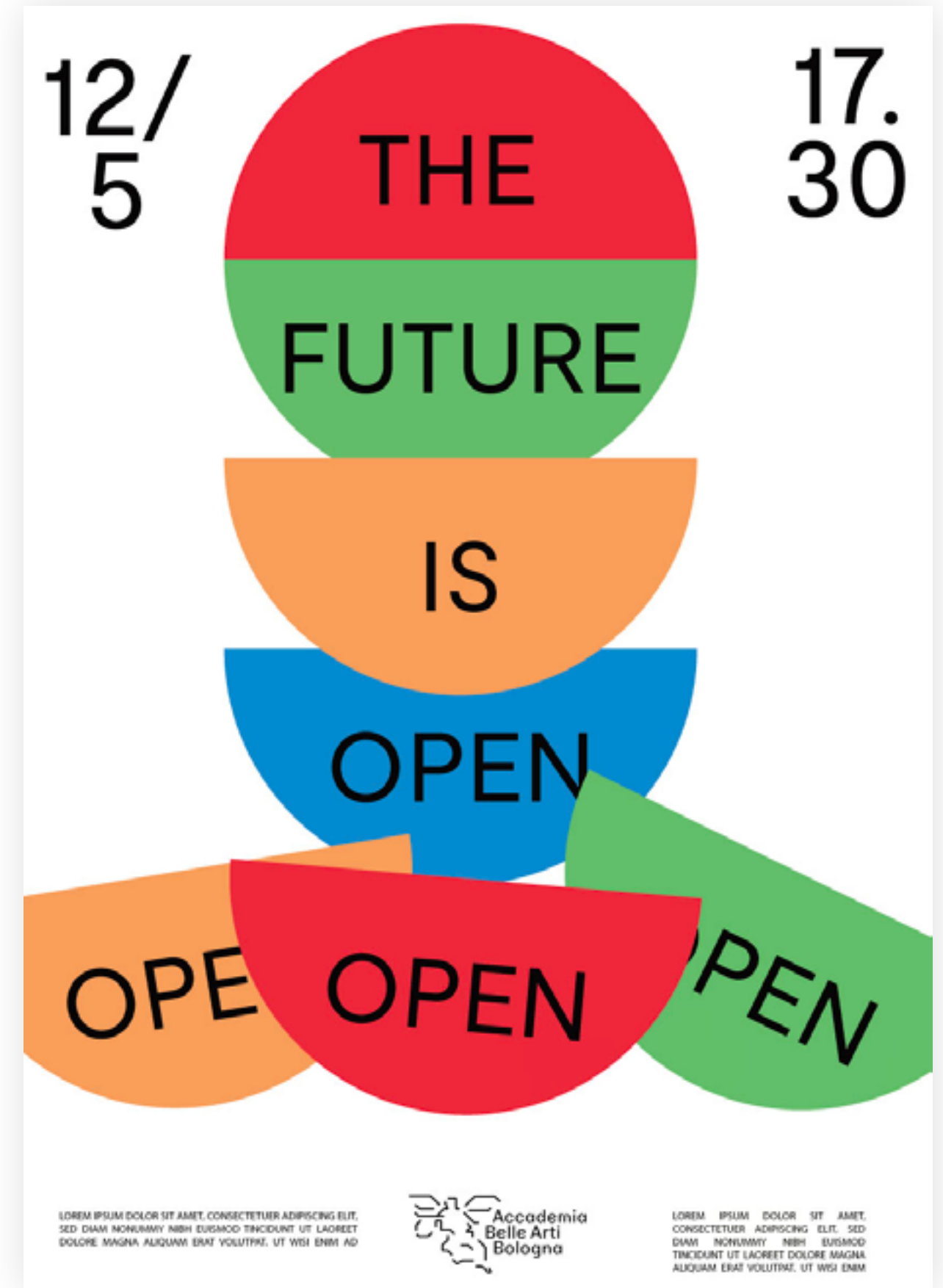
