

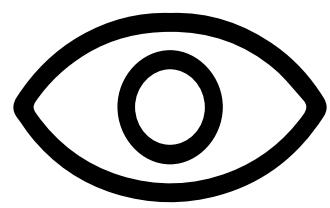
LA TRADIZIONE SVEDESE



JÖNKÖPING

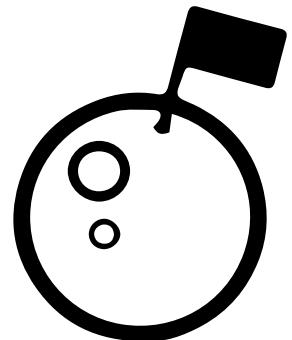
Città dei fiammiferi, anni '40

VERSO L'EUROPA



VISION

Offrire oggetti iconografici
che diano valore a quotidiani
momenti speciali.



MISSION

Rendere nuovamente il
fiammifero un oggetto
personale e diffuso.

JÖNKÖPING

A grayscale map of Europe with a large, semi-transparent light blue circle centered over the city of Jönköping, Sweden. The city's name is printed in bold capital letters to the left of the circle.

VALORI



intimità

persone
sentimento
atmosfera
convivialità

VALORI



sensorialità

sensi

gesto

materiali

natura

tradizione

VALORI



personalità

status

