

**First-class worlds, trade marks and architectures of image**

by Giusi Giannino and Marco Schiavone

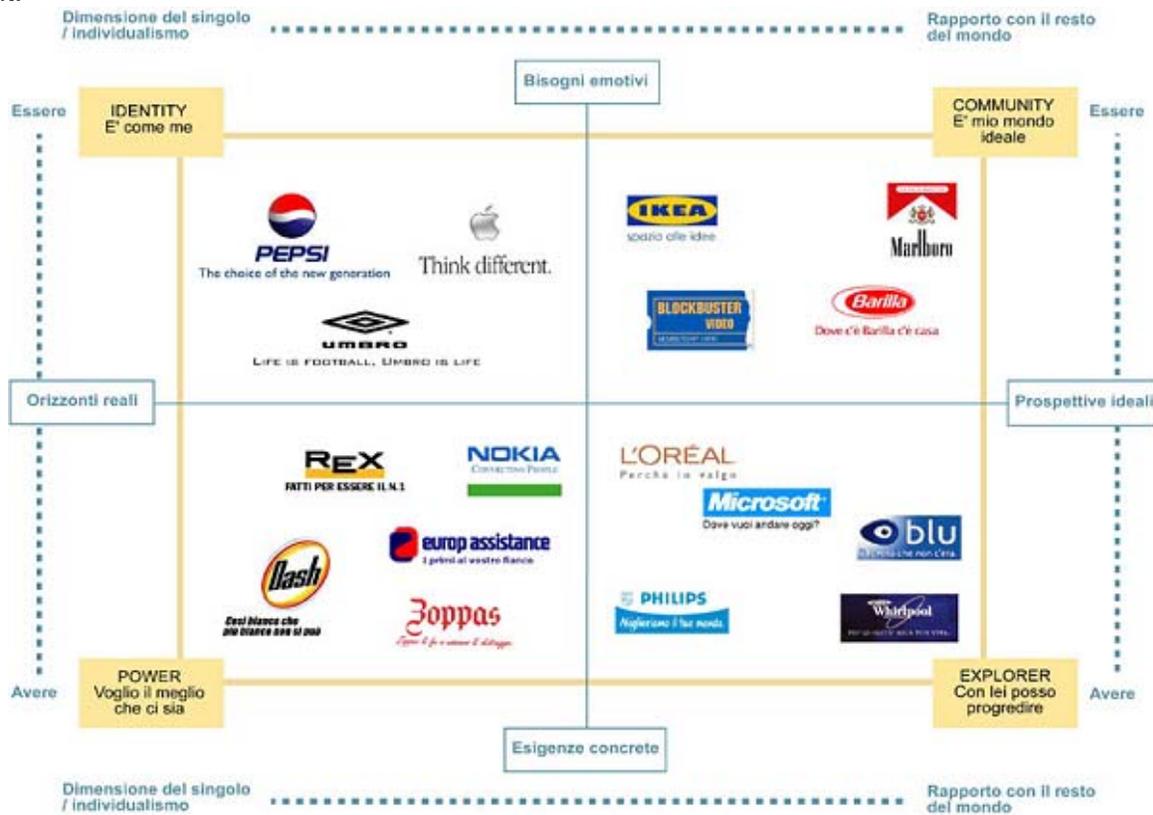
Tutor: Alfredo Ronchetta

Co-tutor: Federico Bollarino

Which role does architecture play, nowadays that everything is communication?

Although the range of media available today makes easier to create worlds without building anything (and Internet helps this process), architecture remains a fundamental element.

Moreover, the architectural approach could become even more important in order to consider the “construction of a reality” as one process, where it’s possible to use indistinctly physical and virtual elements as bricks. To do that, you should be deeply connected to the WHOLE process of communication and draw your inspiring lines from it.

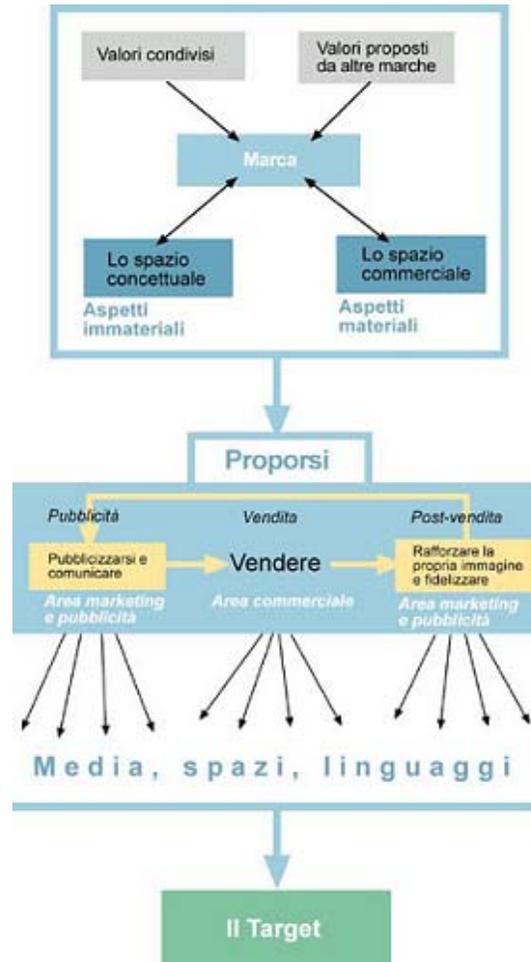


examples of trade marks, model by BGS D'arcy

We believe that an architect should know thoroughly actual means and processes of communication and that, once he has mastered their mechanisms, he'll be able to cast his opinion also in spheres, which apparently are far from his competences.