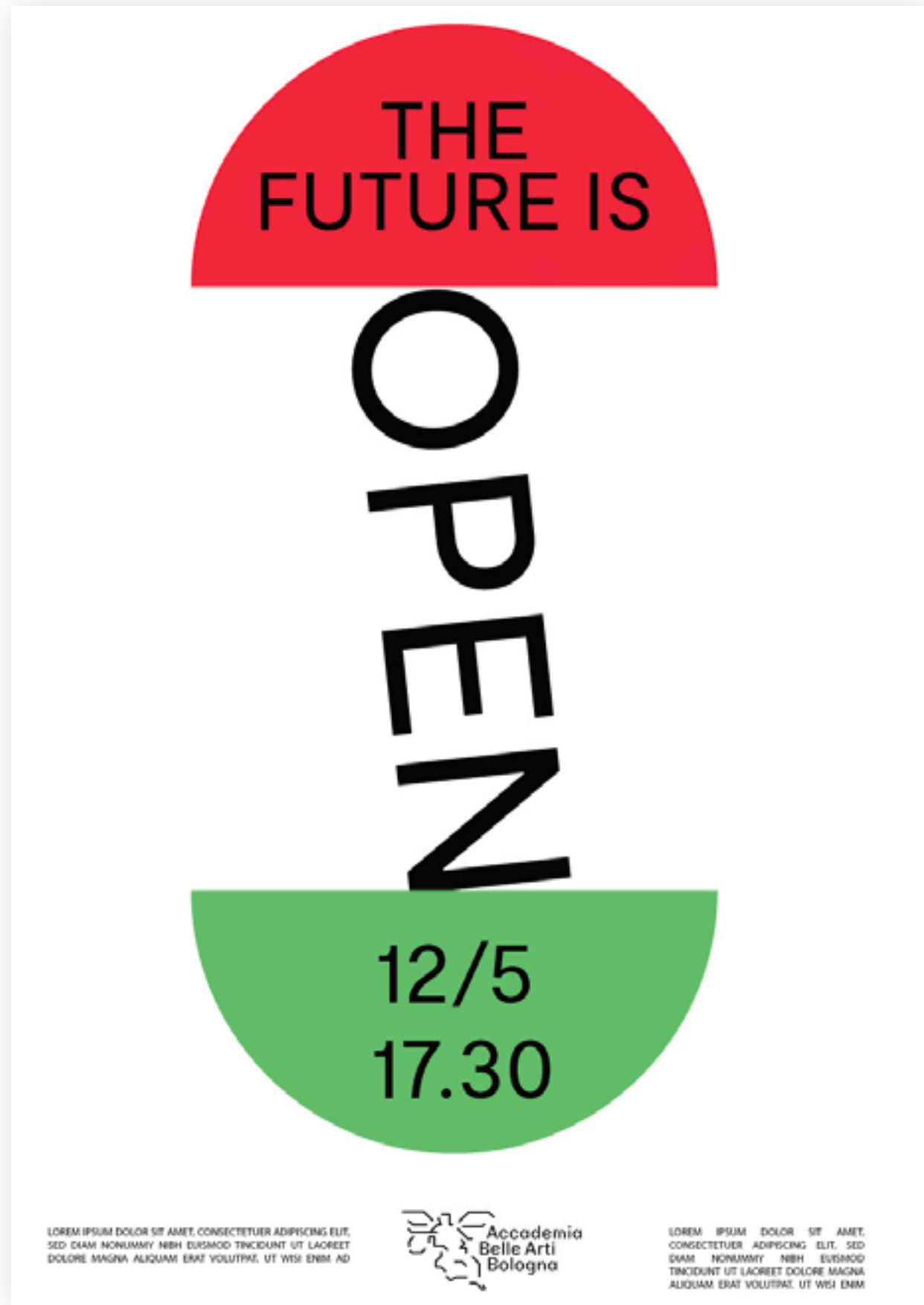
Video



