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**2013 2014 2015 2016**  
**2017 2018 2019**  
2020 2021  
2022



Inarea 

# COMPANY PROFILE 2023

March 2023

We are Inarea Identity Design, an independent network, founded in 1980, specialized in the creation of identity systems as well as reputation of companies, institutions, retail spaces, cities and lands.

We are designers, architects, strategists, marketing consultants who work together combining different skills, experiences and points of view.

Whatever the project is, the approach and the method remain the same: we understand complexity and interpret it simply, to bring people closer and create leaderships.



REREAD  
RETHINK  
REDESIGN  
REBUILD

---

RENAISSANCE



## ACTIVITIES

Brand Architecture  
Brand Design  
Communication Design  
Digital Design  
Editorial Design

Environmental Design  
Exhibition Design  
Naming  
Packaging Design  
Product Design

Retail Design  
Signage & Wayfinding Design  
Sonic Identity Design  
Type Design  
Video & Motion Design

## SECTORS

Arts & Culture  
Cities & Lands  
Education  
Energy & Environment  
Fashion & Design  
Finance & Bank & Insurance

Food & Agriculture  
Healthcare  
Hospitality & Leisure  
Industries & Technology  
Media & Entertainment  
No profit

Private & Public Institutions  
Professional Services  
Real Estate  
Retail  
Transport & Infrastructure



In more than 40 years of activity, we have developed over 500 projects.

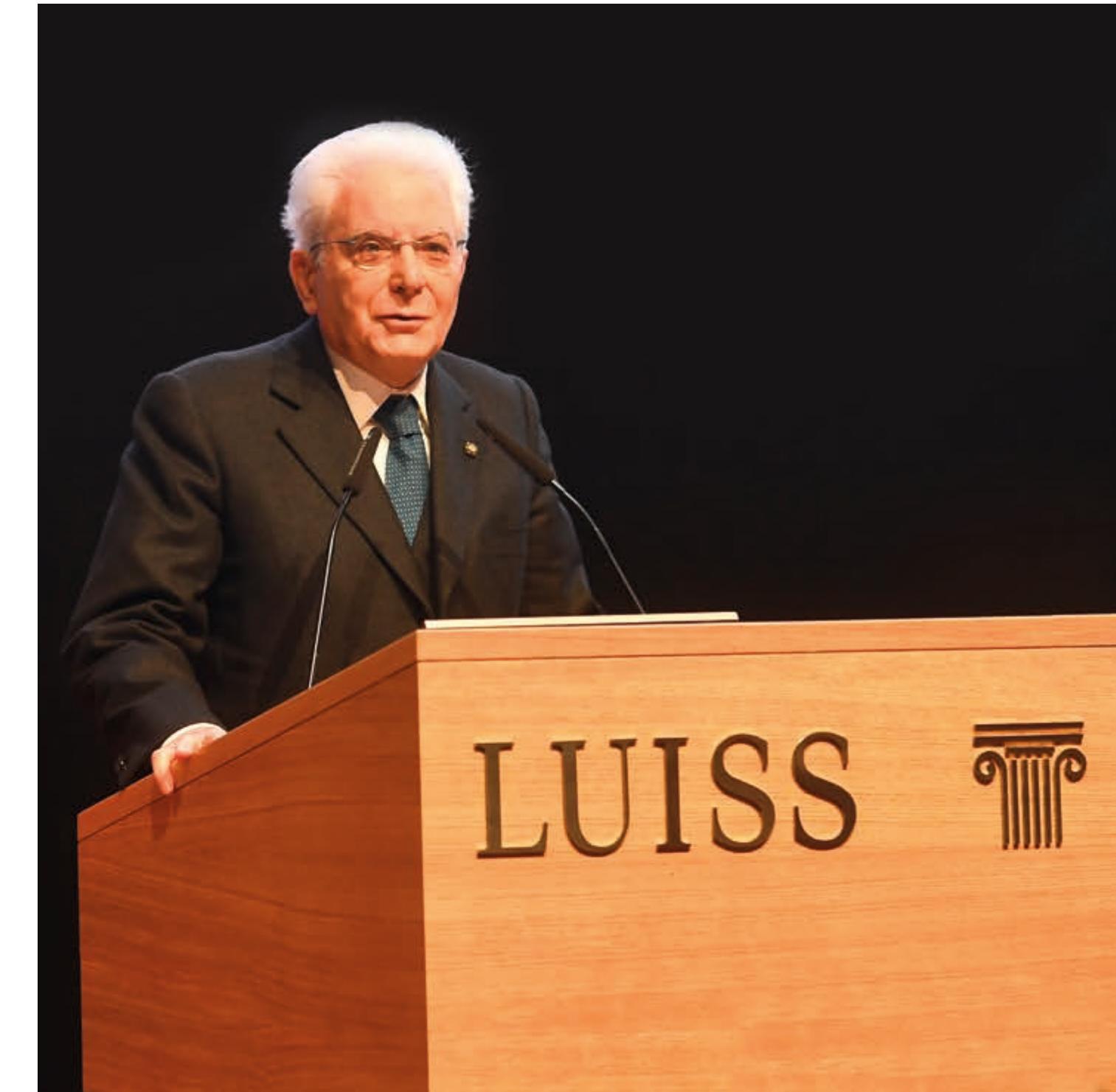
We have been and are partner of leaders in their respective fields of expertise. These include:

