TVSPNT25

Strategia di comunicazione visiva per il festival Tvspenta dal vivo 2025

ECÒL

Luglio 2025

TVSPNT25

Concept

Strategia

Colori

Phont

Decorazione

Banner Palco

Ispirazioni future

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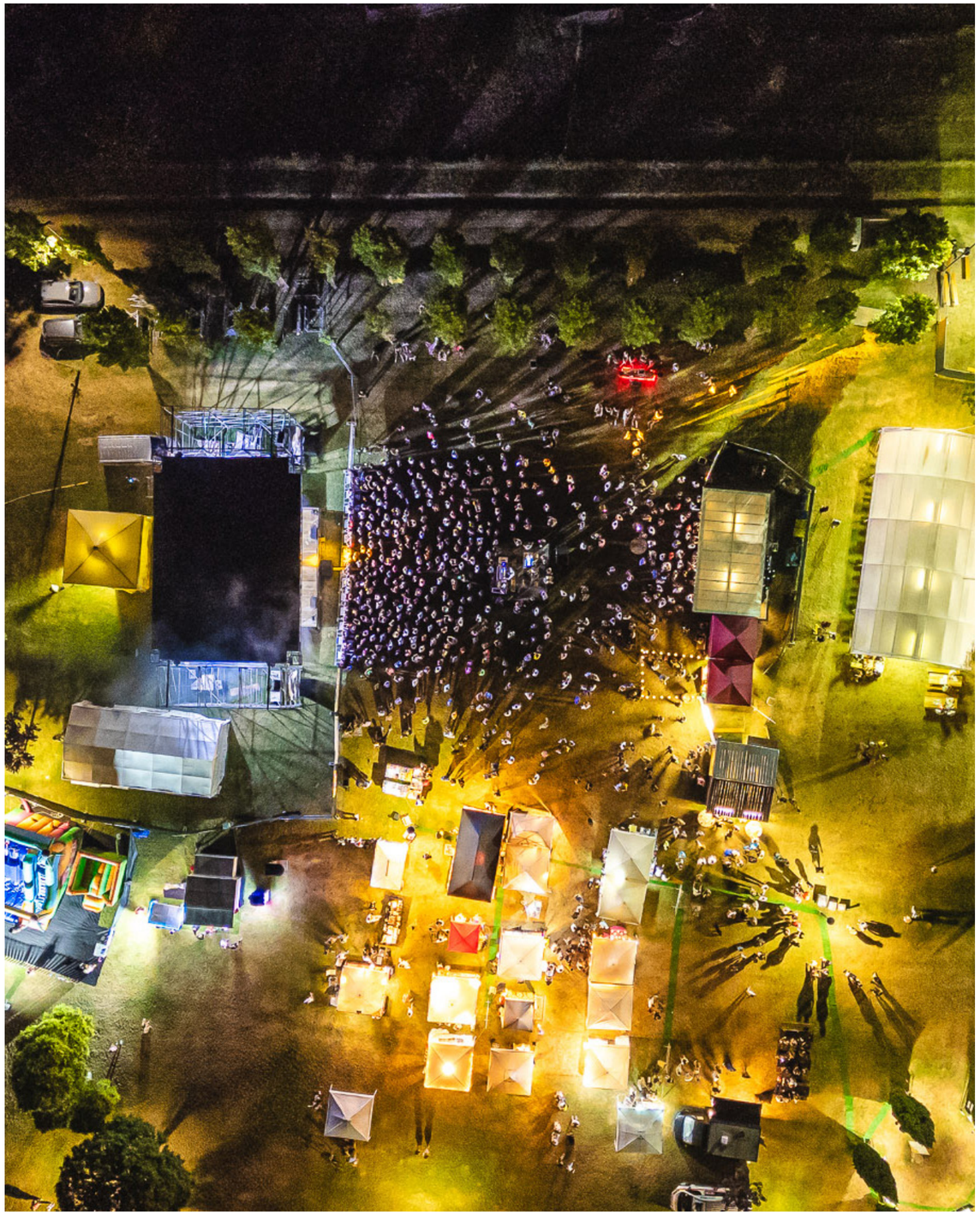
Architetto Emanuele Barili
Architetta Olivia Gori

IL FESTIVAL



Concept

Il cerchio

Il parco dell’acqua a Rapolano Terme si presenta, da una primissima lettura, come un luogo di sintesi tra storia, natura, arte e cultura.

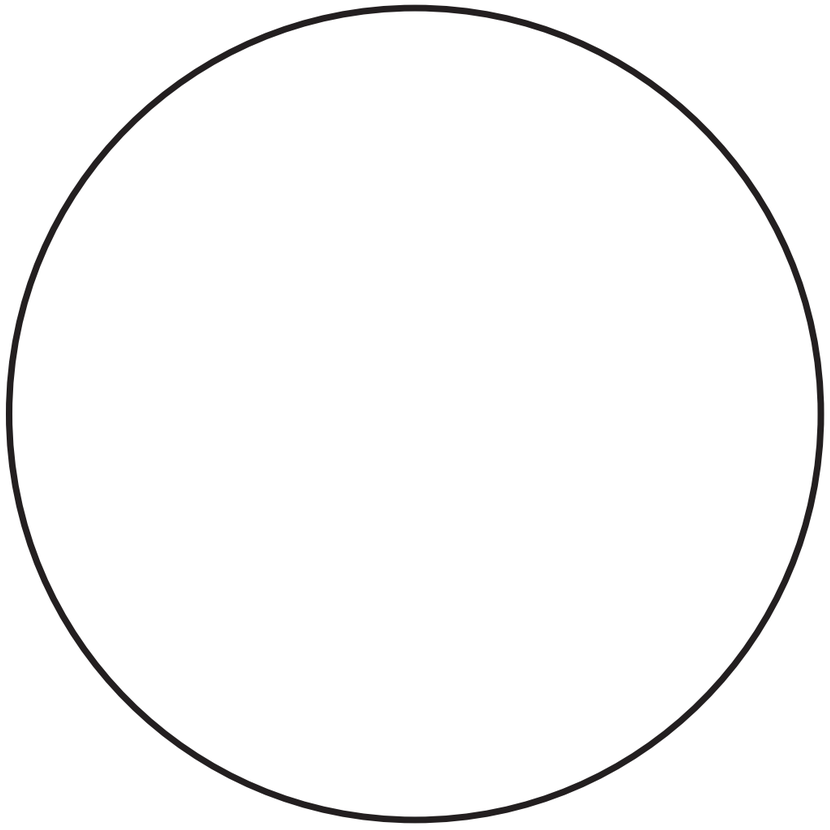
Un sito in cui reperti risalenti al Paleolitico medio convivono con festival contemporanei di musica dal vivo, sculture in travertino e vecchie cave trasformate in laghi.

Nella breve ricerca effettuata leggiamo anche di una sorgente circolare risalente ad epoca etrusca, la cui acqua è stata sfruttata per lungo tempo, grazie alle sue proprietà benefiche.

Si chiarisce forse così la prima intuizione progettuale di voler utilizzare il cerchio.

In qualche modo questa figura si presenta sotto varie forme all’interno del parco, dalle sue origini, al logo che oggi caratterizza il festival.

Il cerchio è il segno grafico più comune dall’antichità, utilizzato per esprimere relazioni divine, questa forma geometrica si ritrova universalmente in natura, come in architettura. Dalla forma della terra, dei pianeti e della luna, ai pozzi sacri, le piante dei battisteri, alle cupole delle chiese.



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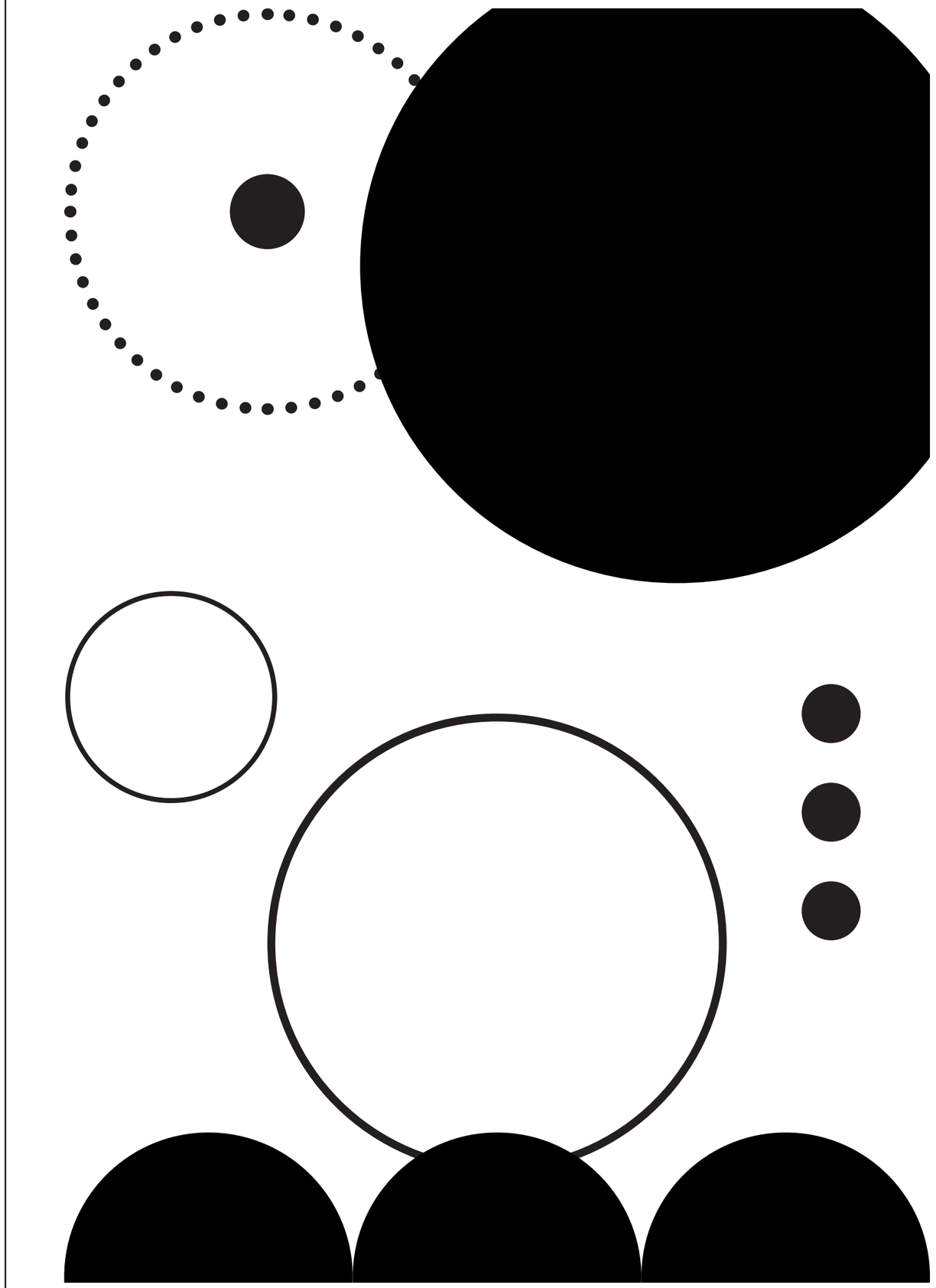
Strategia

