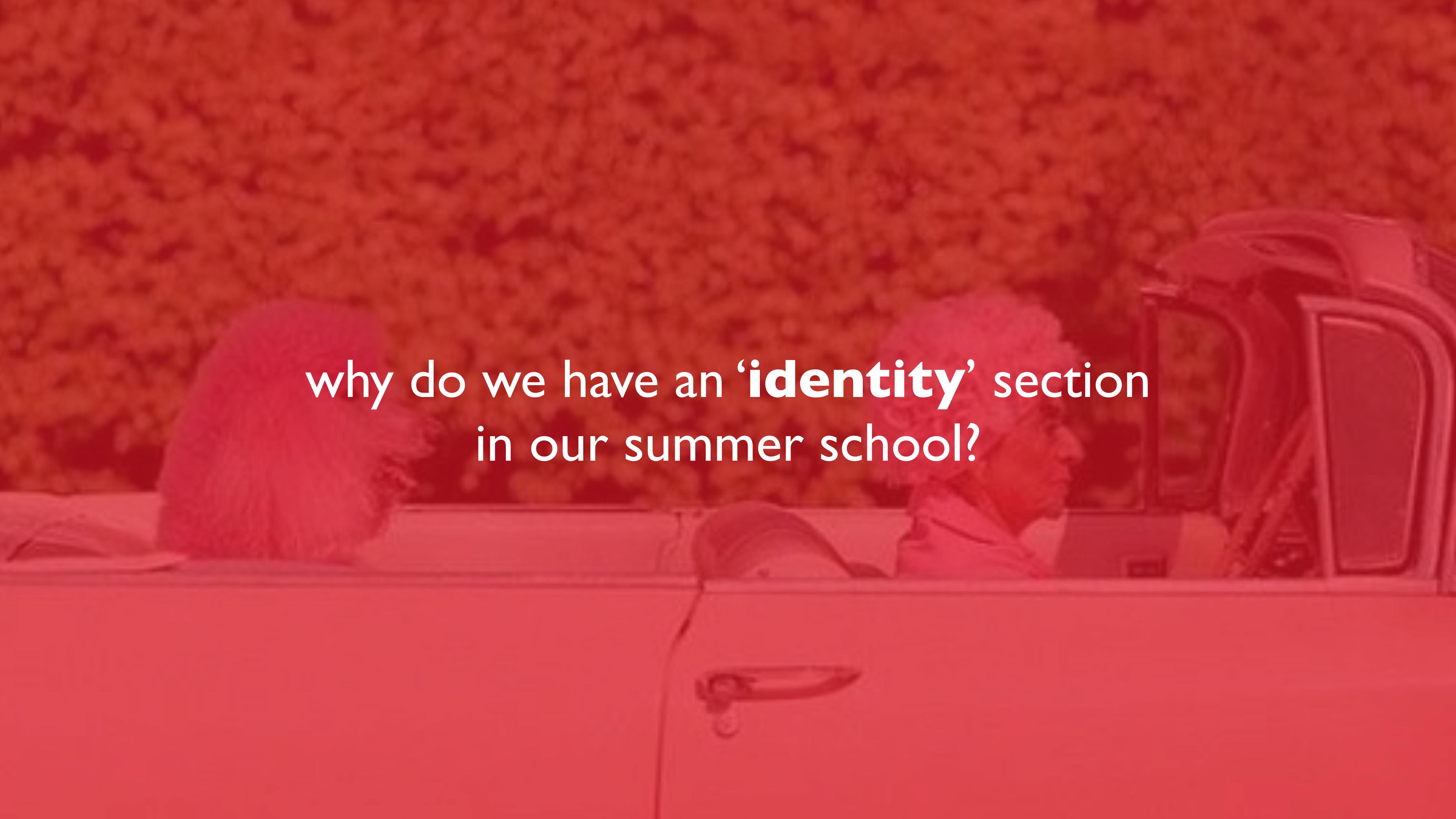


IDENTITY

A photograph of a classroom interior. Several students are seated at desks, facing forward. The room has wooden paneling on the walls and a window on the right side.

why do we have an '**identity**' section
in our summer school?