Aci, **AC Milan**, A2A, Affide, Alitalia, **Al Masa Group** (Egypt), Anas, Angelini Industries, Ania - Associazione Nazionale fra le Imprese Assicuratrici, Autogrill, Aventis/Pharma, Gruppo BCC, Biennale di Venezia, Borsa Italiana, Cancelleria di Stato dell'Assia (Germany), Cassa Forense, Capitalia, CES (Confederazione Europea dei Sindacati - Belgio) Cgil, Cisl, Cirio, Confindustria, **Coni**, Comune di Milano, Comune di Roma, CVA Energie, Edison, Egualia, Electrabel (Belgium), Enel, **Eni**, Erion, Fater, Fiera di Verona, Fluorsid, Fondazione Cariplo, Fondazione Fiera Milano, Fondazione Perugia, Fondazione di Venezia, Galleria Borghese, Generali, Gianni & Origoni Studio Legale, GVM (Gruppo Villa Maria), ICE, Inail, InfoCamere, Italgas, Leonardo, Linkem, Liuc (Università Cattaneo), Lottomatica, Luiss (Università Guido Carli), Maxxi (Museo Nazionale delle Arti del XXI secolo), Ministero dell'Ambiente, Ministero degli Affari Esteri, Ministero dei Beni, delle Attività Culturali e del Turismo, Ministero dell'Interno, **Musei Vaticani**, Nctm Studio Legale, NTV-Italo, Octo Telematics, Oregon Scientific (Hong Kong), Piaggio, Pirelli RE, Policlinico A. Gemelli, **Pompeii** (Soprintendenza Pompei), Presidenza del Consiglio dei Ministri, **Rai**, Regione Toscana, Rekeep, **Rusal** (Russian Aluminium, Russia), Sapienza - Università di Roma, Sara Assicurazioni, Snam, Sogei, Stream, Telecom Italia, **TIM**, Treccani, Unesco (Unesco 2000), Vivegas, VWEW (Association of producers and distributors of electricity - Germany), **Webuild**.  
In the following pages, we present the case histories related to the clients shown in bold.



# Education and Culture





**LUISS University**

*Brand design, brand architecture, editorial design, typeface design  
and communication design.*

2017-2020



Luiss Sans Thin

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Luiss Sans Regular

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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Luiss Sans Bold

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Luiss Sans Thin Italic

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Luiss Sans Italic

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Luiss Sans Bold Italic

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Luiss Sans

**LUISS University**

*Brand design, brand architecture, editorial design, typeface design  
and communication design.*

2017-2020



# Luiss Serif

Luiss Serif Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Luiss Serif Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Luiss Serif Italic

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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Luiss Serif Bold Italic