IL cerchio come simbolo universale



Colori

La scelta dei colori da utilizzare per l'identità grafica segue le indicazioni già esistenti nel logo e nel sito del festival.

I colori bianco, nero e magenta vengono selezionati come pallette unificante dei decori che andranno a caratterizzare gli arredi e gli stand già esistenti.

#79baa8

#fff4eb

#ea9a57

#fe4805

#8f1913

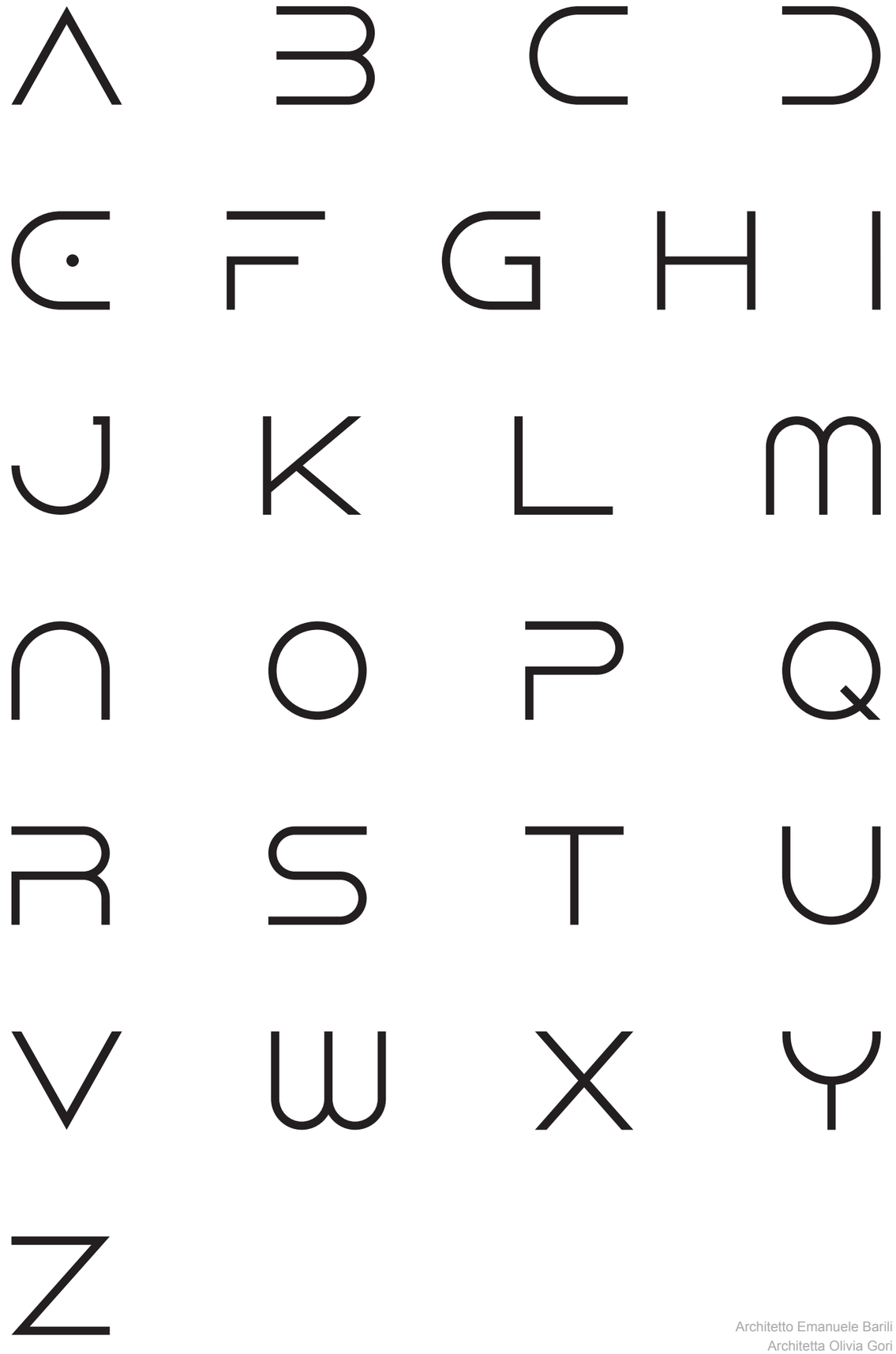
#560b03

Font utilizzato

Il font utilizzato in abbinazione alle decorazioni proposte è

DUNE RISE

Il font è stato scelto sempre in linea con il logo del festival che suggerisce un'atmosfera lunare.



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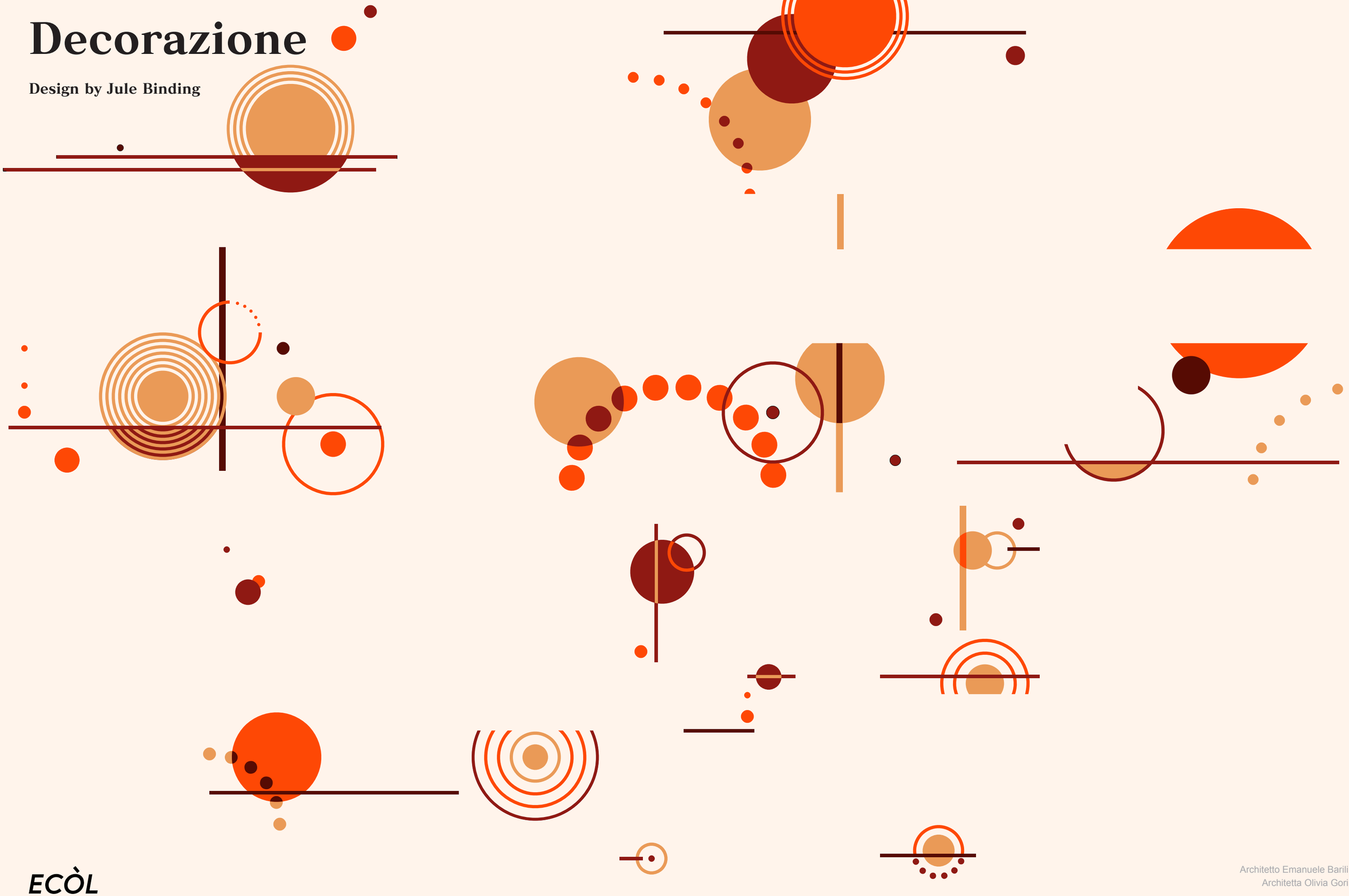
Architetta Olivia Gori