contatto con l'utente

storie

colore

interessi

CONCEPT 1

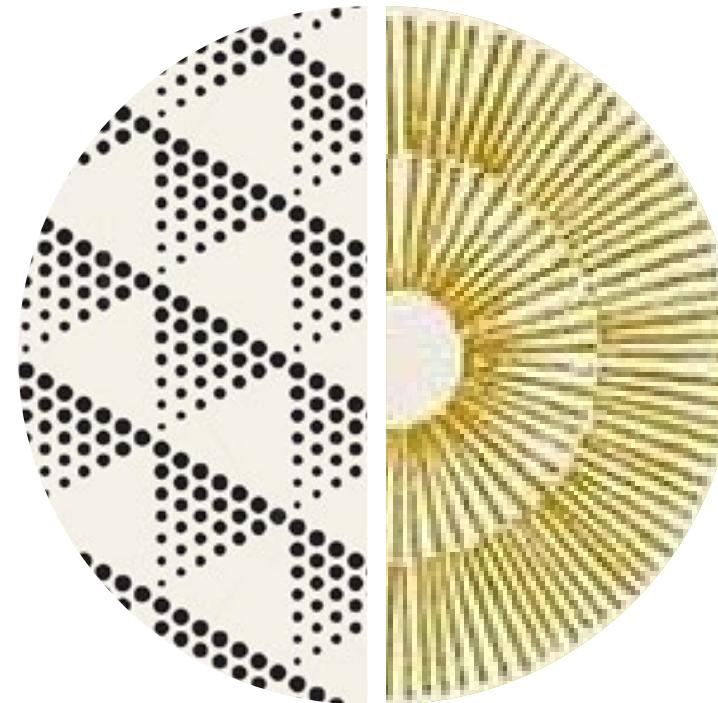
LUMO



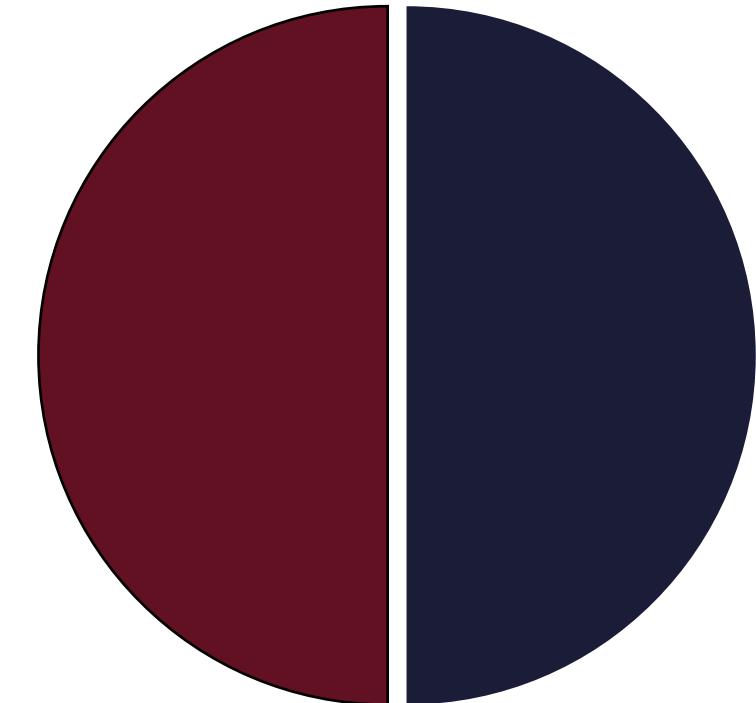
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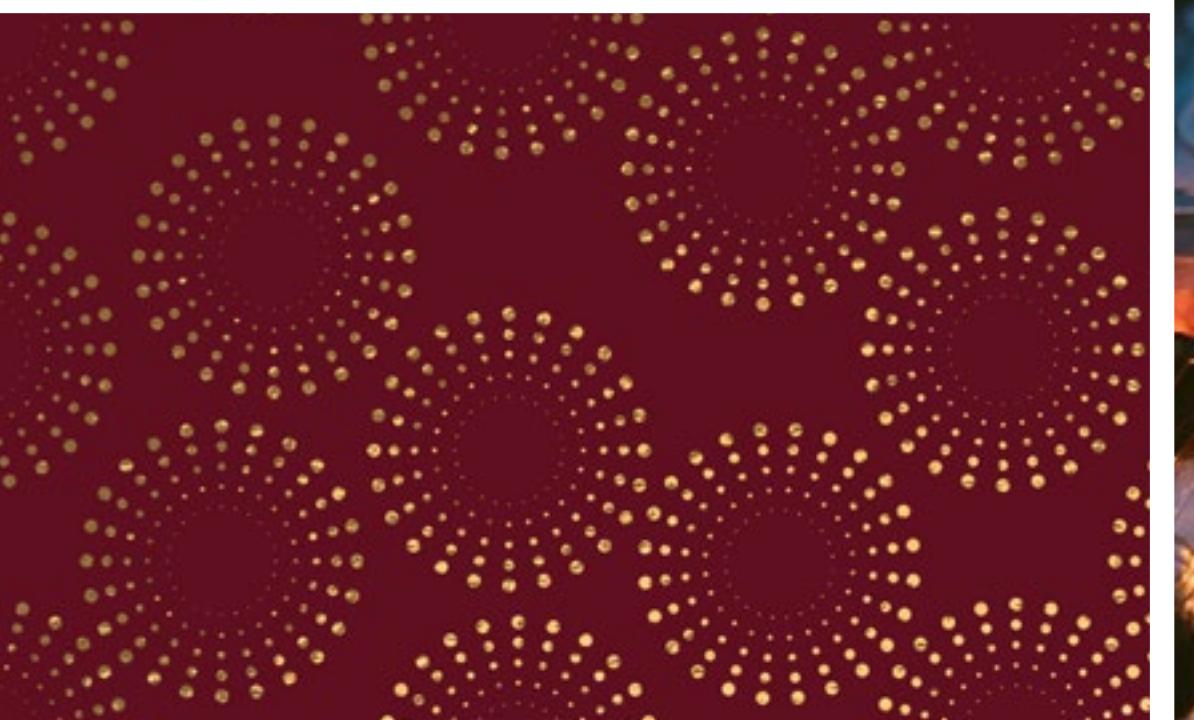
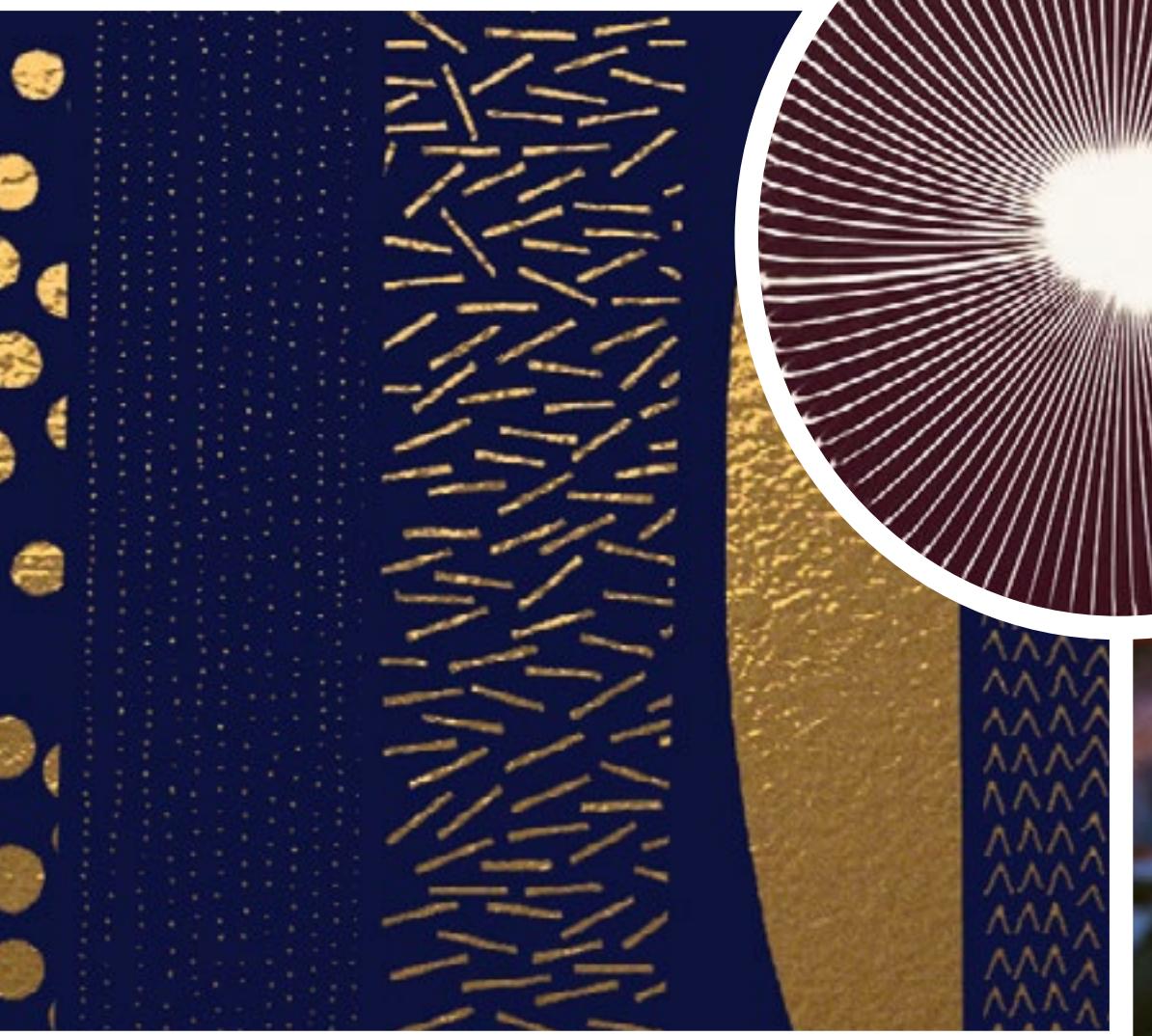
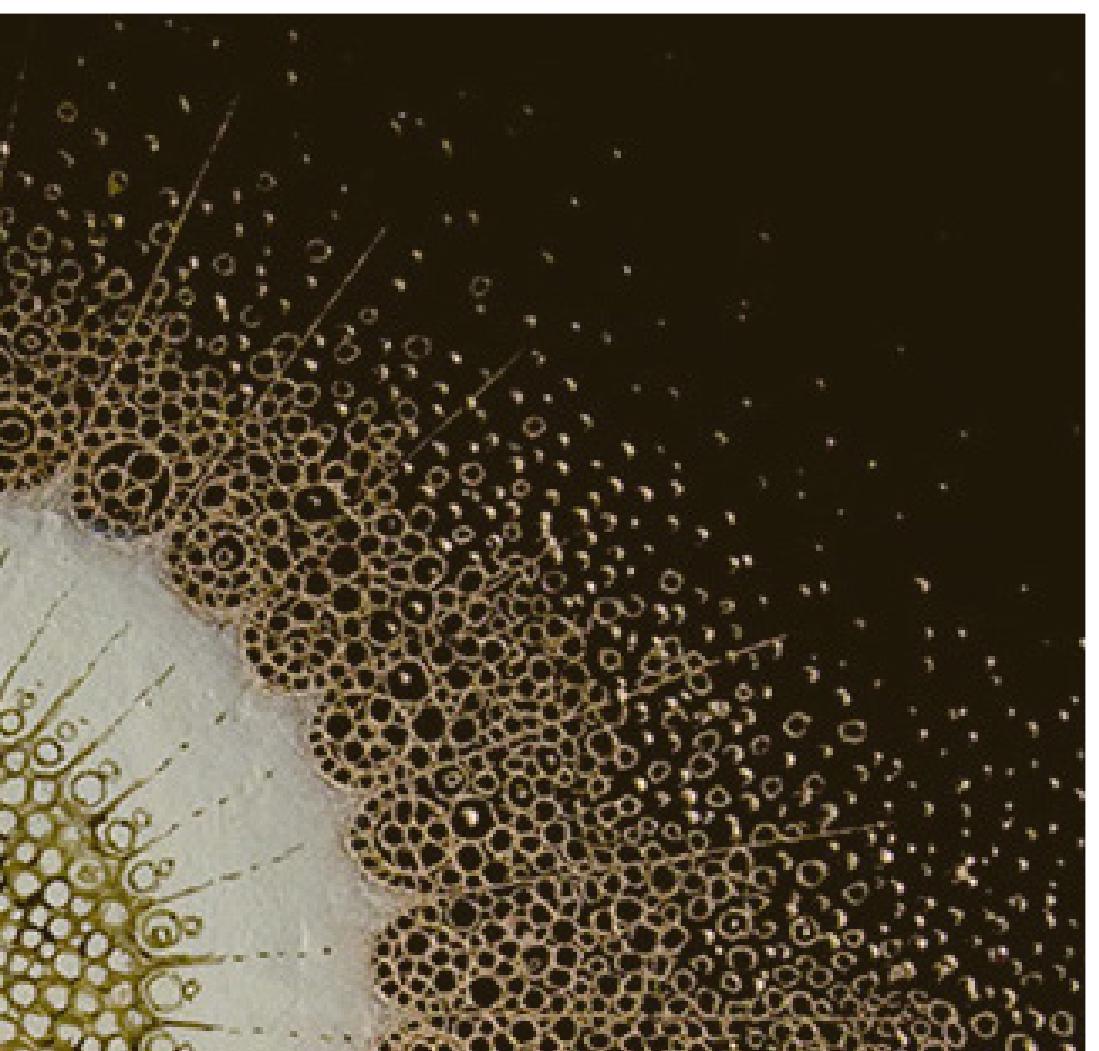
bagliore della
fiamma

