

POLYTECHNIC OF TORINO  
FACULTY OF ARCHITECTURE 1  
Degree in Architecture  
**Honors theses**

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**Analysis and development of the corporate image of the trade fair "Salone del Gusto" Turin 2006**

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The concept "Corporate Image" denotes the image that companies, institutions and corporations portray as regards their role and activities via the aesthetic appeal of their literature, advertising, semiotic systems, product design and the particular style that characterises their range of services.

The formal aspects of corporate image are closely connected and tied to the formal aspects of content. That is, the image of a company becomes increasingly effective the stronger the correlation between the substance of the literature issued and its appearance. The successful duration over time and the effectiveness of a globally co-ordinated project depends upon the seriousness, commitment and the course of action adopted by the institution itself.

Corporate image consists primarily in the logo and the name of the company, along with the rules and guidelines for their use, whether they be for printed literature or advertising material.

The project was developed over the academic year 2003-2004 in the context of the Industrial Design course held by Professor Luigi Bistagnino at the Faculty of Architecture I. Students were involved in designing a corporate image for the gastronomic trade fair "Salone del Gusto", with emphasis placed on the analysis of the content and tools to be produced on the basis of the indications provided by the customer. At the end of the course, the final projects were collected, discussed and critiqued in order to draw useful cues for this thesis study.

Volume I contains those projects believed to be of greatest interest, presented on the basis of their positive and negative characteristics. Before the projects, however, discussion is given to introducing the event itself and what it represents, of the organising bodies, and of the projects tendered for the 2004 and 2006 editions. Further discussion is dedicated to presenting the corporate image of the 2002 Salone del Gusto, the starting point for the course work undertaken. The final section of Volume I looks at three project proposals: the first, the postcard project (implemented) called for the Slow Food fair held in Naples in November 2003, which previewed the content of the 2004 edition of the Salone del Gusto. The initiative for the project came from the unification and redrafting of two graphic symbols proposed by the students on the indications of the customer. There follow two corporate image project proposals, based on the selections made by the customer, including a number of works by the students. Their final drafting of the project was achieved in collaboration with the graphic studio of the architect Pier Vogliazzo.

Volume II delves directly into the process that resulted in the outlining of the project. A brief introduction focuses on the in-depth analysis of the guidelines provided by the customer which led to the setting out of a series of New Concepts, the framework within which the corporate image project could then be developed. The outline and definition of the logo then follows, namely, the graphic symbol of a company, characterised by a trademark, and distinguished by the colours and lettering chosen. A study is then outlined, analysing the graphic tools required (headed paper, folders, forms, manifesto, books, programmes, passes, etc.), the setting up of the trade fair, and promotional products. In conclusion, the final project for the corporate image of the 2006 Salone del Gusto is set forth, summarised here below in three tables outlining the printed literature for use, the set up of the event, and the promotional items.