Decorazione

Design by Jule Binding



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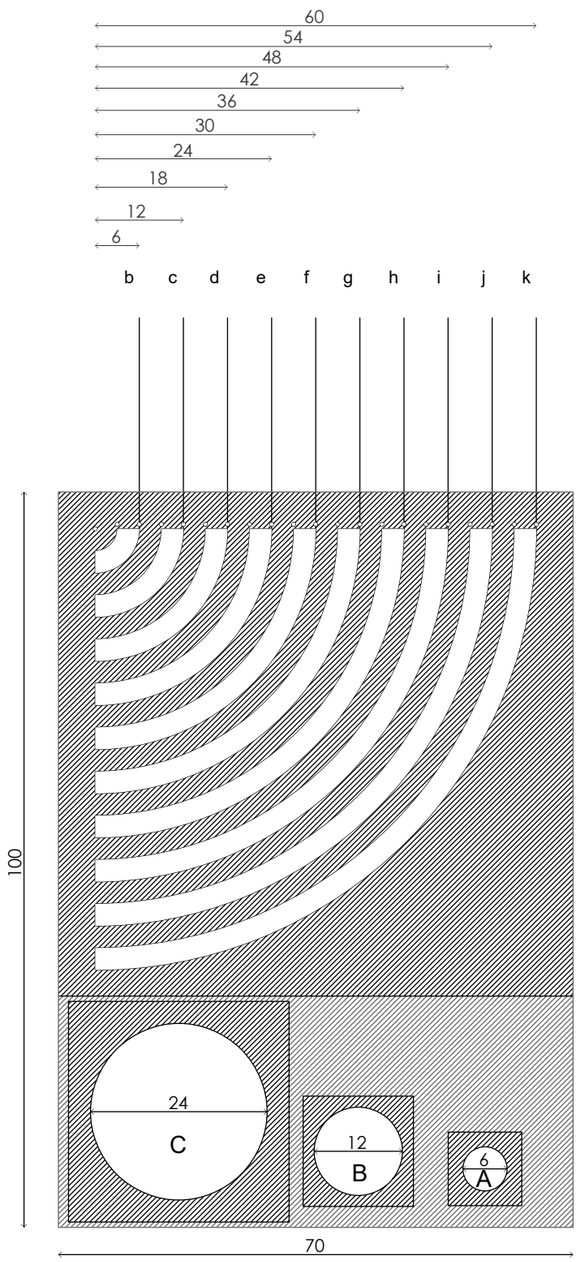
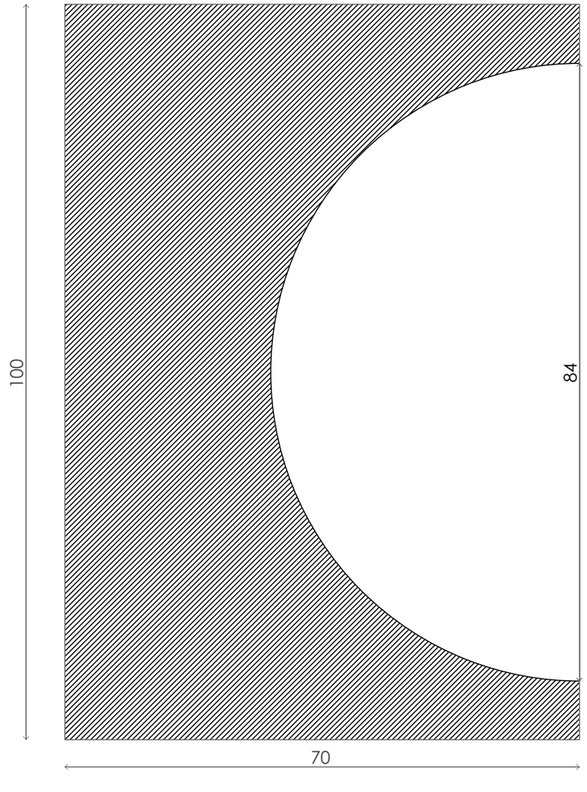
Strumenti



Dima 1



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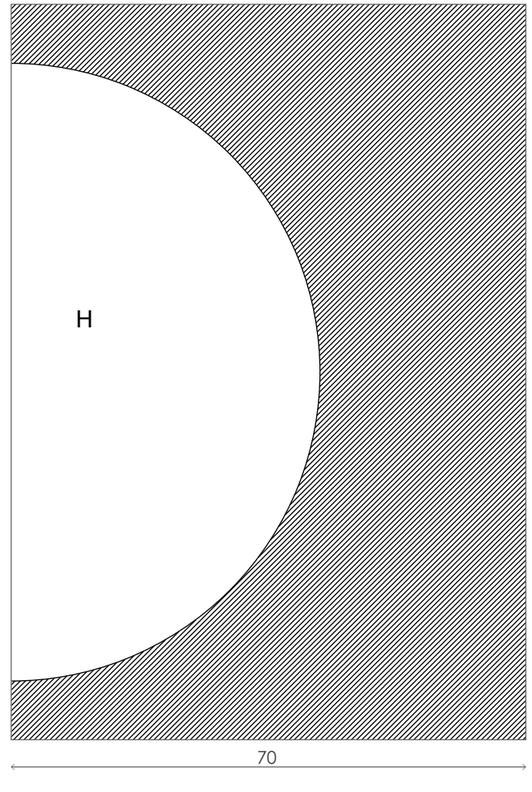
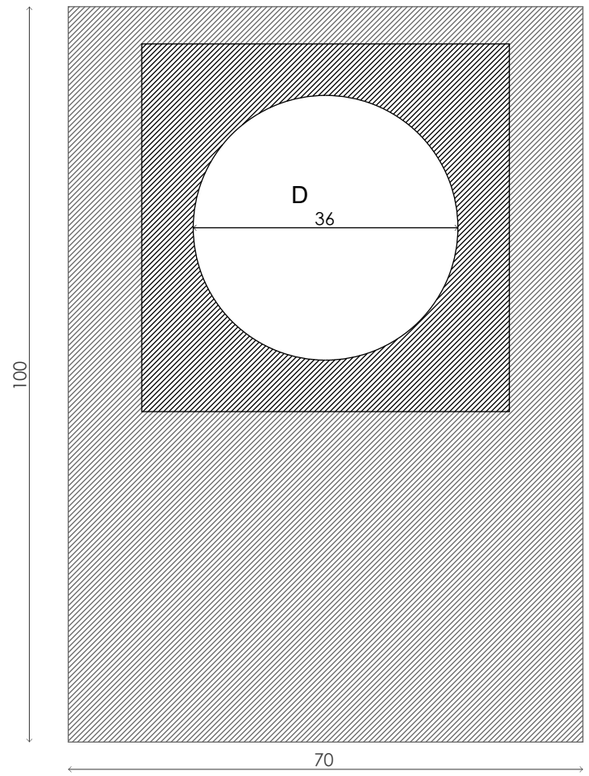


Dima 3



Dima 4

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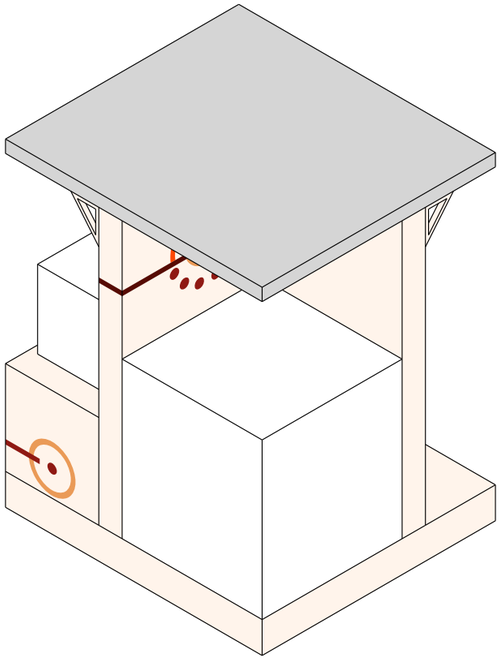
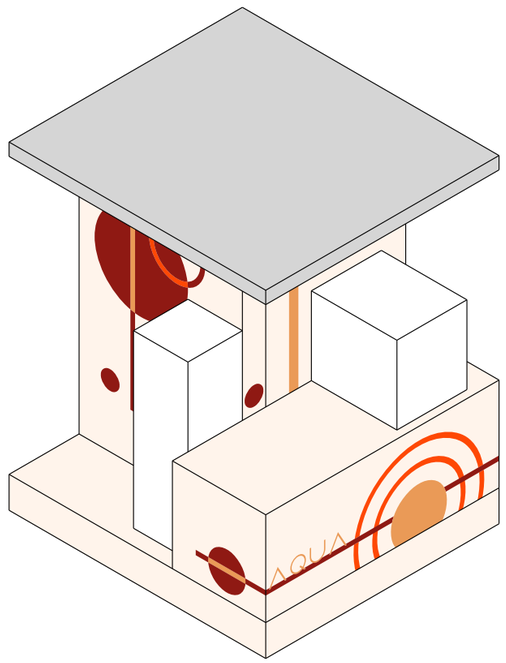
Distributore acqua





