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Autor: Hyland / King

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Following the explosion of identity design in the arts and the reinvention of the art gallery/museum as a brand, this book provides a survey of recent and current design work for cultural clients, including galleries, museums, theaters and auditoriums. Thirty international case studies clearly express what good design can do to improve the fortunes and/or images of an institution. The focus is on new identities and their application, as well as smaller design solutions such as gallery guides, promotional programs (incorporating everything from posters to ad campaigns). Exhibition catalogs, branded merchandising, websites, signage systems, renovated environments, new galleries, extensions and completely new buildings. The case studies consider projects large and small—from museums and galleries of international significance, to smaller institutions whose sphere of influence is more local. Each includes comments from the designers and from key stakeholders.