Filtro IG



Poster (b)



Social (b)



The future



Restauro



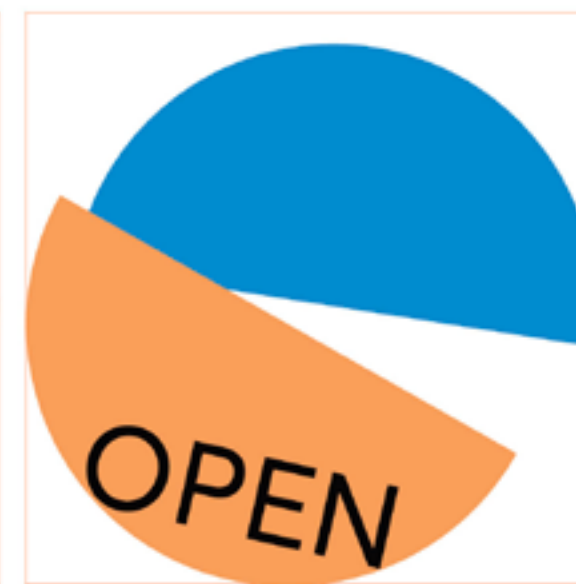
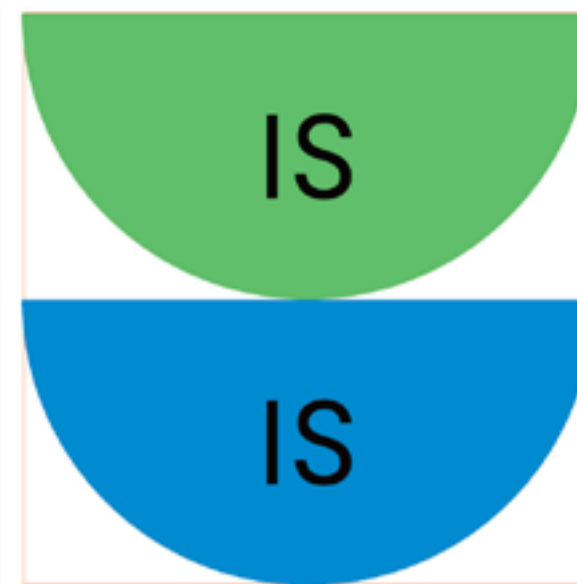
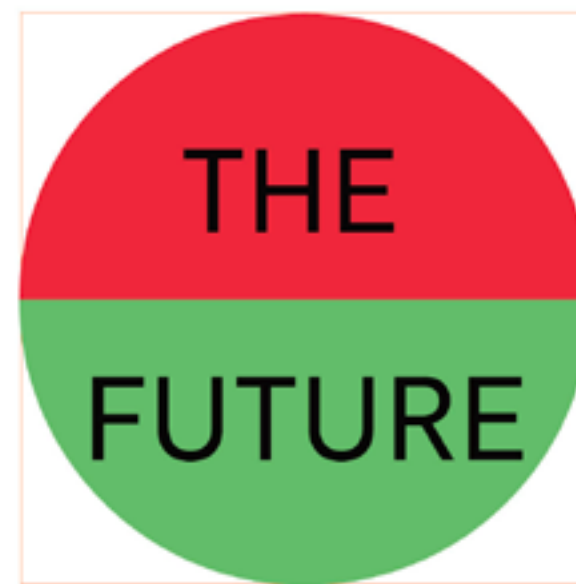
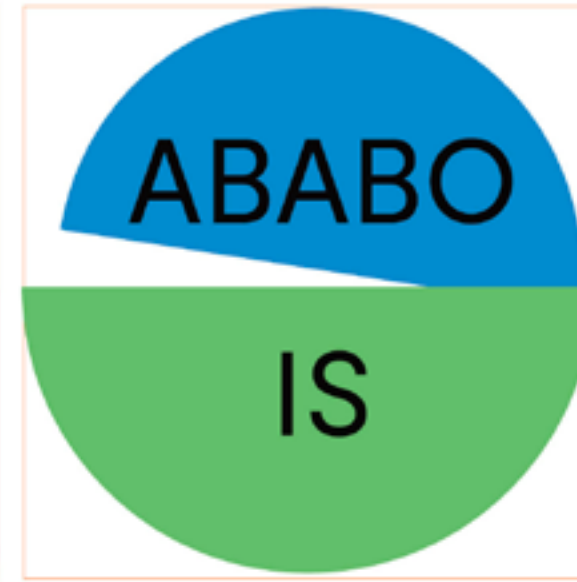
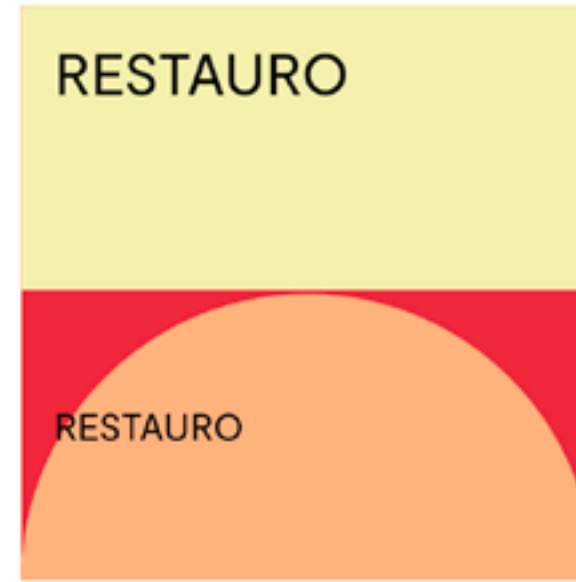
Comunicaz...