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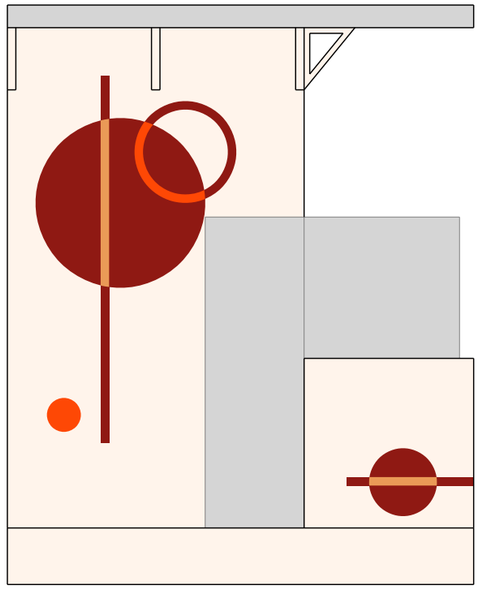
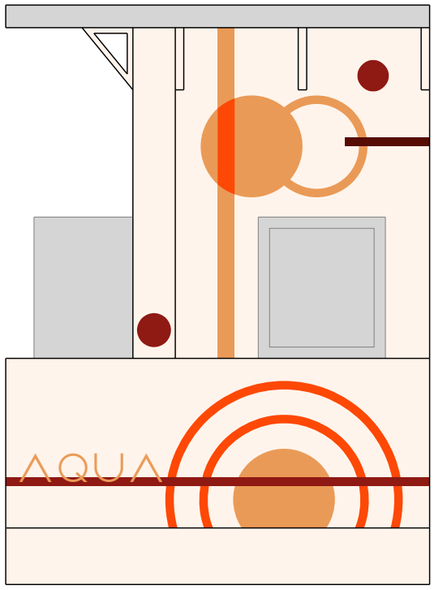
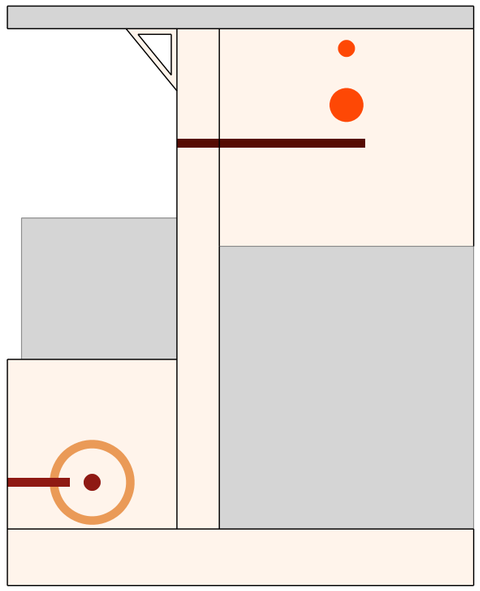
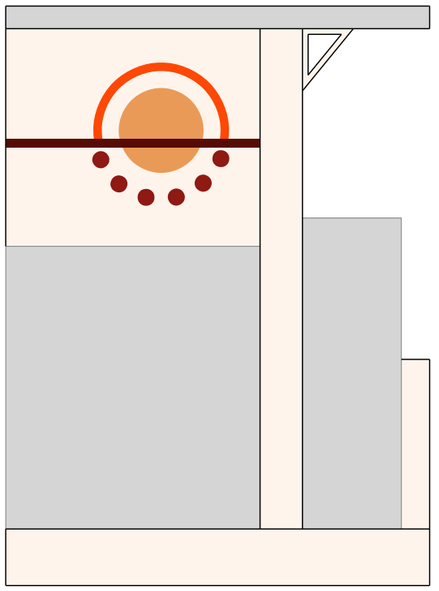
Quantità vernici (doppia mano e tutto stand come da disegni a seguire)

#fff4eb	24 m²
#ea9a57	1 m²
#fe4805	0,5 m²
#6f1913	1,3 m²
#560b03	0,15 m²









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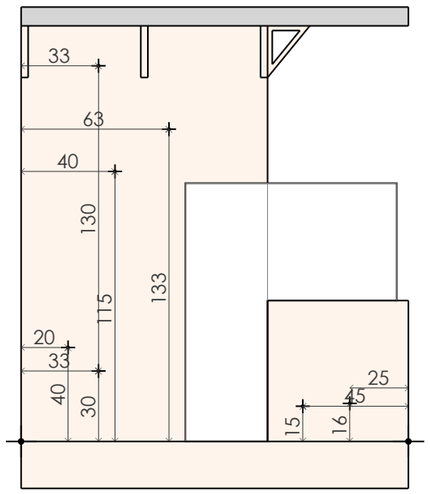
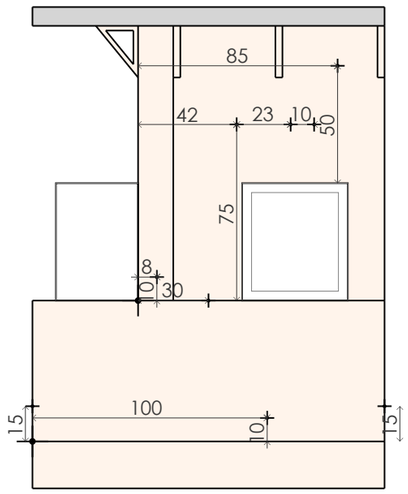
Architetta Olivia Gori

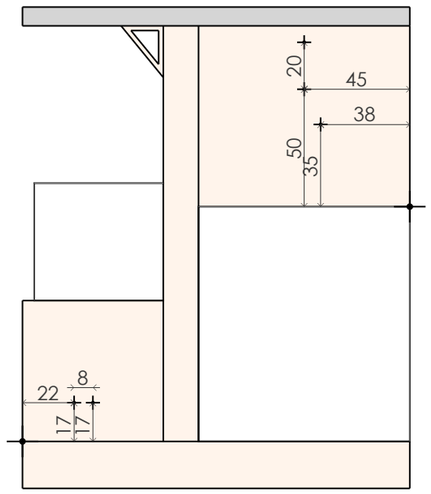
STEP 1: dipingere il fondo con il colore (in doppia mano)

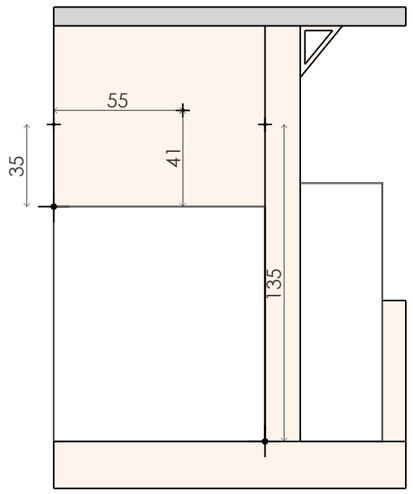
STEP 2: tracciamento dei punti sul fondo

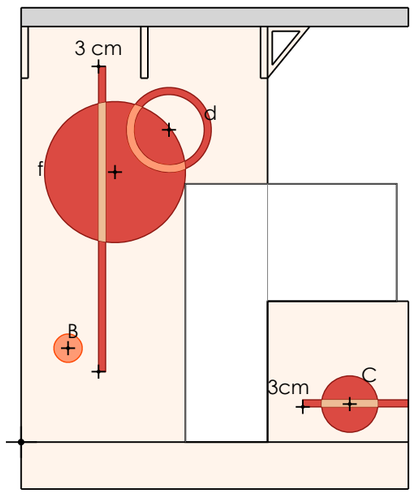
STEP 3: piazzamento dima e colorazione interna