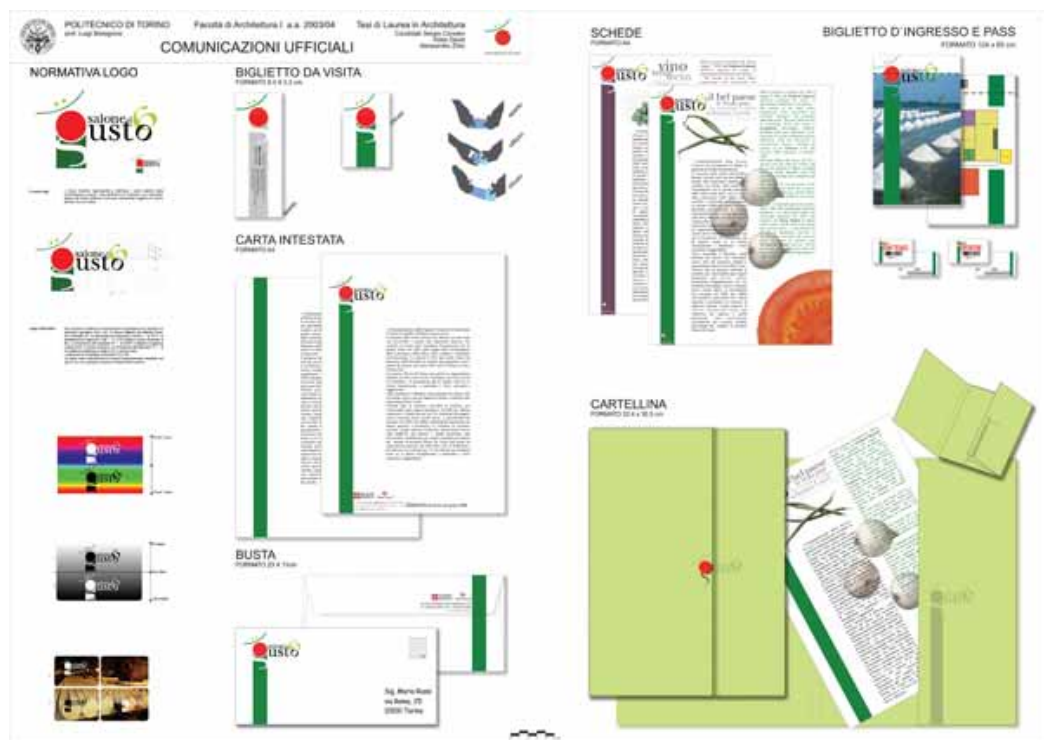


Fig. 1

The first table (see fig. 1) shows the printed literature proposed, characterised by clean-cut graphic lines, of clear and immediate effect. The objective is to provide information and transmit the content, the overriding philosophy, of the Salone del Gusto. The logo was made to resemble and incorporate the trademark (the wording "Salone del Gusto") in order to strengthen the image and render it more readily recognisable. In particular, the "g" in Gusto has been incorporated in the logo itself. This discreet and non-invasive approach represents the approach itself to "Gusto", to flavour and fine taste.