Architecture is probably less and less referred to materials and construction of “concrete” spaces and buildings, but it gets more related to communication and planning of symbolic spaces, of meanings. And it doesn’t matter if this process is ending up in a physically real object or in a virtual one.

In our thesis we want to analyse some relations between architecture and communications and we’d like to do that in the light of the communication of modern trade marks.

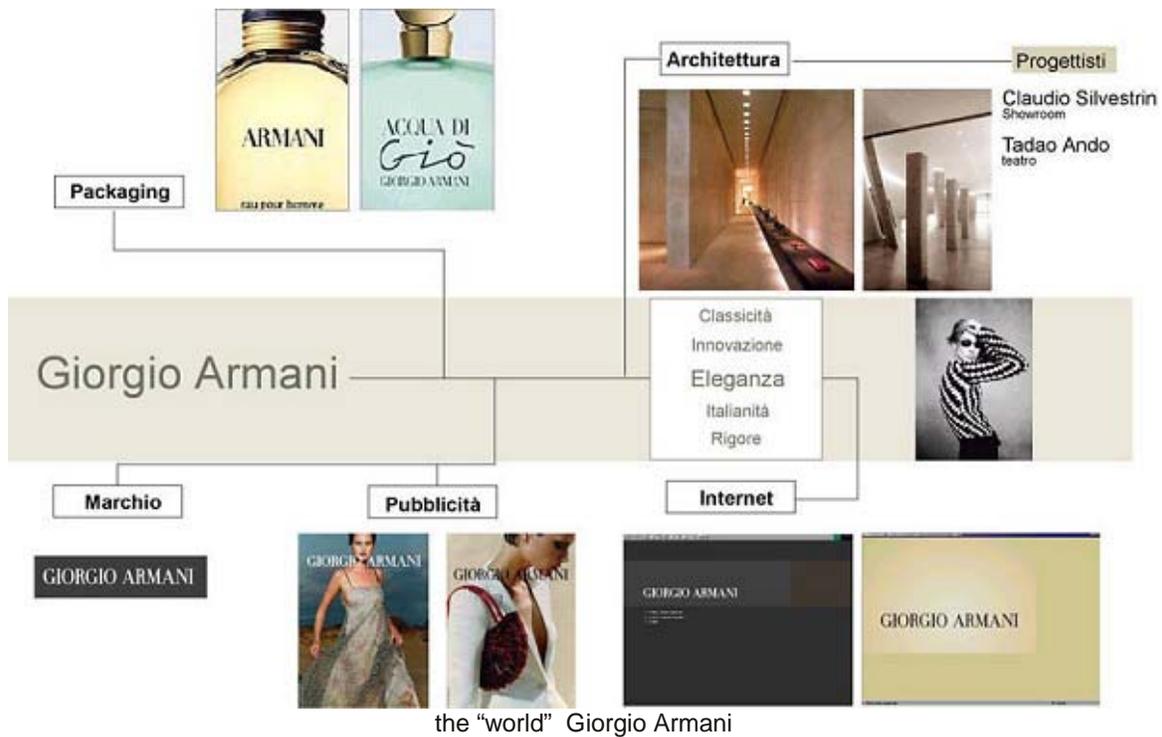


communication of modern trade marks

Moving from the level of the meanings-wanna-be-expressed, we are going to use an architectural approach and test how to “build” a first-class world without distinguishing its physical components from its virtual ones.

To achieve this aim we develop, first, a theory cal section, subdivided in 5 parts:

- historical *excursus* about modern trade marks, paying particular attention to present examples;
- theory cal *excursus* about the main features of a trade mark;
- considerations on language and simulated ambient;
- marking out a method to plan a first-quality world;
- reading and analysis of a complex and coherent first-class world: the world by Giorgio Armani.



In the second section we analyse three tour operators: Cts, Karambola and Nouvelle Frontieres; starting from what we've studied in the first part, we re-plan the image and the communication in different spheres and, in the end, we move forward with new proposals, only for Nouvelle Frontieres.

For further information:

Giusi Manuela Giannino, e-mail: [giusi.m@iol.it](mailto:giusi.m@iol.it)

Marco Schiavone, e-mail: [xluve@hotmail.com](mailto:xluve@hotmail.com)