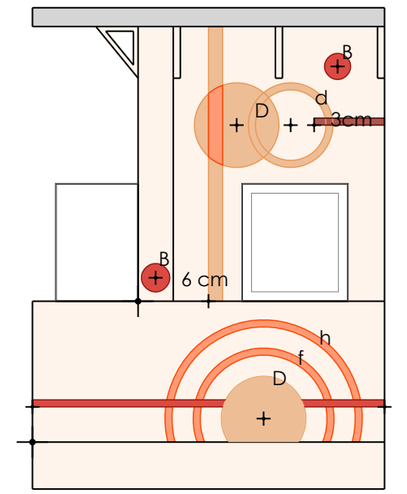


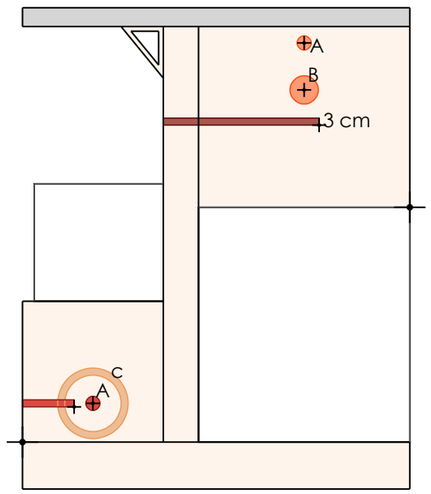


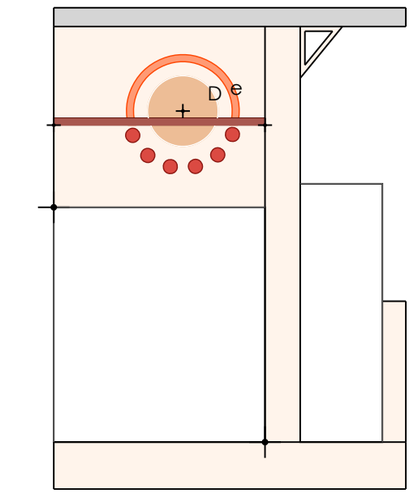












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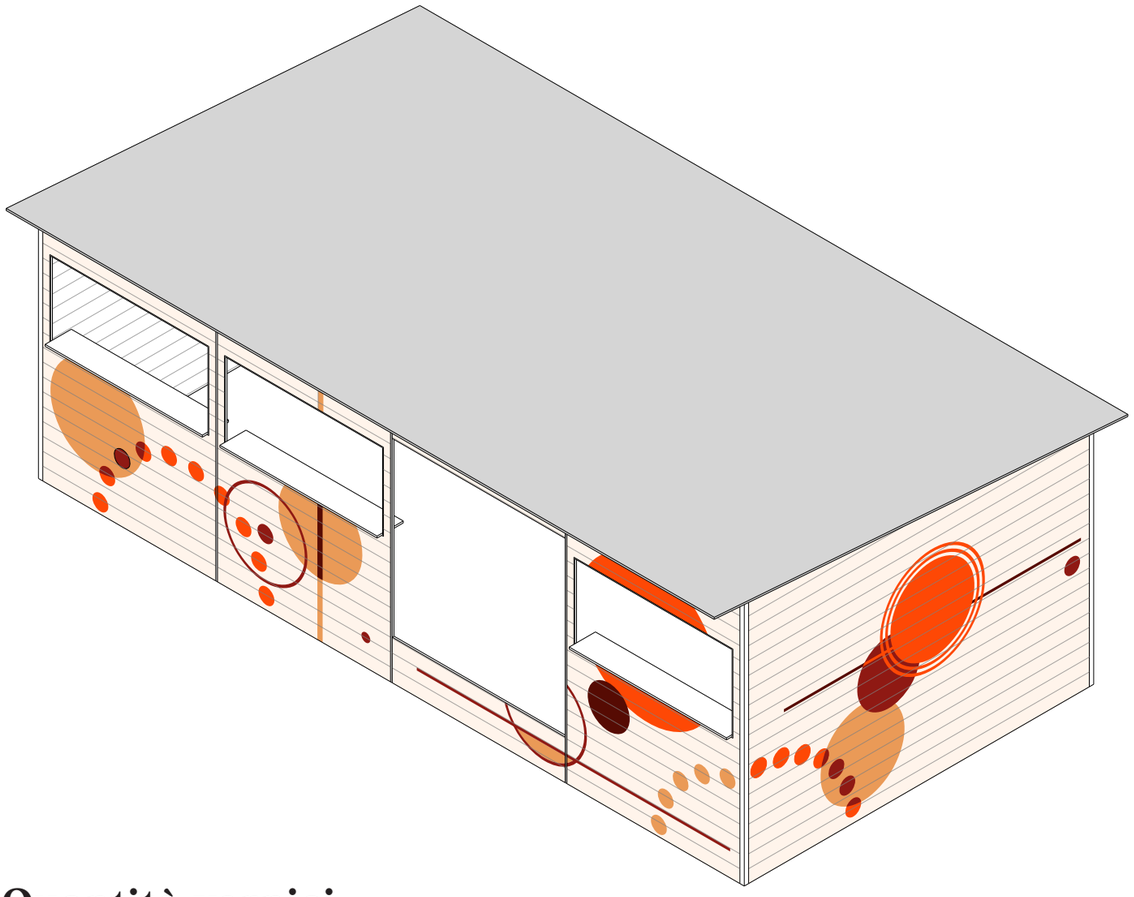
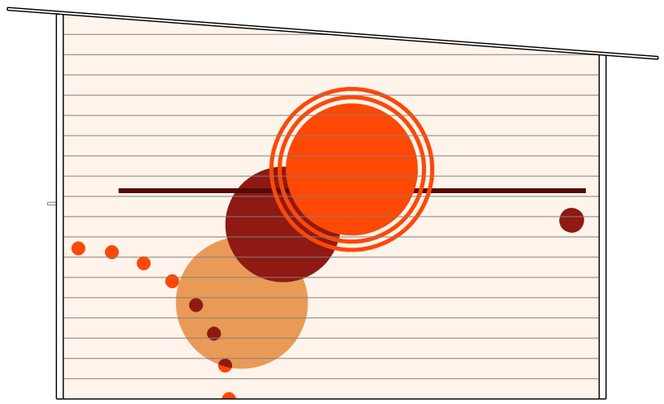
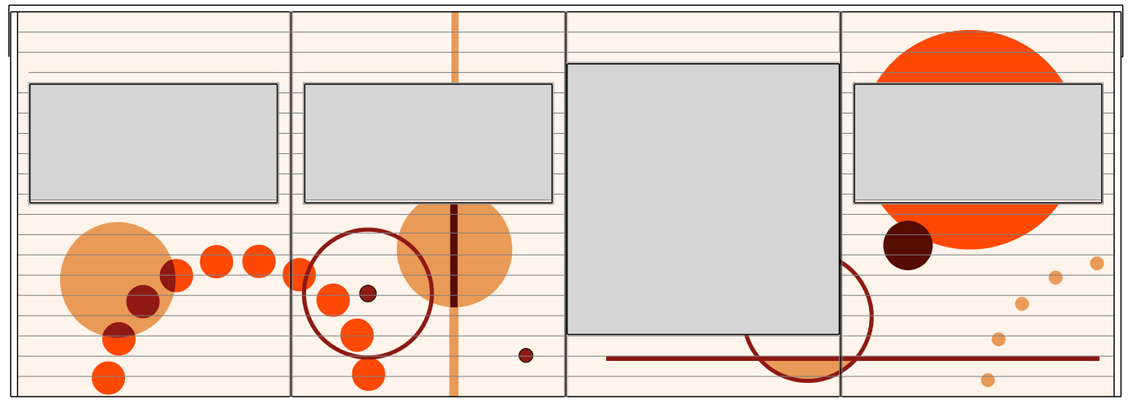
Bar







Quantità vernici

(doppia mano e tutto stand come da disegni a seguire)

#fff4eb — 70 m²

#ea9a57 — 4,5 m²

#8f1913 — 2 m²

4,5 m²

0,6 m²

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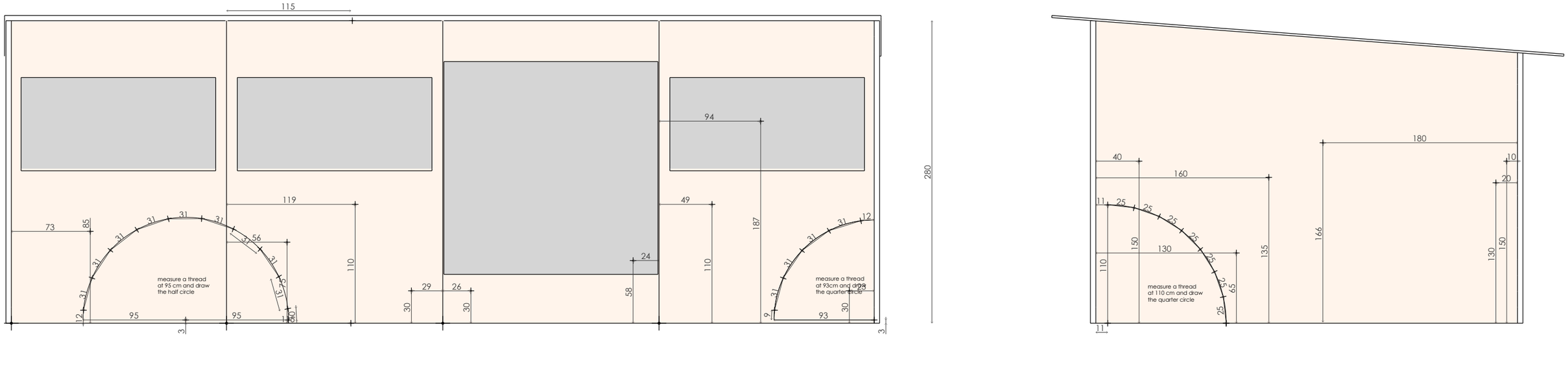
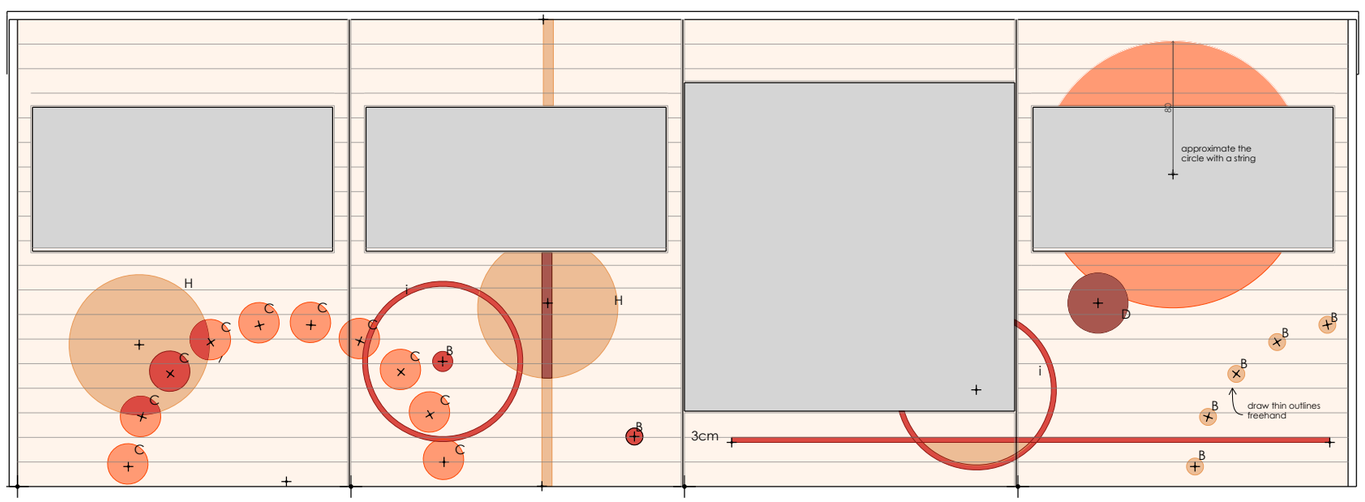
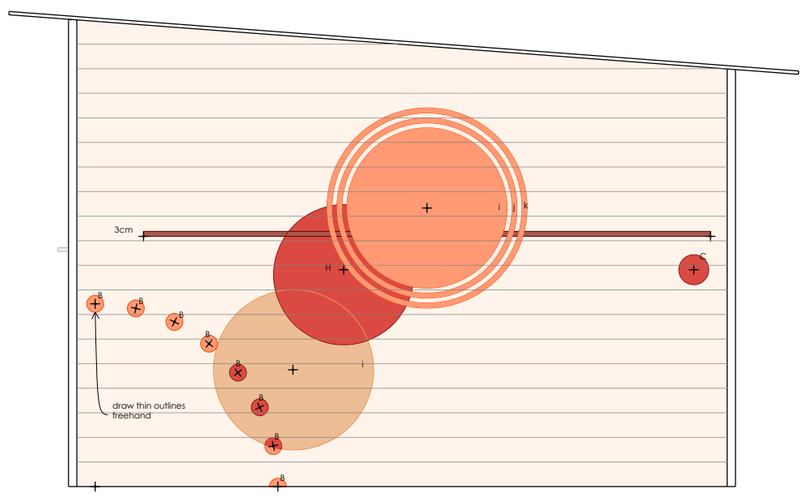
STEP 3: piazzamento dima e colorazione interna