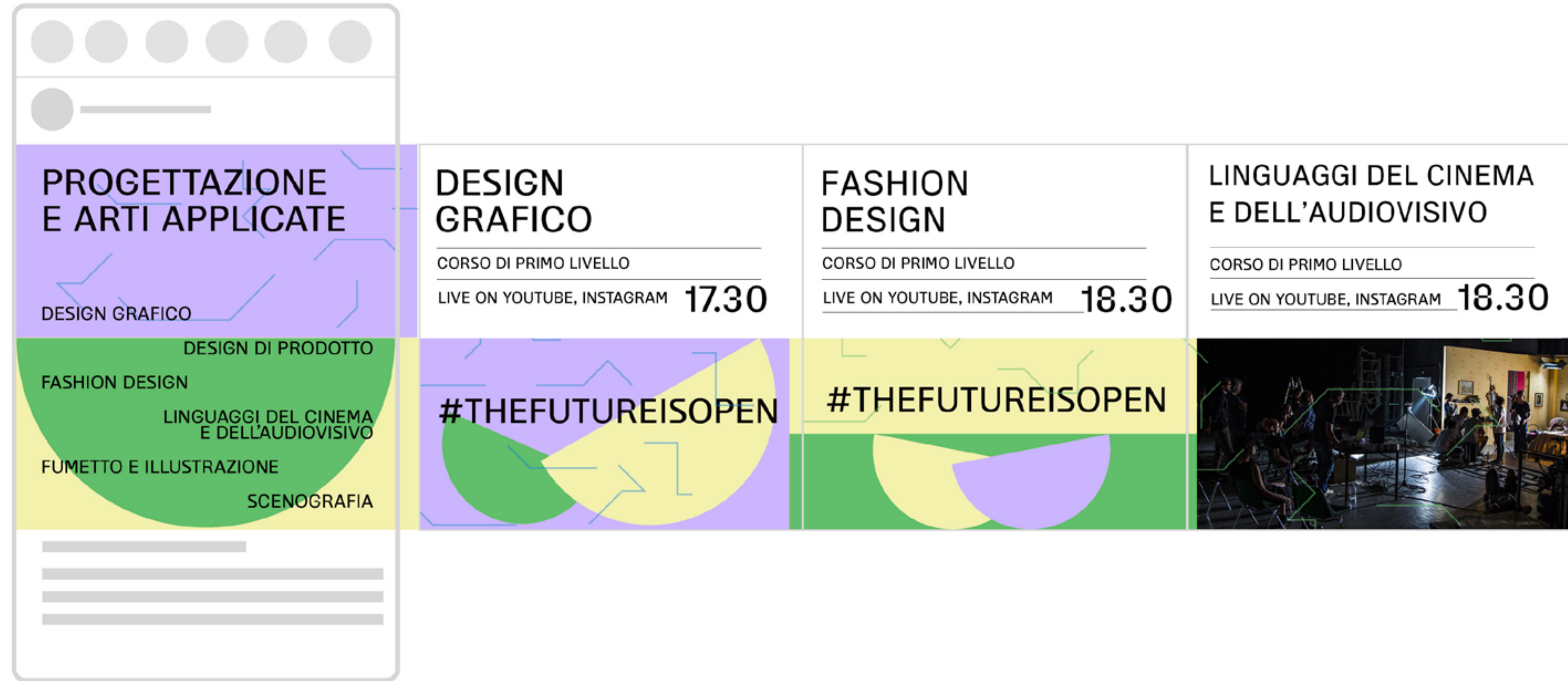
Arti Visive



Arti applicate



Social



Proposta 3

(Da sviluppare in caso di scelta)