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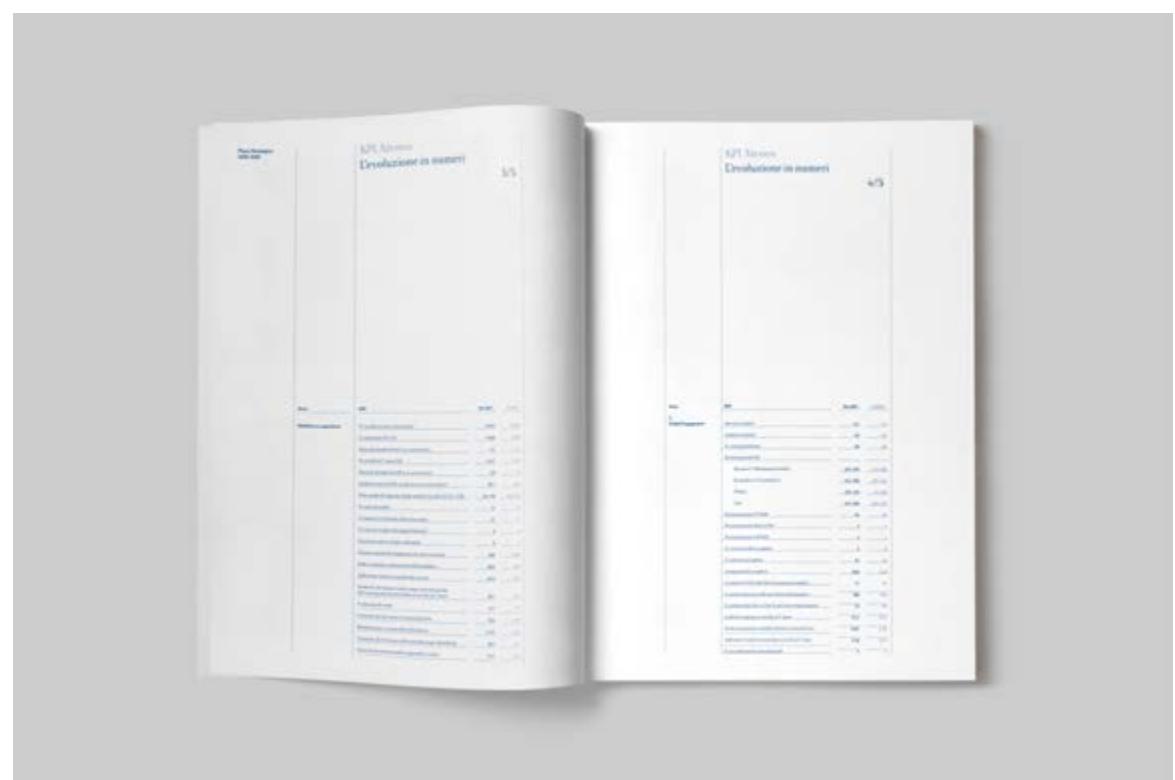
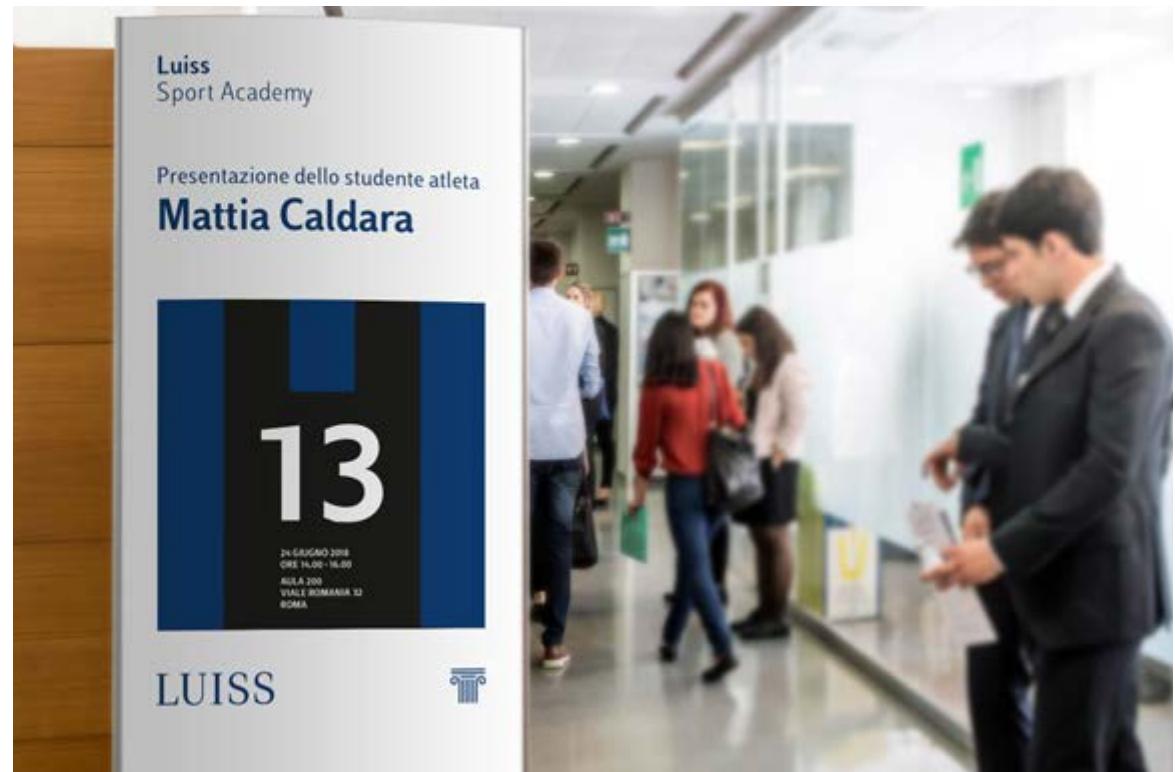
**LUISS University**