What is the **role of brand** and of **identity**
in the contemporary era

A photograph of a red brick building with a large, light-colored rectangular sign on its facade. The sign contains the text "BRAND was a producer product shop" in a bold, sans-serif font. The building has several windows and a visible entrance. The sky above is overcast.

BRAND was

producer
product
shop



BRAND is

logo / payoff / colors / ...

vision / mission

adv / commercials / ...

trademark (till 1860s)

brand owner (e.g, Cattle)

you buy

brand mark (till 1920s)

Brand quality (e.g. Ivory soap)

you trust

mass market brand (till 1980s)

positive association (e.g. Malboro)

you want

post-mass market brand (till 1990s)

superior brand attributes

you prefer

Love Mark (early 2000s)

ispirational values/stories/design
(e.g. Apple)

you Love

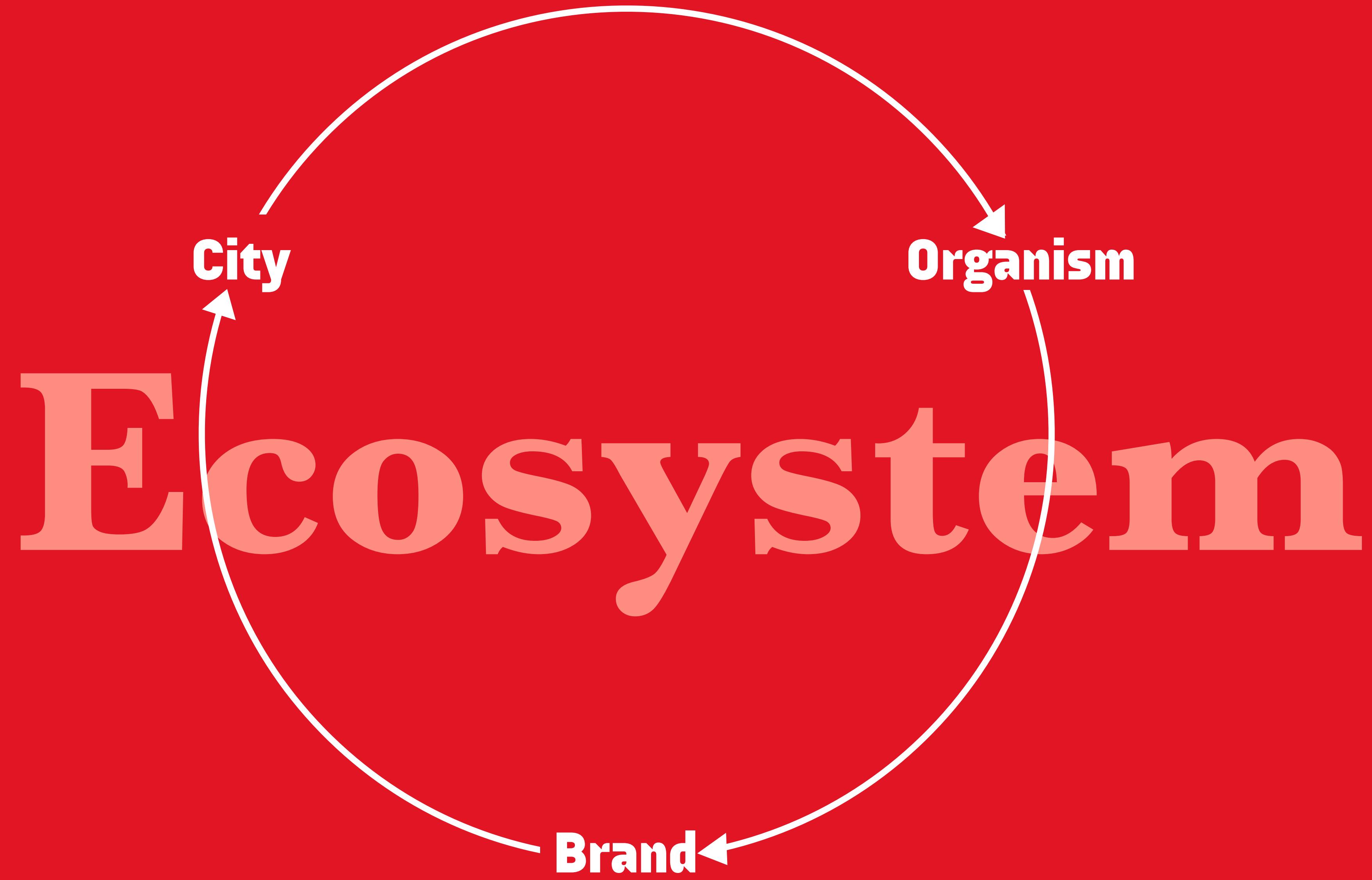
Wikibrand (future)