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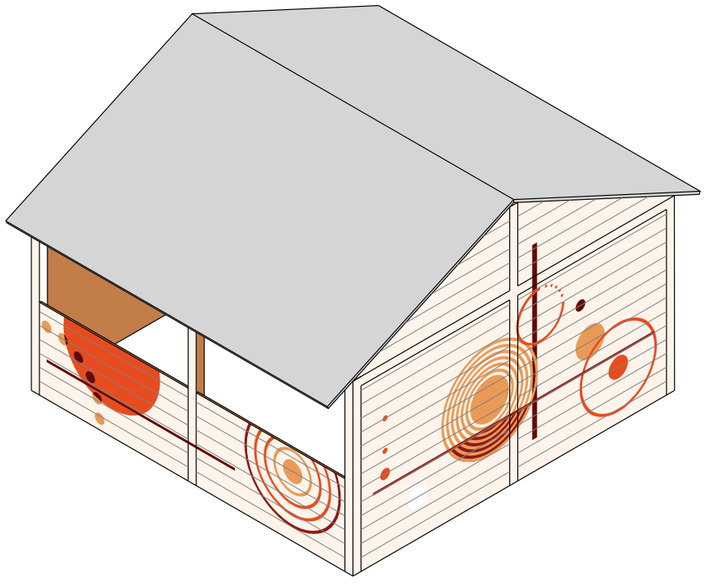
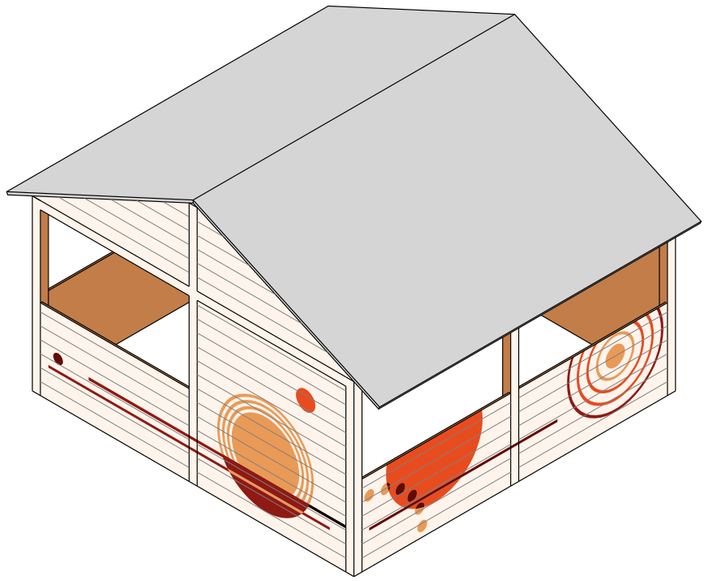
Cassa

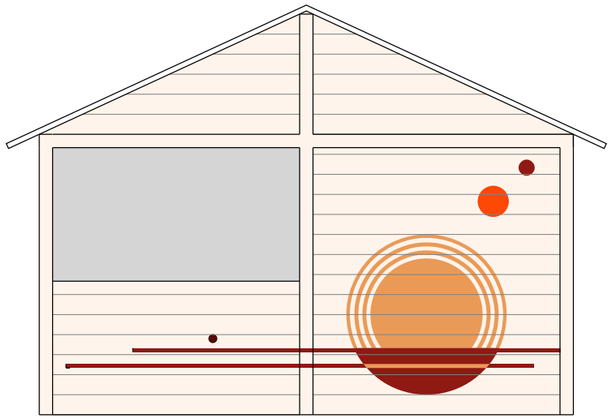


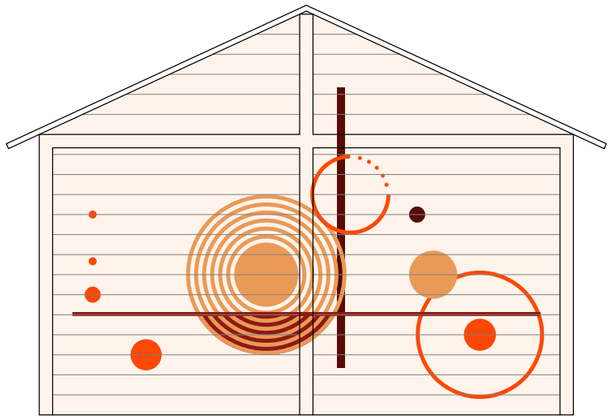


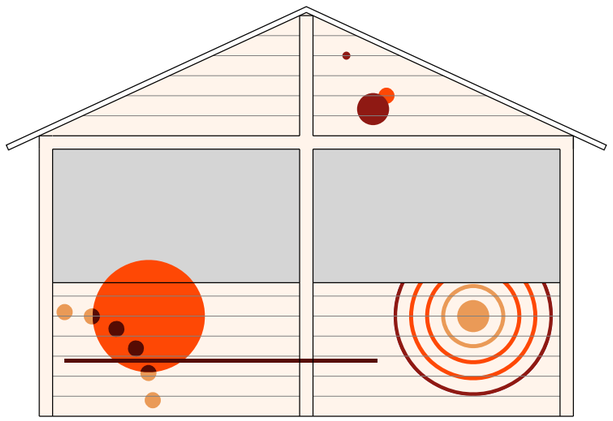
Quantità vernici

(doppia mano e tutto stand come da disegni a seguire)

#fff4eb	82 m²
#ea9a57	4 m²
#fe4805	4 m²
#8f1913	2,5 m²
	1 m²







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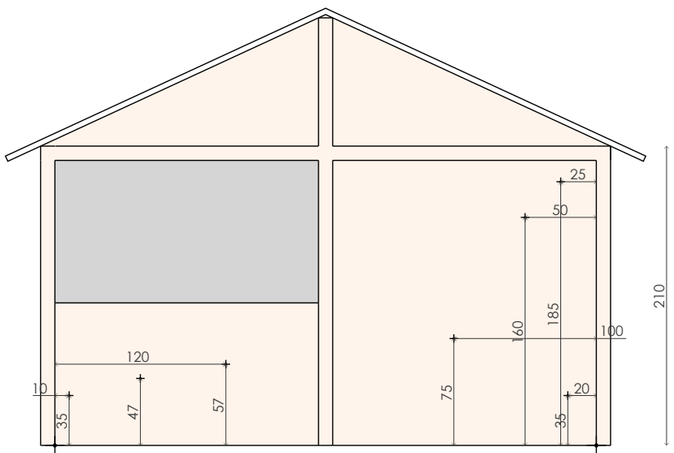