*Brand design, brand architecture, editorial design, typeface design  
and communication design.*

2017-2020







**LUISS University**

*Brand design, brand architecture, editorial design, typeface design and communication design.*

2017-2020





## LUISS University

*Brand design, brand architecture, editorial design, typeface design  
and communication design.*

2017-2020





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## Luiss Scuole

**Apprendere** non è solo una questione intellettuale, è un esercizio che impegna l'uomo nella totalità delle sue facoltà, è un'aspirazione a completarsi e **andare oltre** se stessi.



## Luiss University P e Luiss Oper

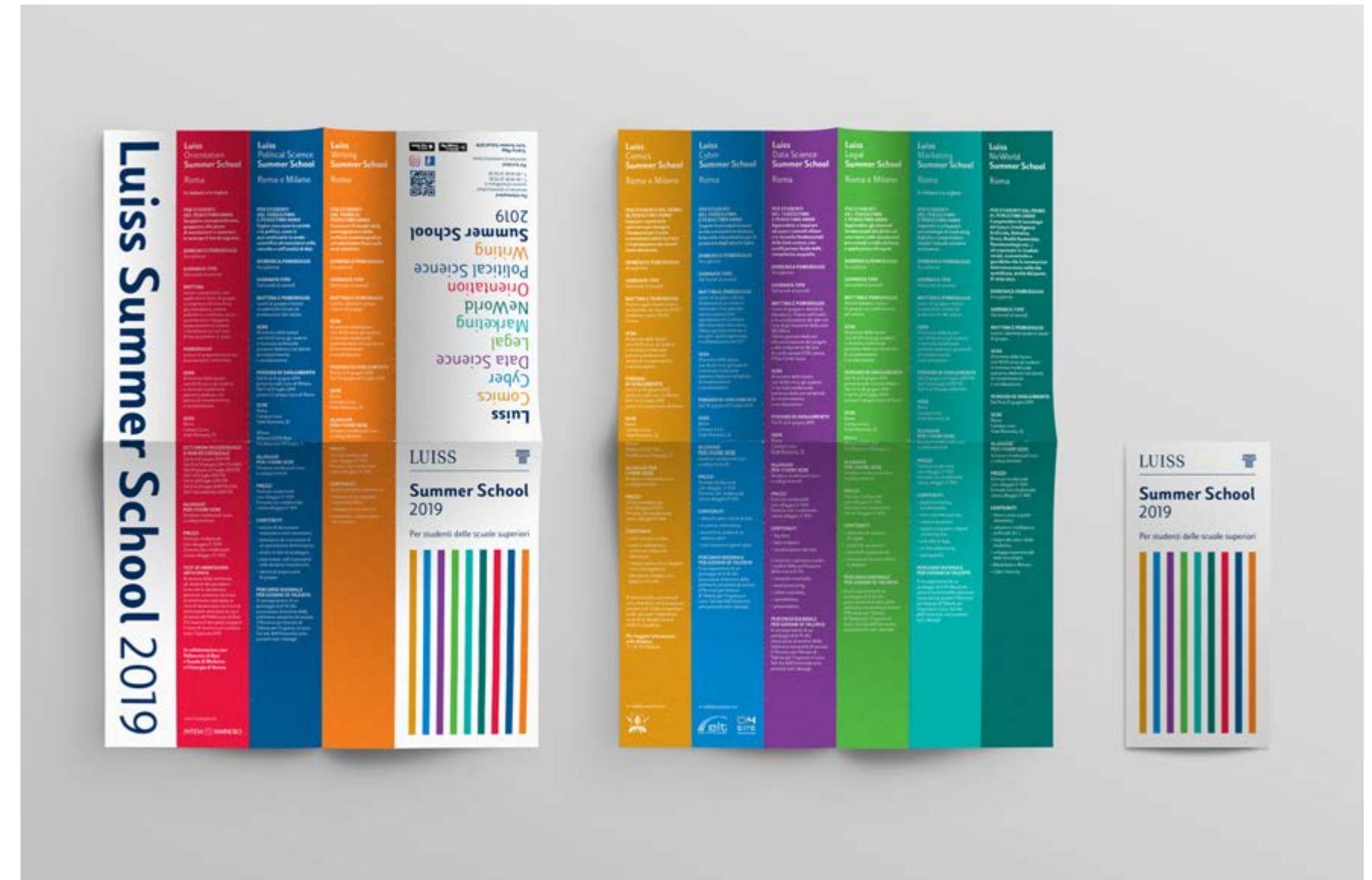
È un'epoca di **opportunità** in espansione e moltipli di cui se ne apprezza solo una parte. Perché non provare ad alzare e girare lo sguardo iniziando a osservare il contesto allargato?

LUISS





**Questa estate  
divertiti di più!**