interaction (e.g. Facebook)

you participate in

An aerial photograph of a bustling urban intersection. Numerous people are seen walking across several crosswalks. The scene is filled with the vibrant colors of city life, including various clothing, vehicles like cars and a yellow taxi, and modern buildings with glass facades. The perspective is from above, looking down at the grid-like pattern of the streets and the density of the crowd.

BRAND like CITIES

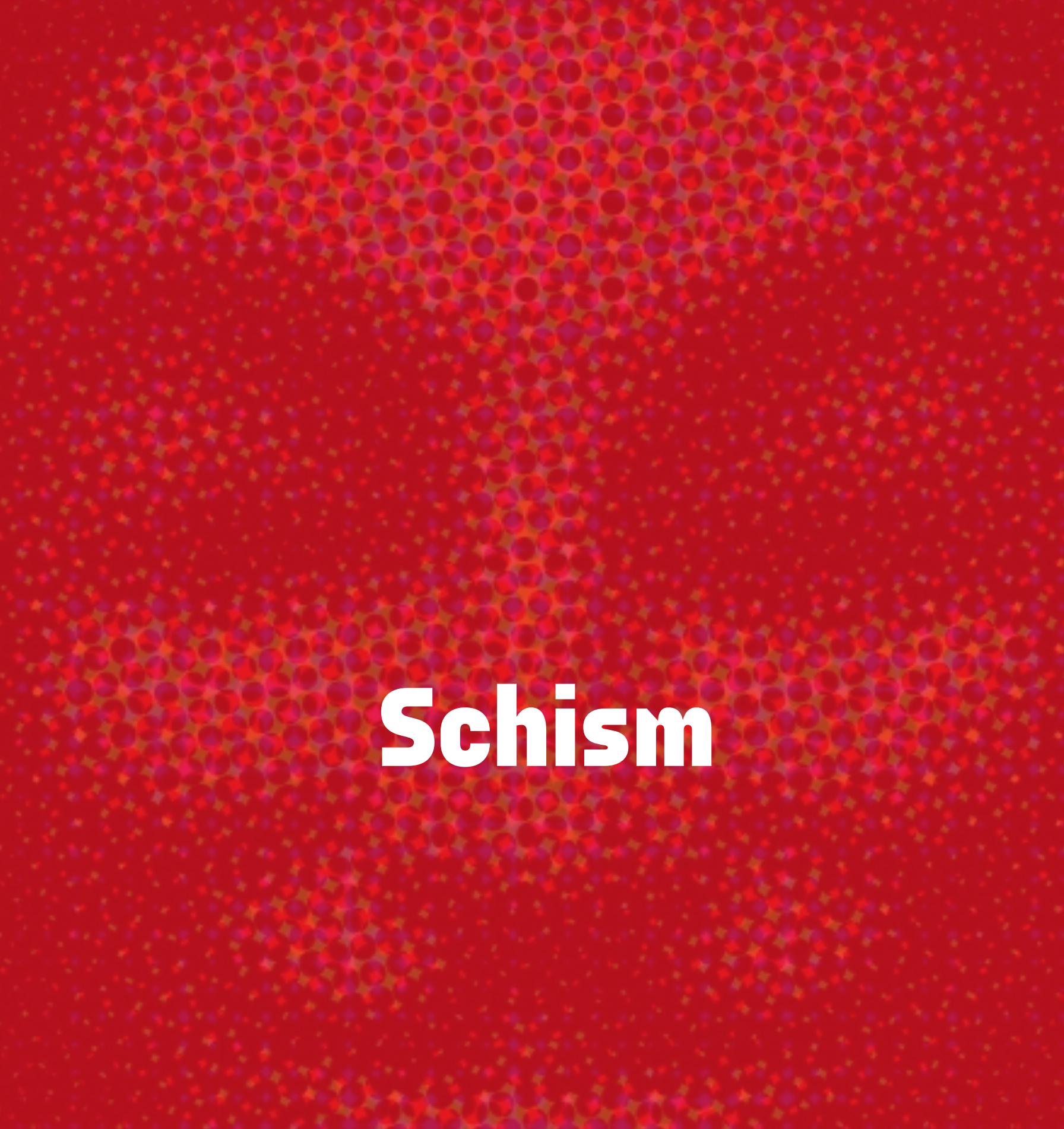


A large, dense crowd of people is shown from a low angle, filling the frame. Every person in the crowd has their right hand raised, palm facing forward, creating a massive, continuous pattern of hands reaching upwards. The crowd is diverse in age and ethnicity.

