



## Varese Design Week

### The logo and coordinated image designed by the studio of the architect and designer Giorgio Caporaso

The core concepts we started from in order to create the logo were: **grid, faceting and colours.**

**The grid** which composes the element made up of lines connected to each other metaphorically represents the synapses, the points of contact, the connection of the nervous system's neural networks and hence a connection of relations and experiences interlaced with each other. A tool of a particular sensibility and experience of the personal thinking and of the creation of the designer's idea, of the formulation of his approach and project resolution. The grid is also a metaphor for the computer network, the web, the digital network which is now unrenounceable when searching for information. Digital is indispensable for working and operating in a global discipline like design (web network, emails, design software, social, communication, sharing) but a grid is also an object with a proper manifest "physicality", accentuated by the projection of its shadow which highlights its tridimensionality, thus emphasizing that design must continue dealing with our primary need, that is production and use of physical, material, functional objects.

**The facets** which paint the different areas with different colours represent, still metaphorically, the many disciplines which come into play, increasing the design complexity and multidisciplinary. Complexity and systematicity constitute design's approach to every new project.

Going a little against the tide, we have chosen to realize a "very coloured" logo. **The colours** have been used for representing sensations since design addresses the senses. These colours also mean to express joy, dynamism, enthusiasm towards growth, optimism for overcoming the new challenges and complexities the future will present us with, acknowledging the importance of increasingly involving designers and architects with their systemic projectual approach, facing them together with the other disciplines which will sit at the table where future decisions will be taken.

The fundamental logo design parameters have been respected: capacity of representing in few elements the expressed concepts, clarity, complete form, recognisability, effectiveness, scalability, reproducibility, versatility, durability. Also the use of one only font for the text has followed the same parameters.

The diamond-like cut means to suggest that we possess a most precious and beautiful element, which we "use" in every moment of our life: our planet. A planet which, just like the graphic

**Ufficio stampa:** SETTELUCI - Manuelita Maggio – [maggio@setteluci.net](mailto:maggio@setteluci.net) - mobile: 338 41 32 673



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Sede Operativa: Via Cavour, 44 - 21100 Varese - [info@varesedesignweek-va.it](mailto:info@varesedesignweek-va.it) - [varesedesignweek-va.it](http://varesedesignweek-va.it)

element of the logo, is in a precarious balance and needs our ability and effort in order to increase its balance, towards sustainable growth and development.

Following the logo designing, Caporaso studio was asked to design the coordinated image of the event too.



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