ricami della
tradizione
scandinava

giochi di densità
e pattern

colori caldi e bui

“il propagarsi della luce”

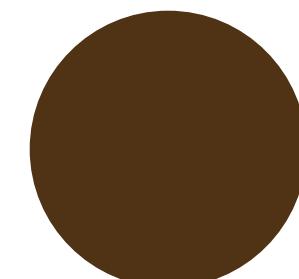


CONCEPT 1

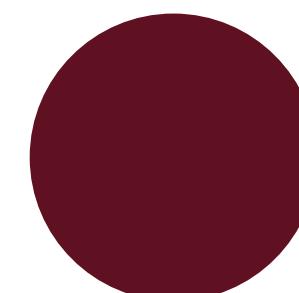


NEUTRAFACE
BOOK

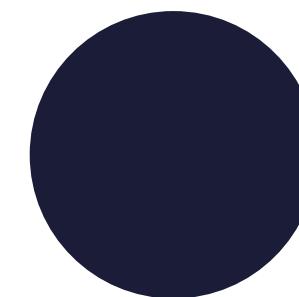
A B C D E F G H J
K L M N O P Q R
S T U V W X Y Z



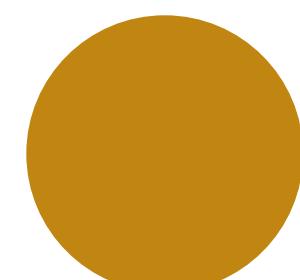
CMYK: 44, 66, 90, 65
PANTONE: 1235 C



CMYK: 36, 100, 67, 58
PANTONE: 1235 C



CMYK: 99, 93, 43, 57
PANTONE: 1235 C



CMYK: 21, 47, 100, 10
PANTONE: 1235 C



GOLD FOIL



CONCEPT 2

ASKA



cenere del
fiammifero
bruciato



gesto archetipico



segni grezzi



blu capocchia

“lasciare una traccia”