Layout


THE FUTURE
IS
CLOSED

THE FUTURE
IS
OPEN

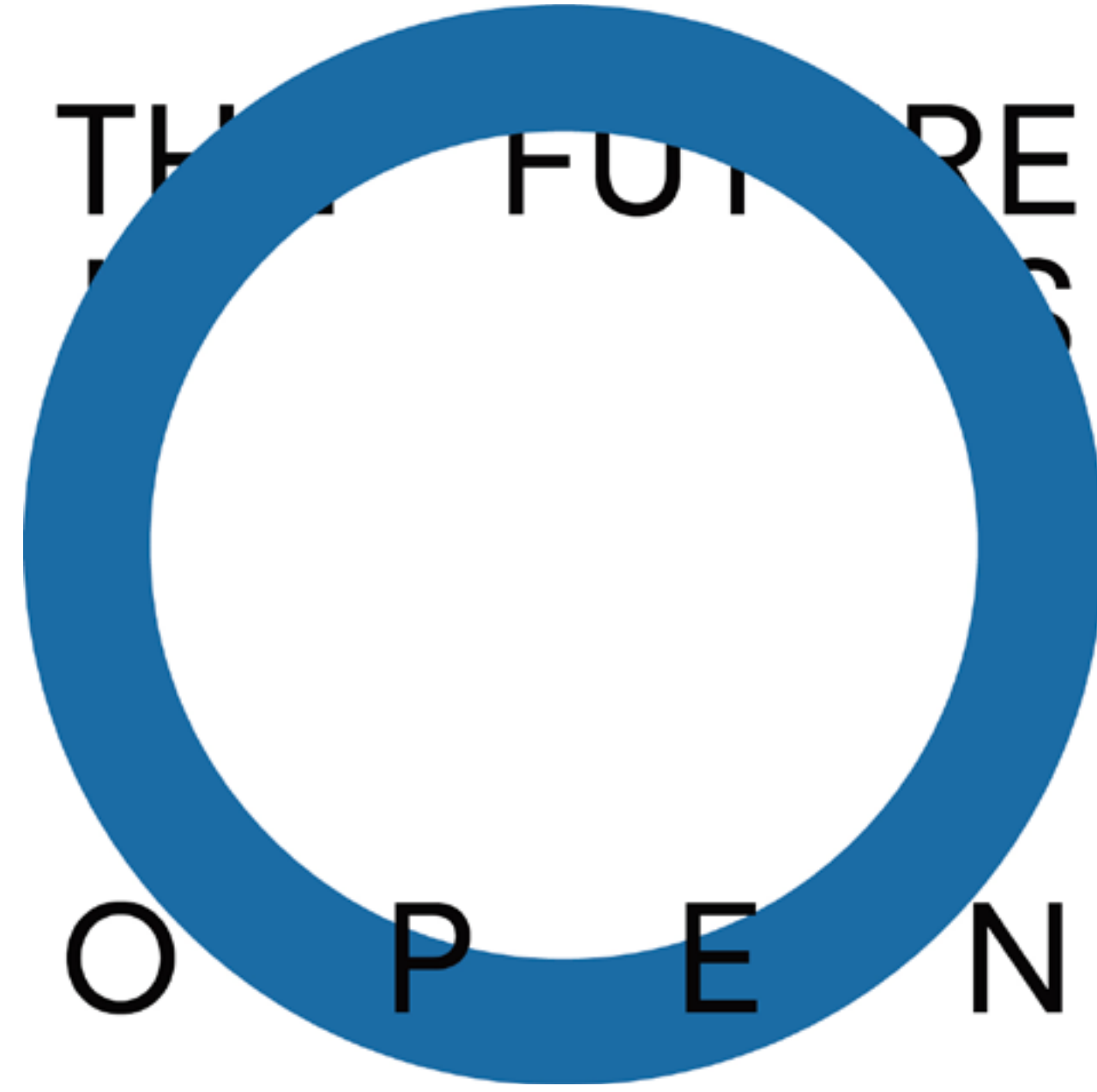
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Layout