WIKIBRAND

intrinsic
extrinsic
explicit

MOTIVATION



Schism

OPEN SOURCE BRAND



GNU/LINUX



OPEN BANK PROJECT

ANONYMOUS BRAND



ANONYMOUS



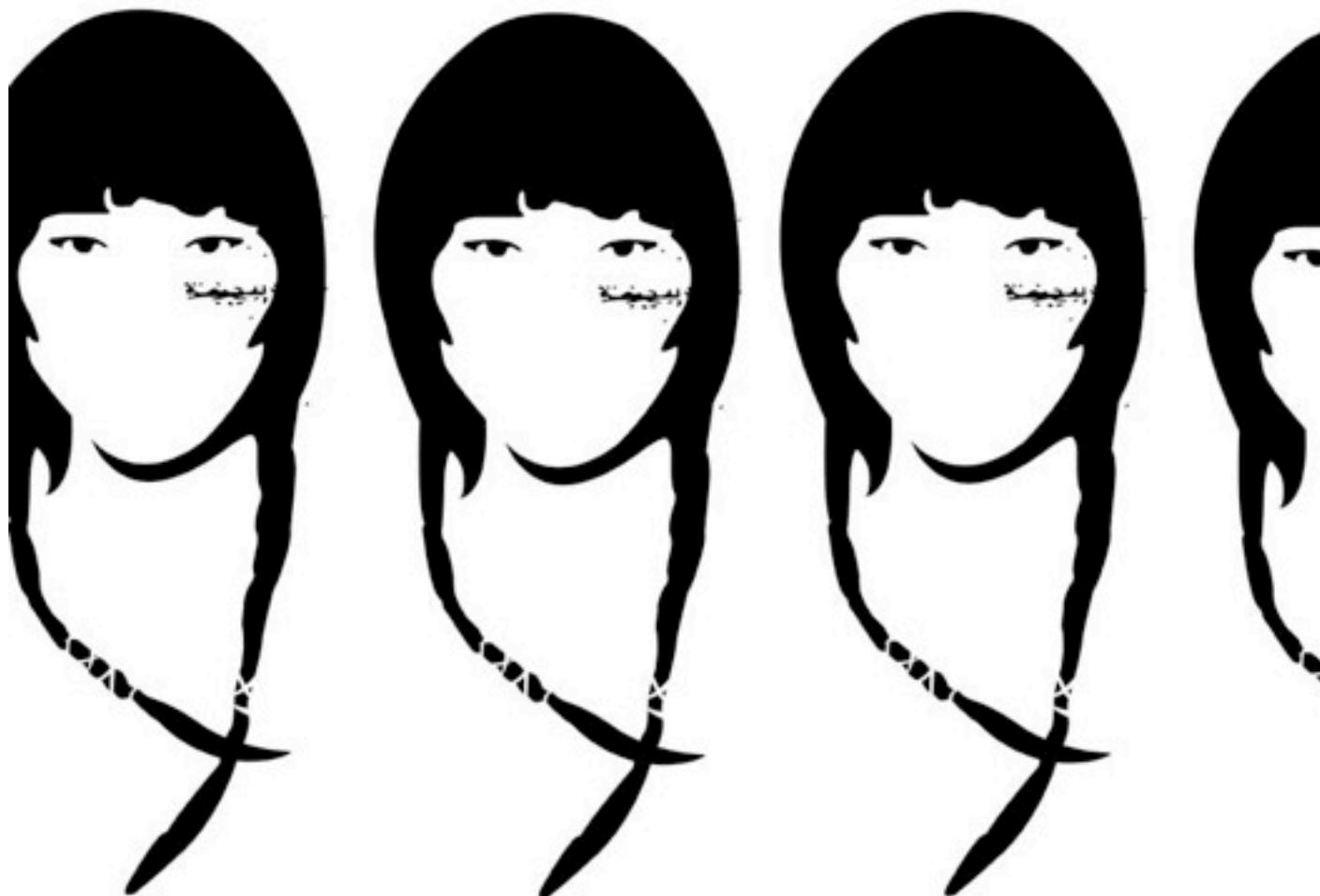
SUBCOMANDANTE MARCOS

META-BRAND



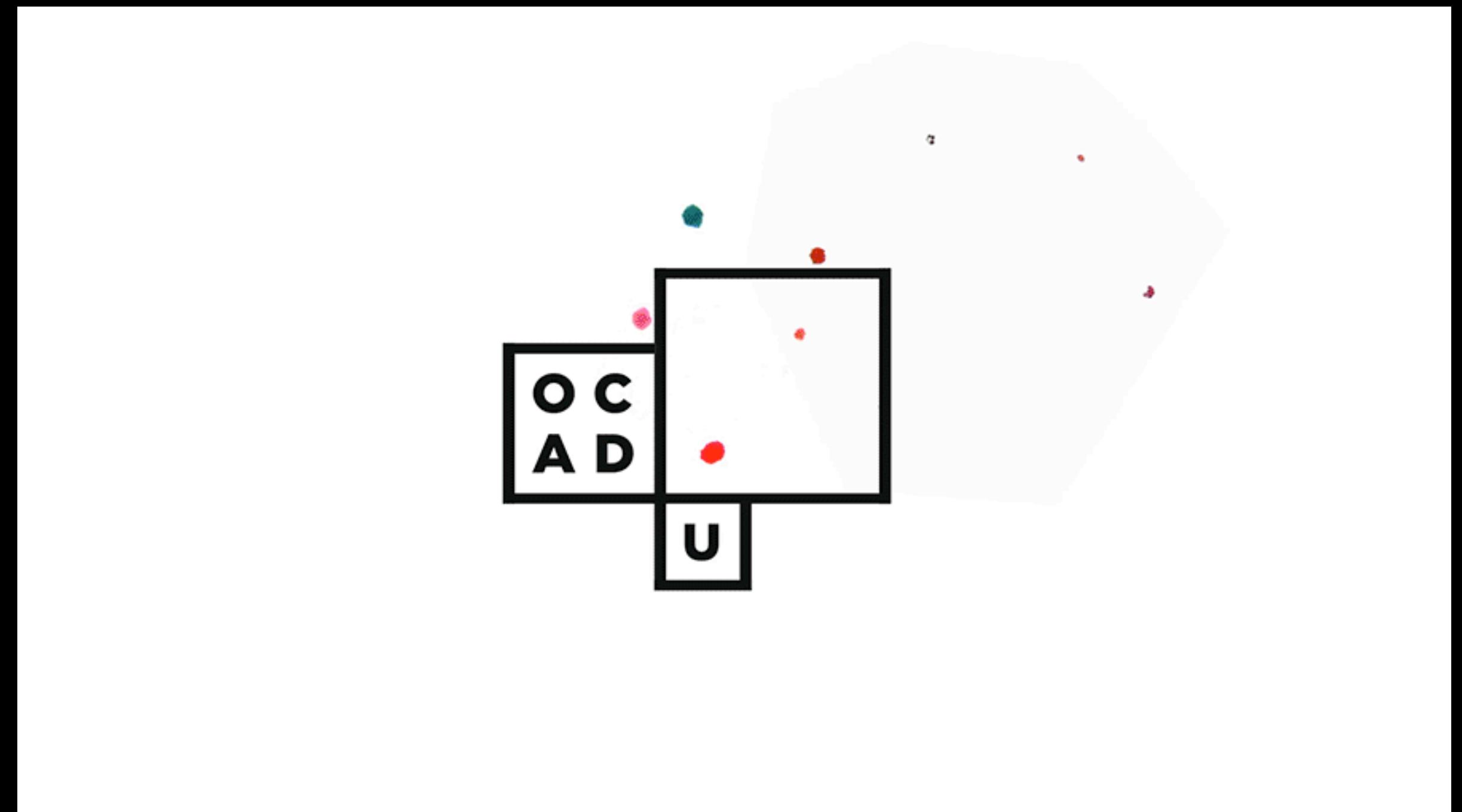
SAN PRECARIO

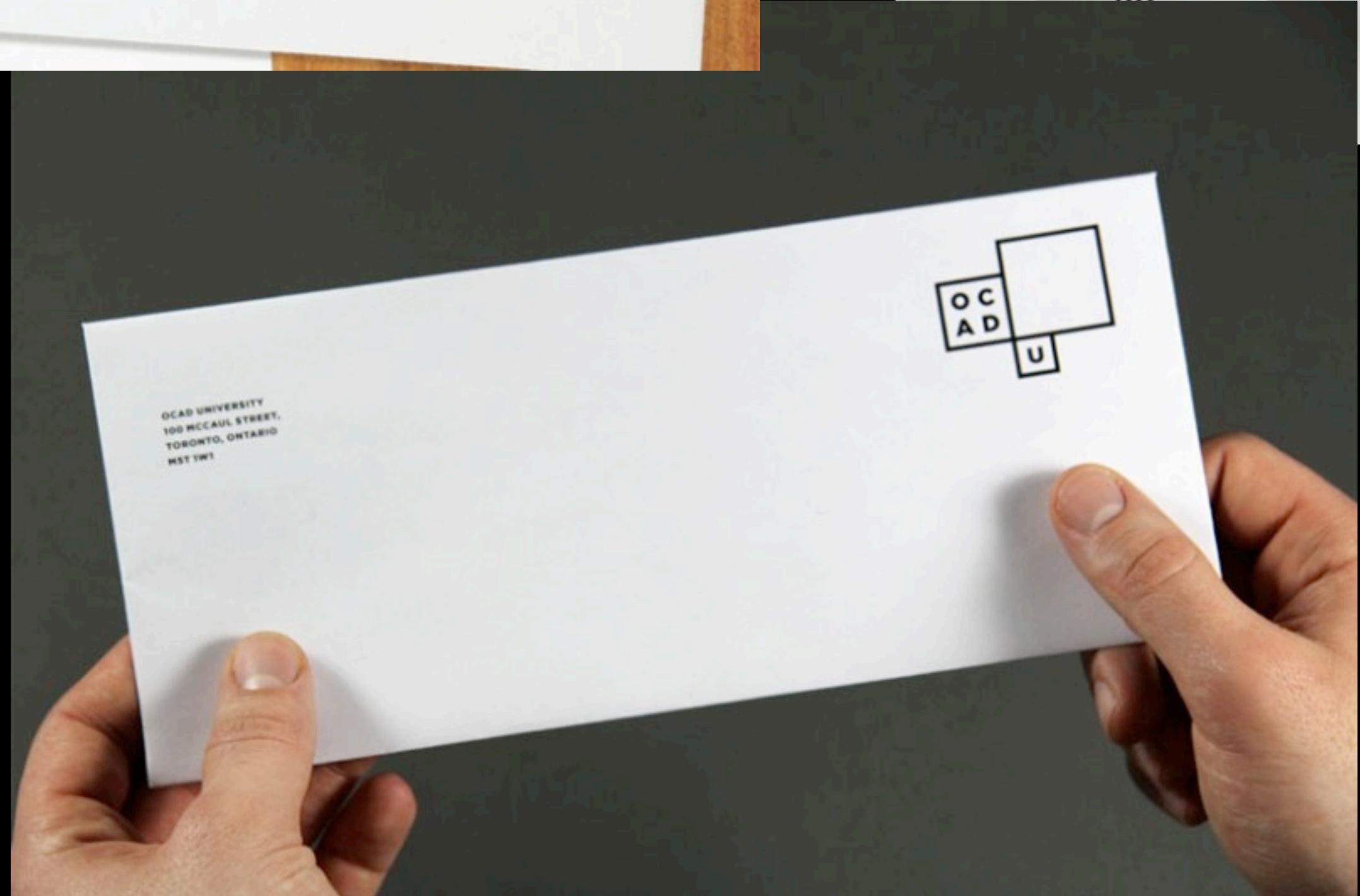