CONCEPT 2

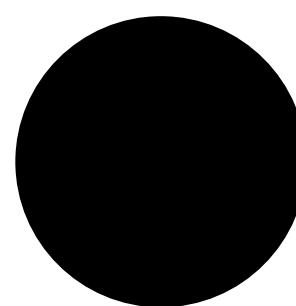


ASKA

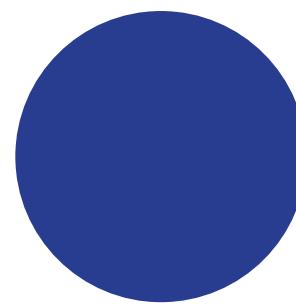
ASKA

ASKA

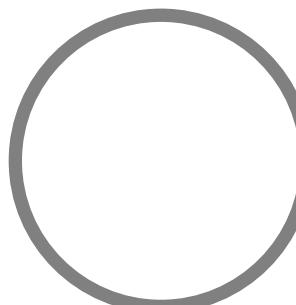
ASKA



CMYK: 100, 100, 100, 100
PANTONE: Black 6 C



CMYK: 98, 84, 0, 0
PANTONE: 7687 C



CMYK: 0, 0, 0, 0
PANTONE: 663 C

AXIS

EXTRA BOLD REGULAR

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z



CONCEPT 3

JÖNKÖ



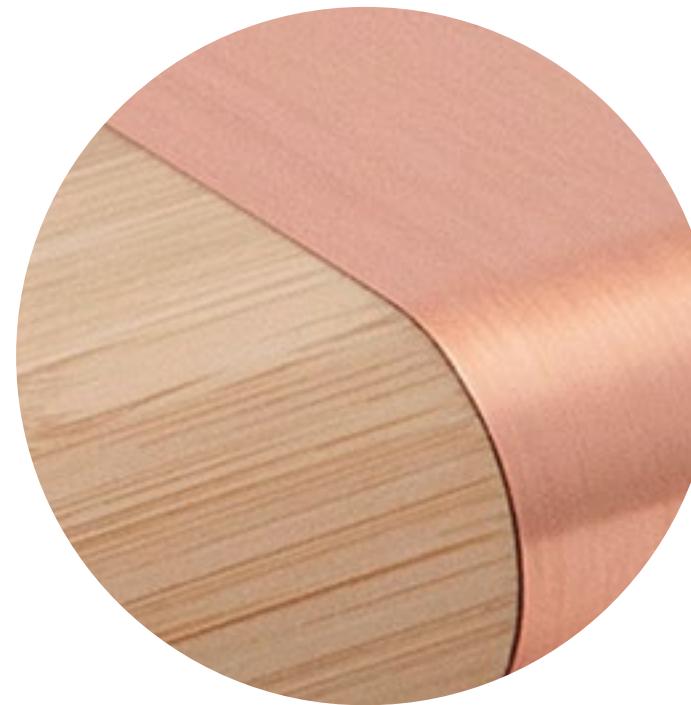
dualità
dell'oggetto

+



oggetto di
qualità

+



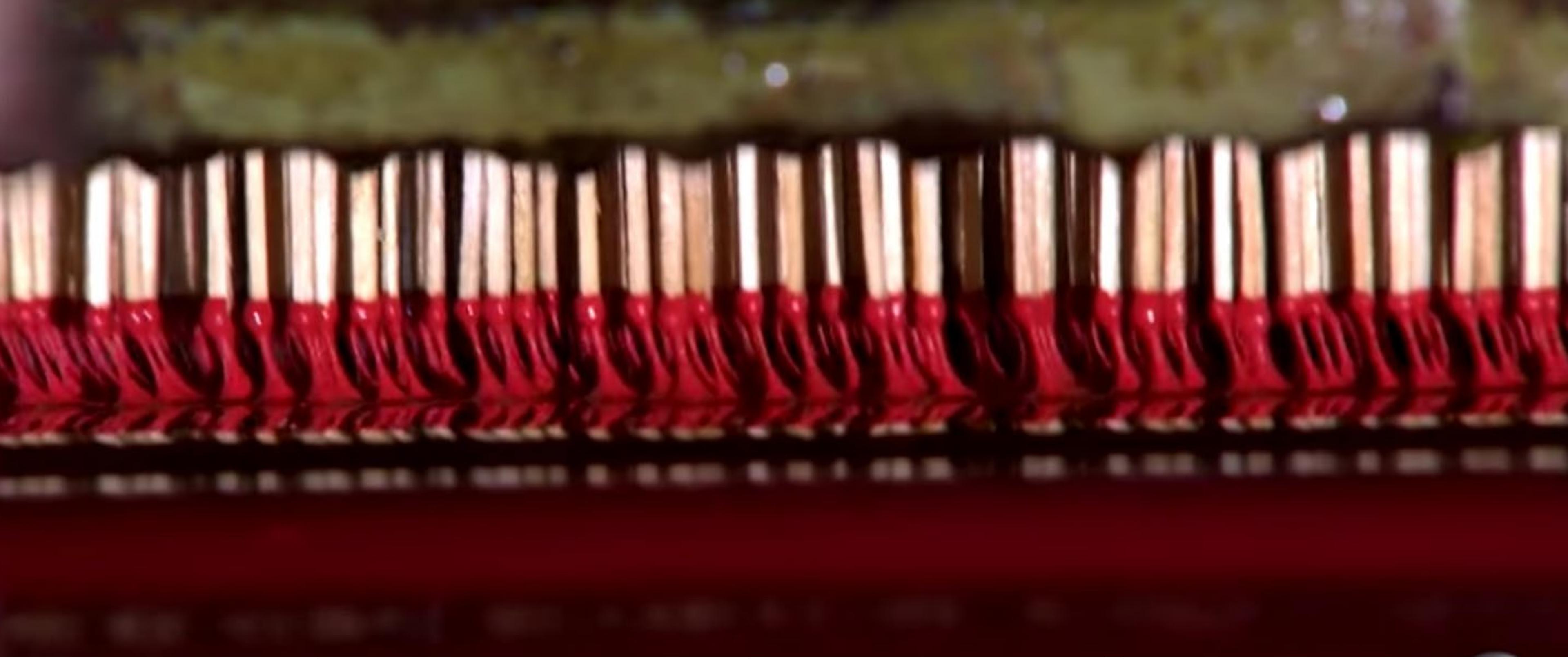