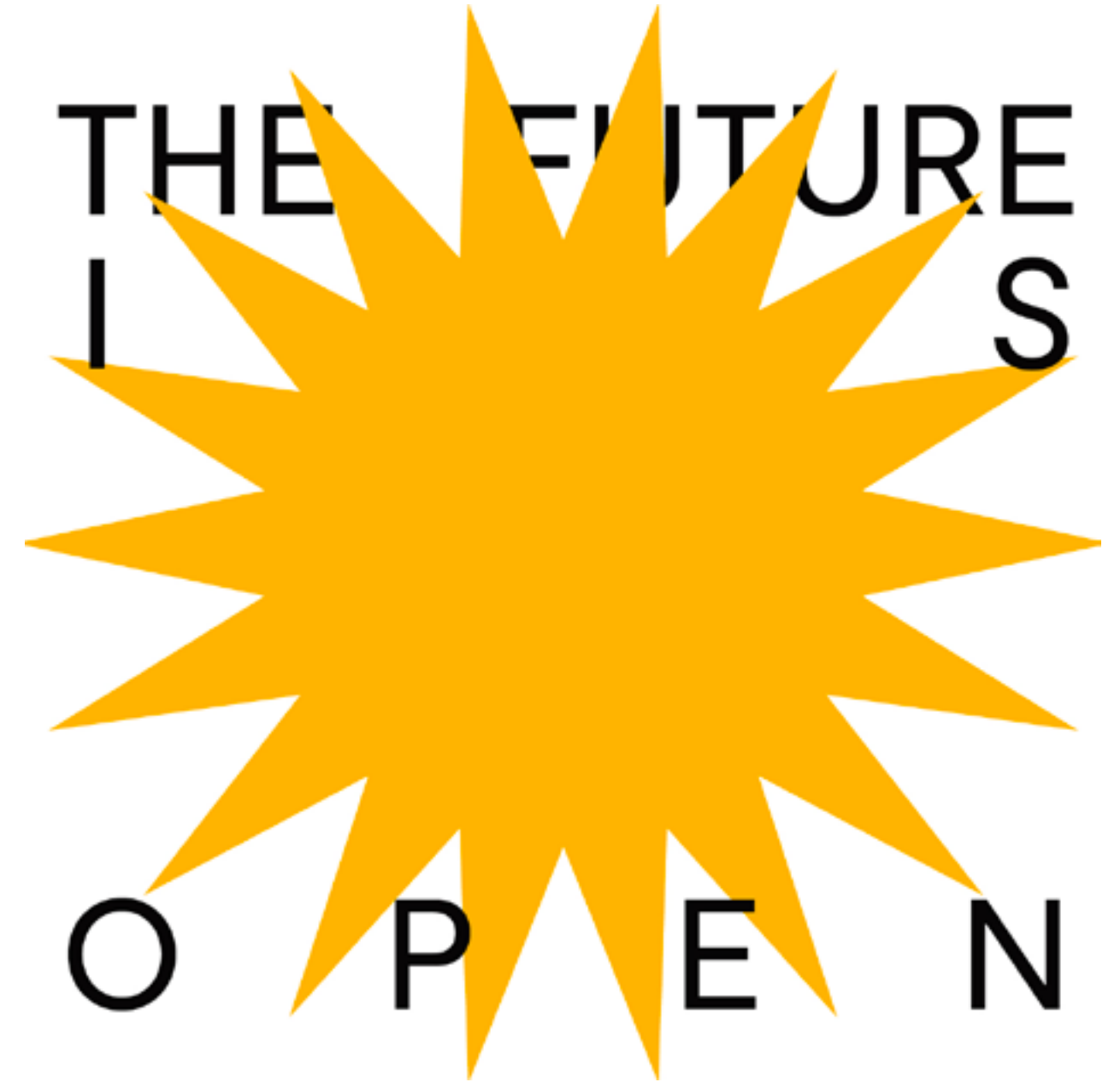
THE FUTURE
IS
OPEN

A large, solid yellow speech bubble with a tail pointing towards the bottom right, positioned in front of the text.

THE FUTURE
IS
OPEN

A thick, solid blue circular ring positioned in front of the text.

THE FUTURE
IS
OPEN

A large, solid yellow starburst or sunburst shape with many sharp points, positioned in front of the text.

Grazie