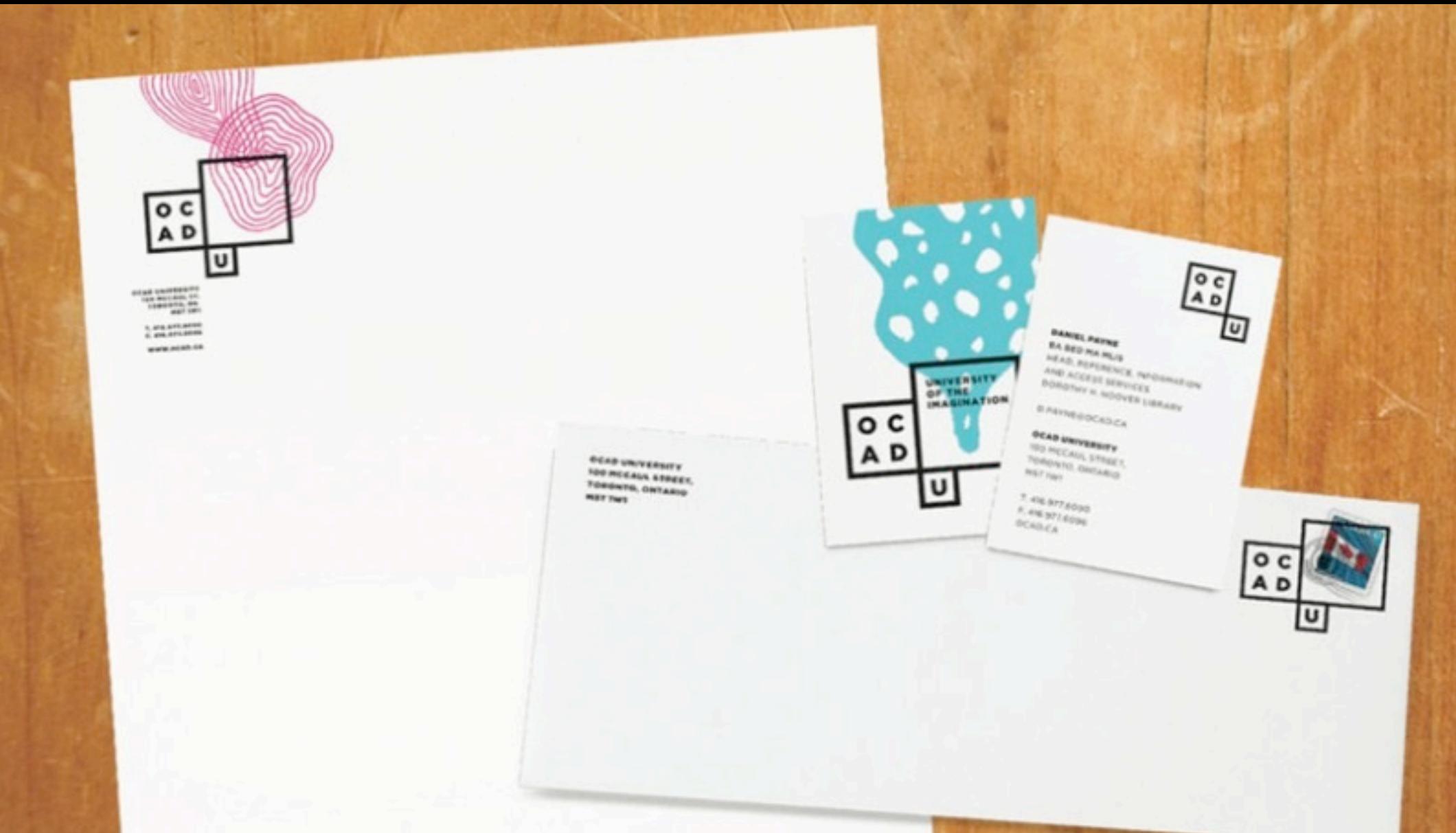
Serpica Naro
PRODUCE, RECICLE, REUSE.



SERPICA NARO

GENERATIVE IDENTITIES





OUTPUT and TAKEAWAYS

- Create an omogeneus visual identity for all the process
 - define an appropriate branding system
 - realize support materials for the exhibit in Triennale

THANKS