contrasto
di colori e
sensazioni

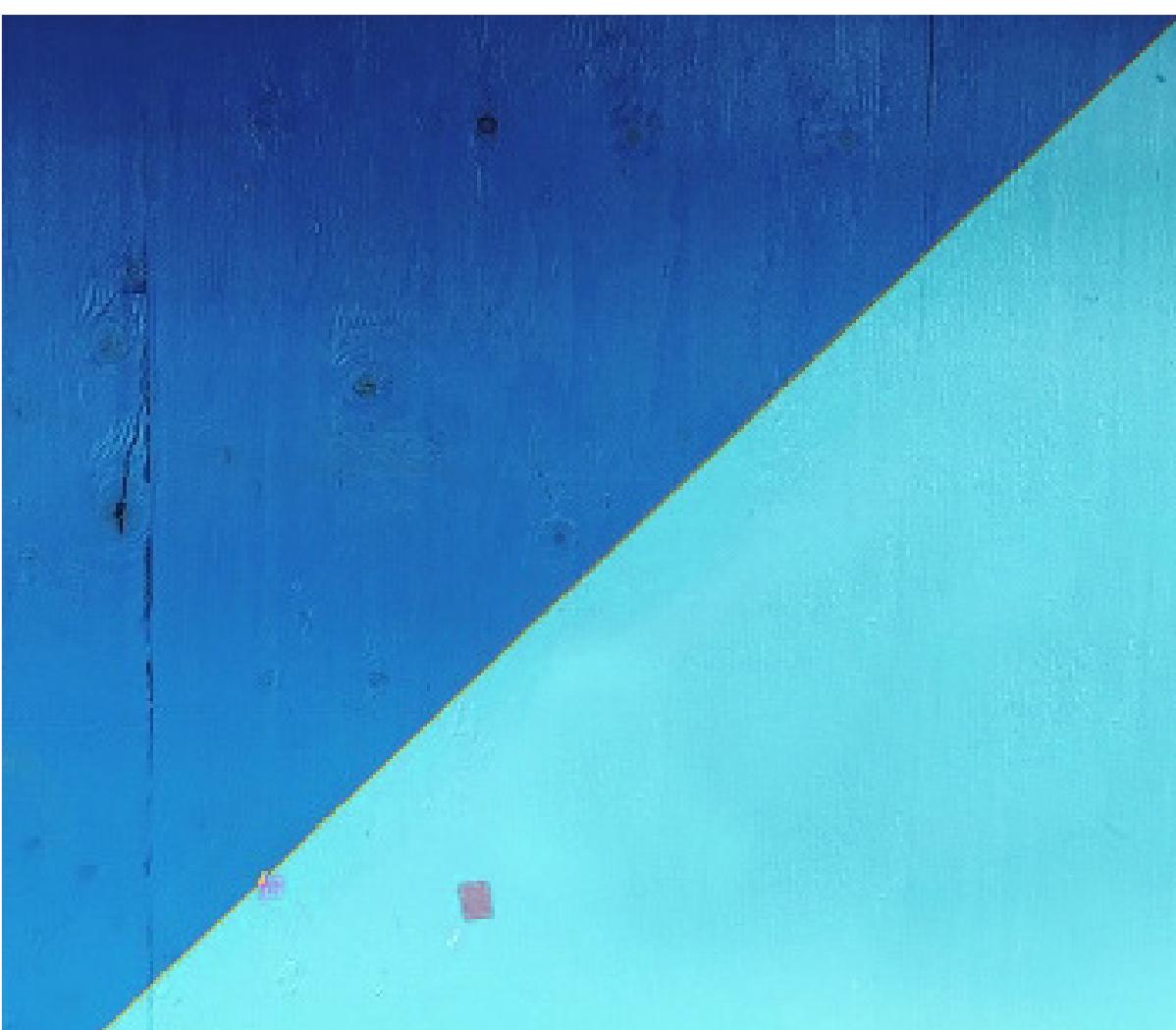
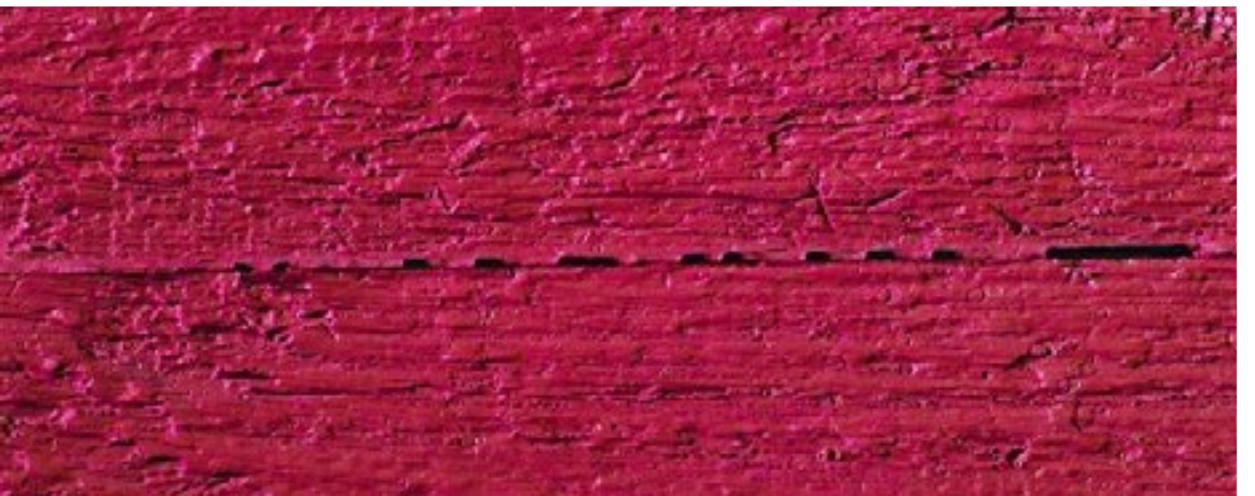
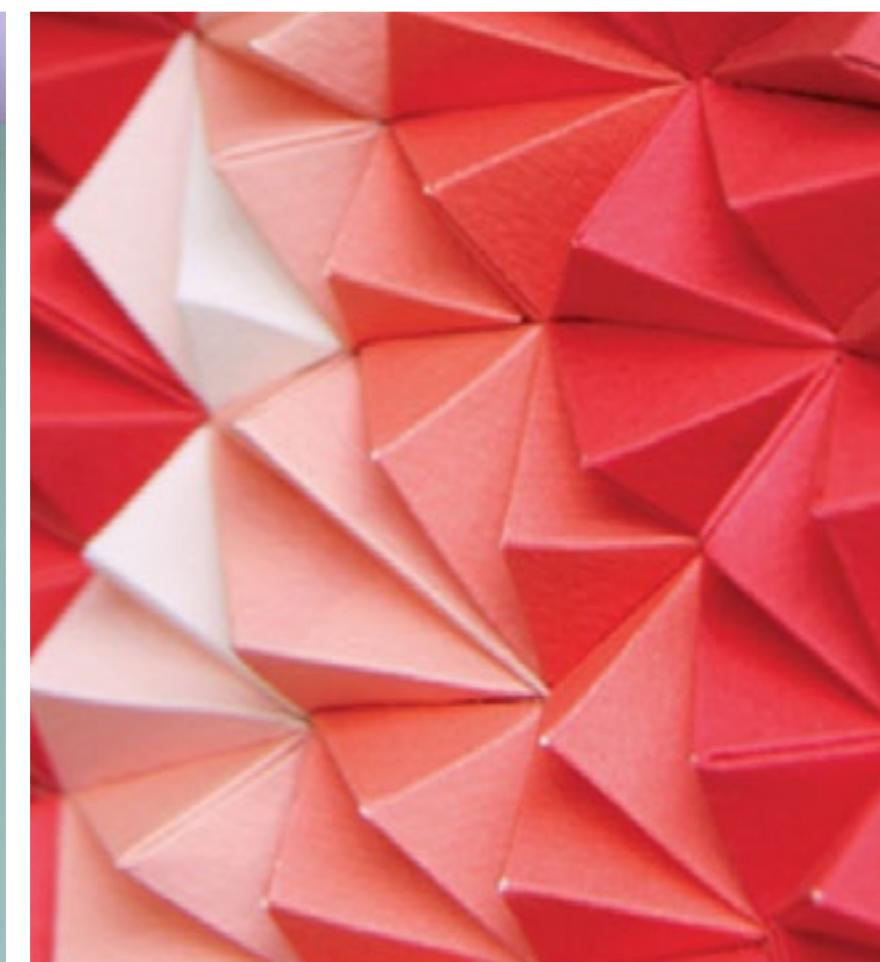
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colori saturi
e accesi