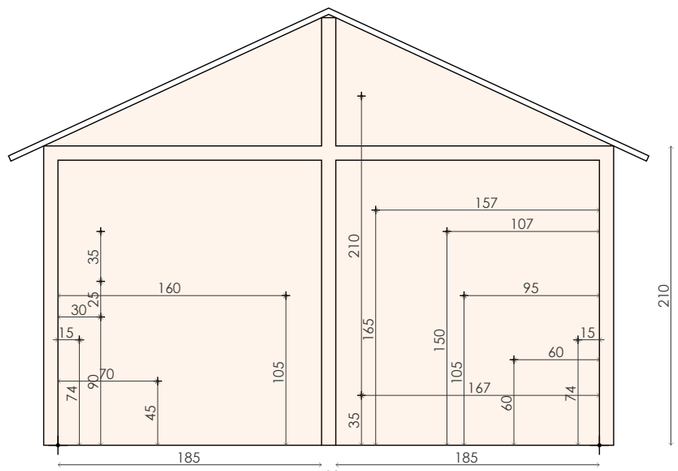

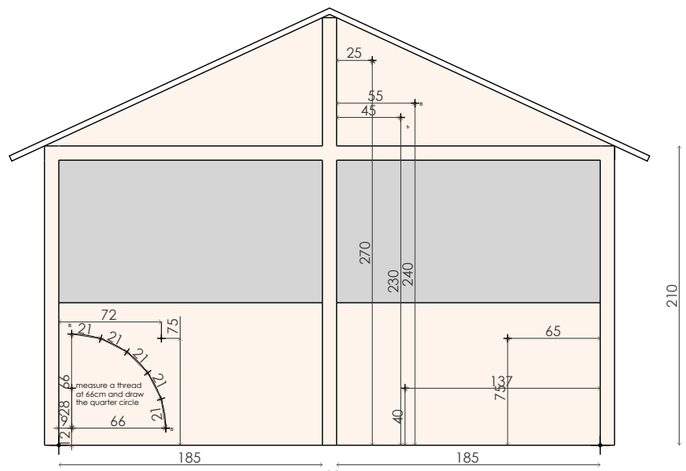

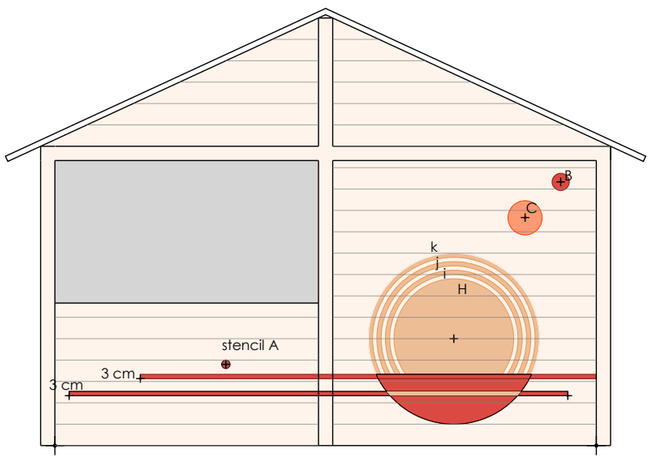

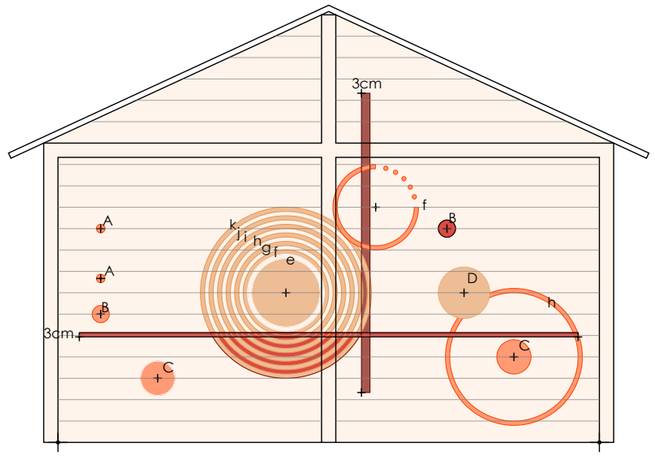

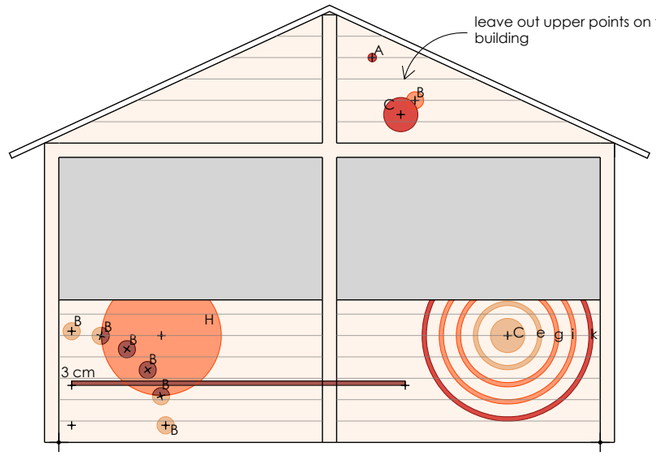

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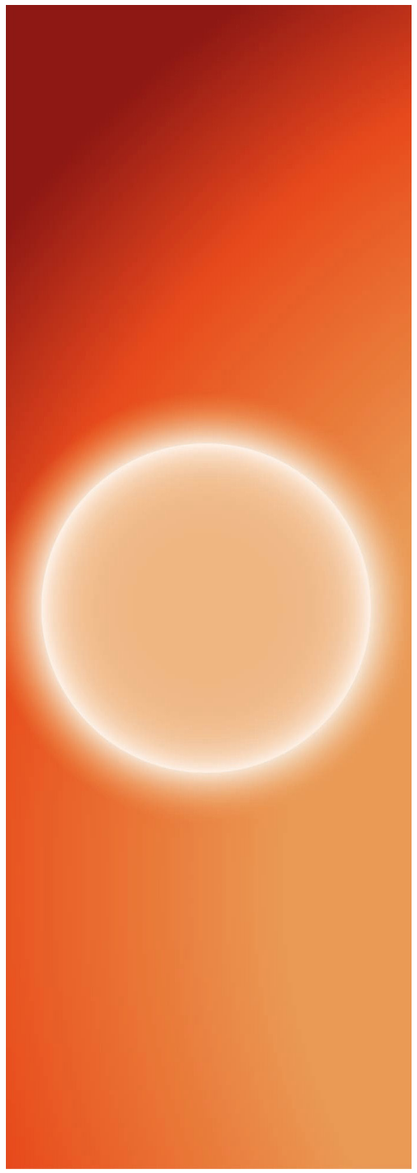
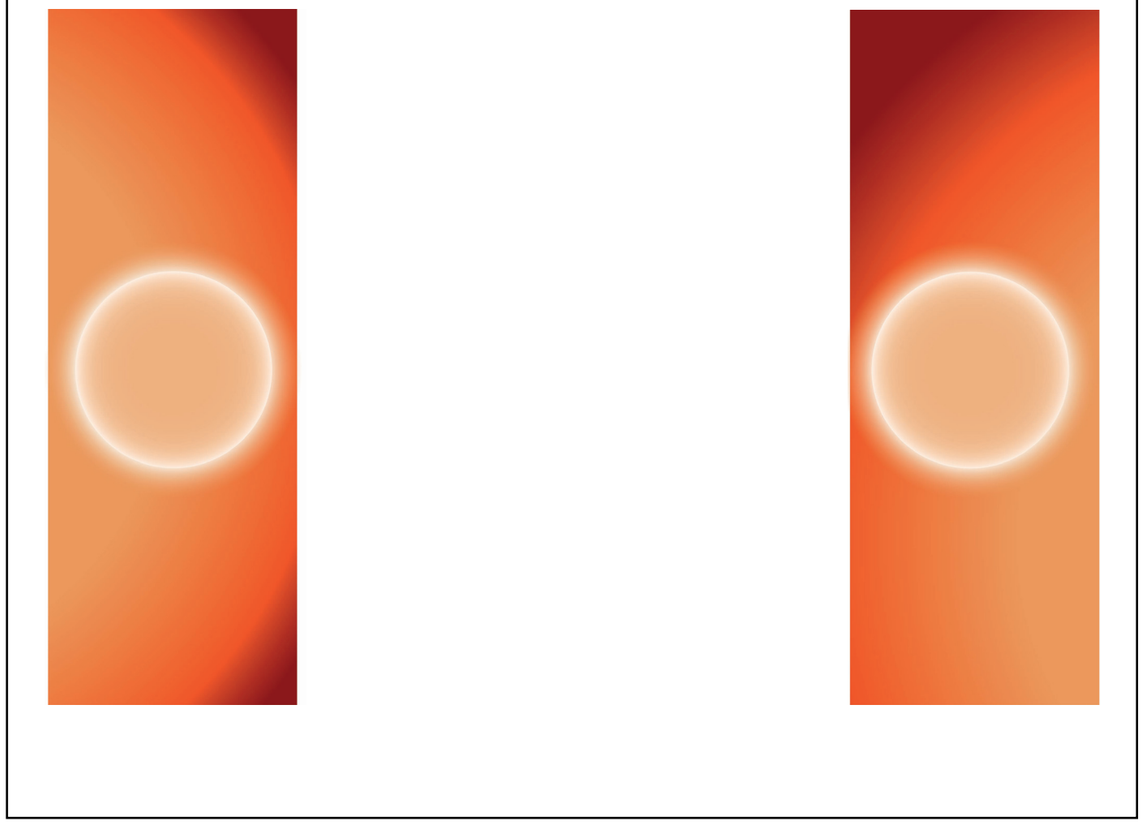
Architetta Olivia Gori