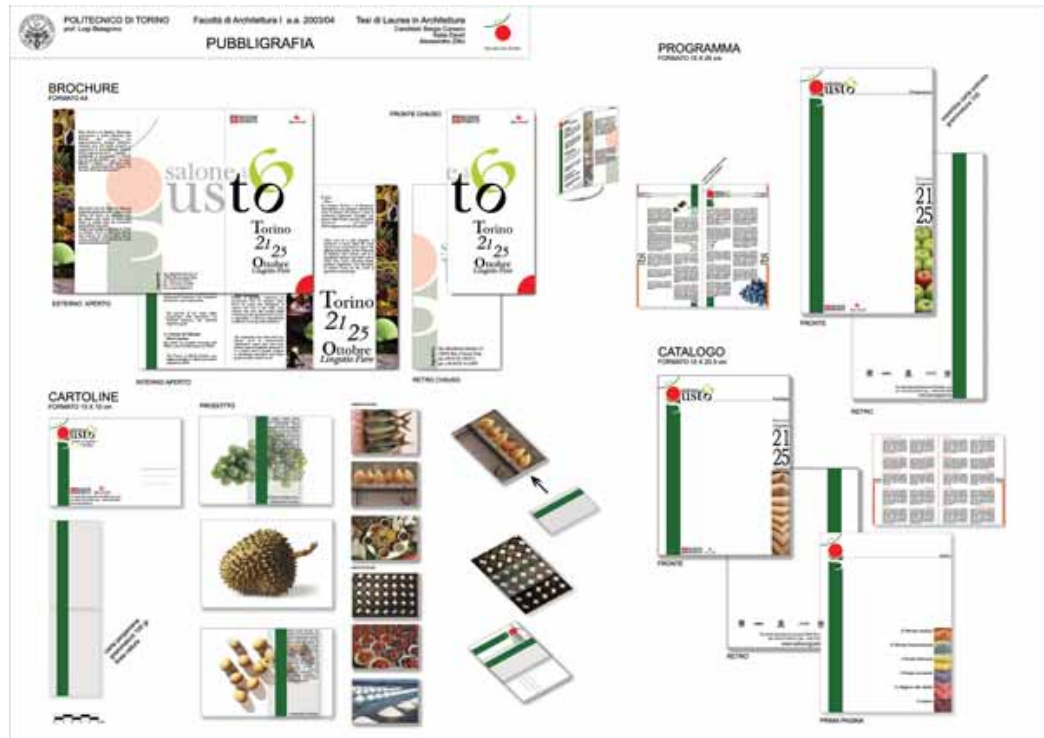


Fig. 2

A similar approach was taken to the set up of the fair (see fig. 2). The set up seeks to spark curiosity, inform and accompany visitors throughout the fair in an effort to encourage their positive involvement. The "Salone del Gusto" trademark is given maximum exposure, and visitors upon entering the premises are subsequently led along a "g"-shaped path into the very heart of the event.

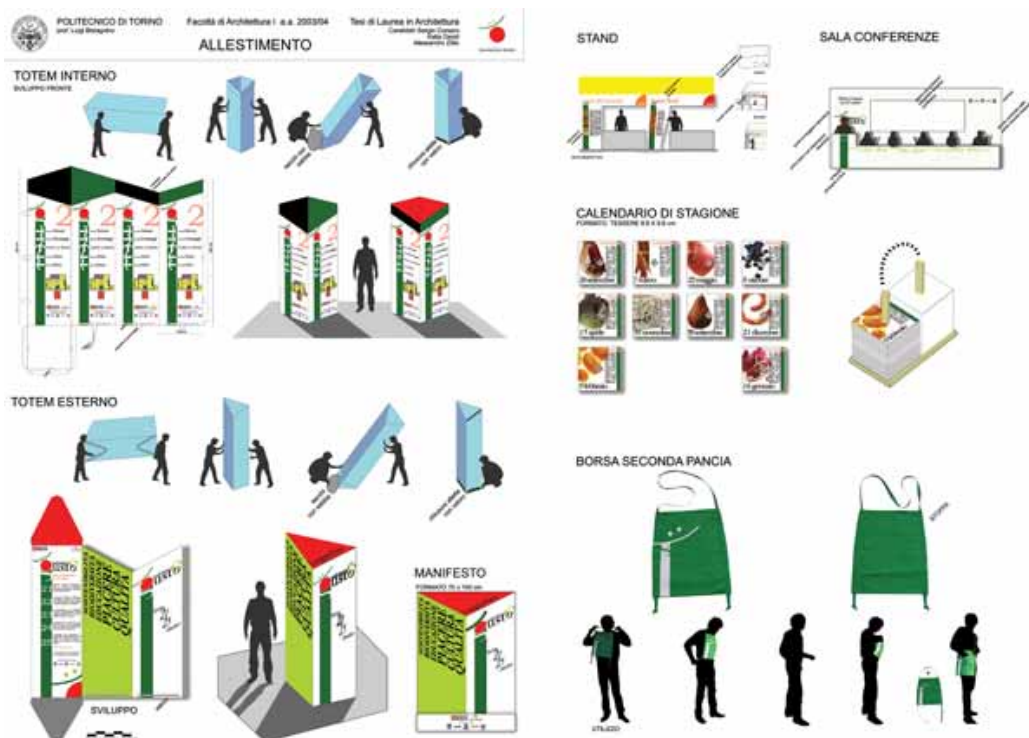


Fig. 3

A more playful and vivacious approach has been taken with regard to the promotional items (fig. 3). The “second tummy” bag represents a container for products of quality. As visitors stroll along the paths of fine taste, they fill their "second tummies" until finally arriving at the exit with "tummies full" of excellent products to taste and make known. The calendar, on the other hand, introduces various foods on the basis of their seasonality, offering a range of traditional and non-traditional recipes for visitors to enjoy.

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