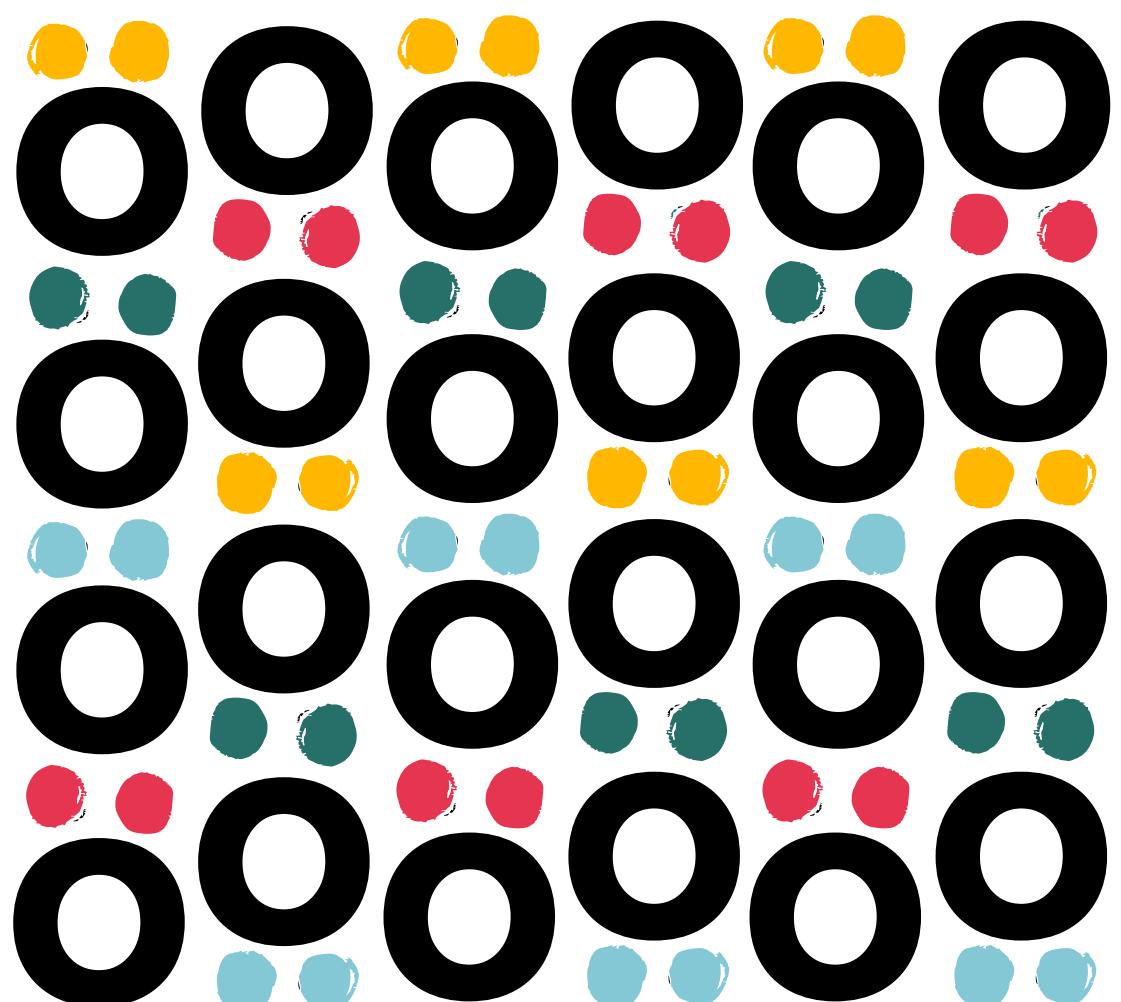
**“unione di due elementi che
lo connotano ugualmente”**



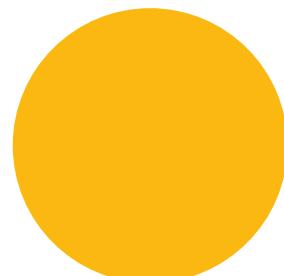


CONCEPT 3

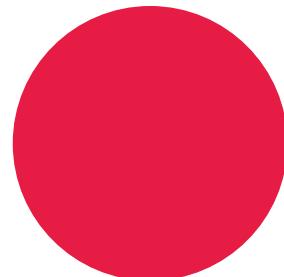
Jönkö



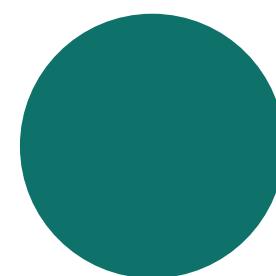
CMYK: 0, 31, 93, 0
PANTONE: 1235 C



CMYK: 0, 96, 64, 0
PANTONE: 1788 C



CMYK: 85, 31, 56, 20
PANTONE: 328 C



CMYK: 56, 0, 17, 0
PANTONE: 630 C