Banner palco

Opzione 1





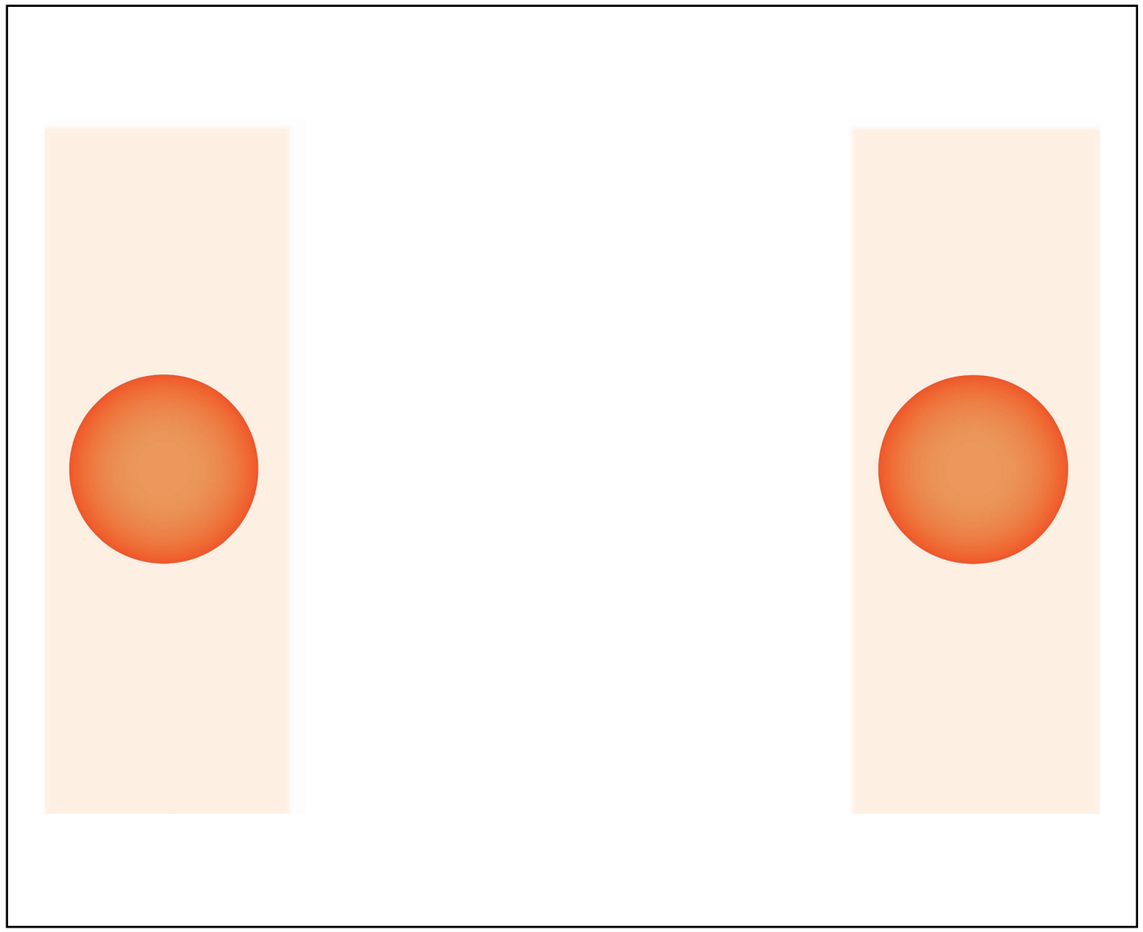
palco lato sinistro

palco lato destro

Architetto Emanuele Barili
Architetta Olivia Gori

Banner palco

Opzione 2

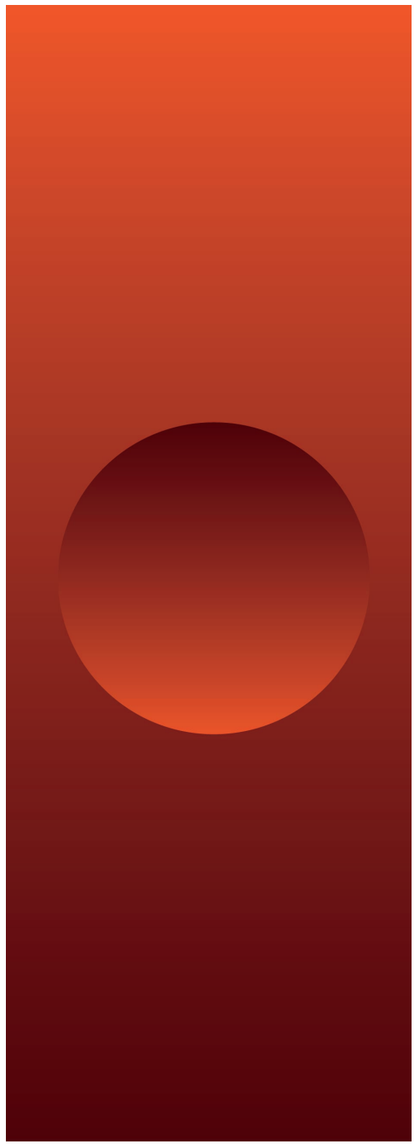


palco lato sinistro

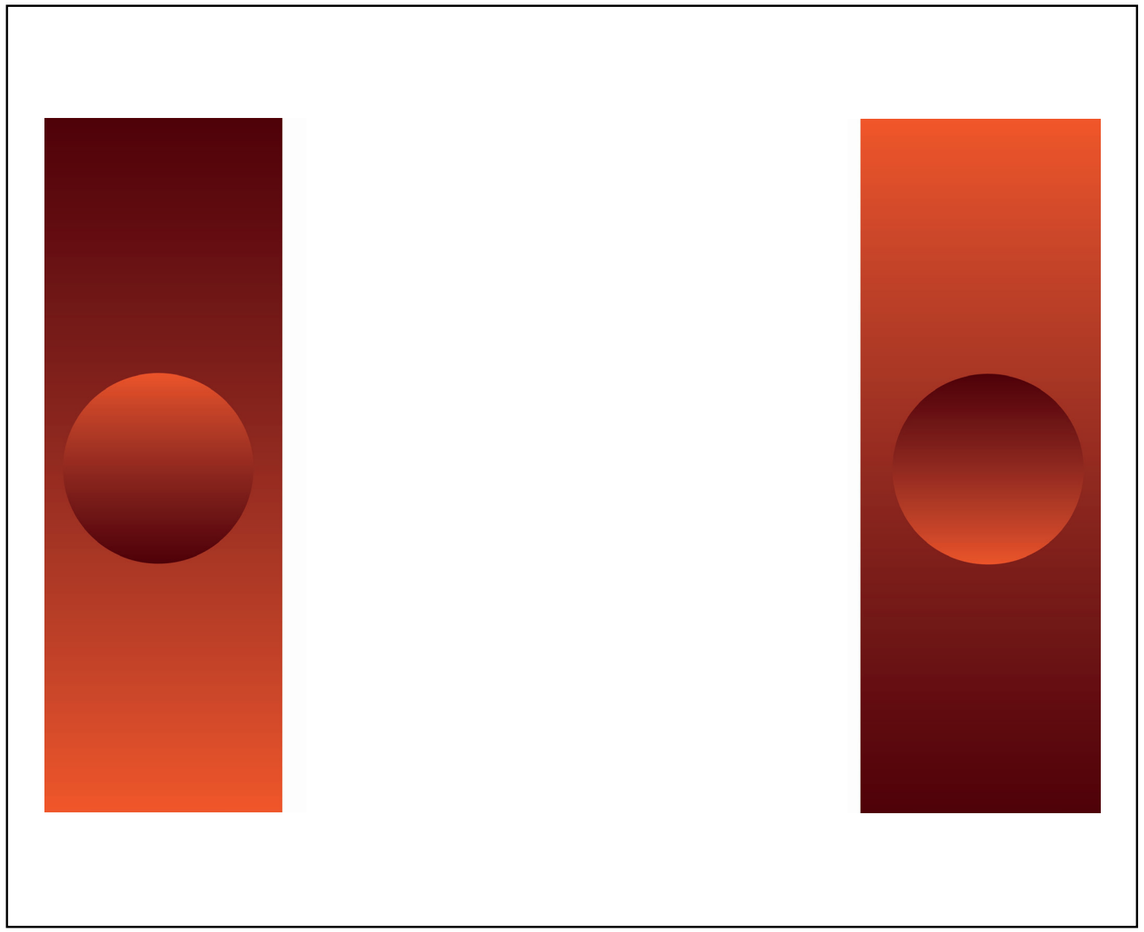
palco lato destro

Architetto Emanuele Barili
Architetta Olivia Gori

Banner palco



Opzione 3



palco lato sinistro

palco lato destro

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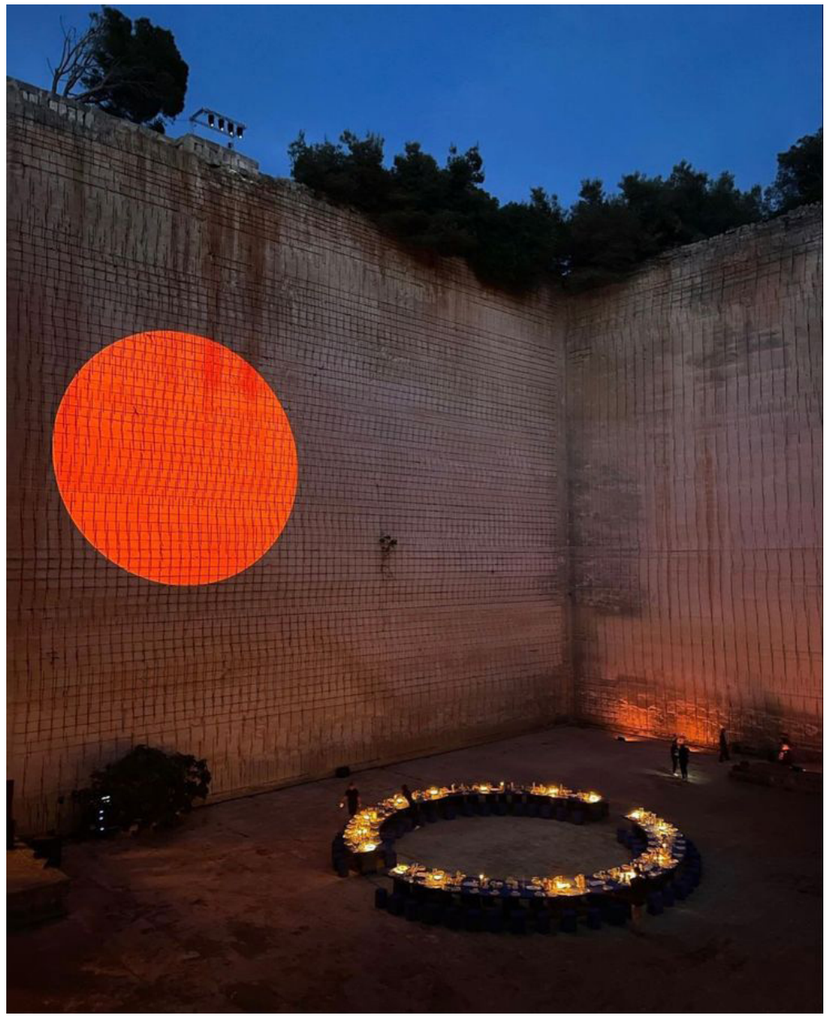
Ispirazioni future