**Luiss**  
Business  
School







# SAPIENZA

## UNIVERSITÀ DI ROMA

**SAPIENZA – Università di Roma**

*University of Rome. Brand design, typeface design, editorial design,  
communication design and signage & wayfinding design.  
2006-2009*



# SAPIENZA FONT

1234567890

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

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

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Sapienza



SAPIENZA  
UNIVERSITÀ DI ROMA



9 8 7 6 5 4 3 2 1

**SAPIENZA – Università di Roma**

*University of Rome. Brand design, typeface design, editorial design,  
communication design and signage & wayfinding design.  
2006-2009*





### SAPIENZA – Università di Roma

*University of Rome. Brand design, typeface design, editorial design, communication design and signage & wayfinding design.  
2006-2009*





### SAPIENZA – Università di Roma

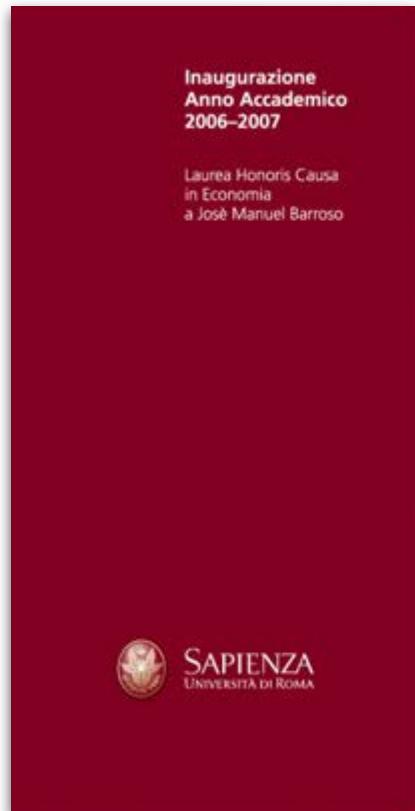
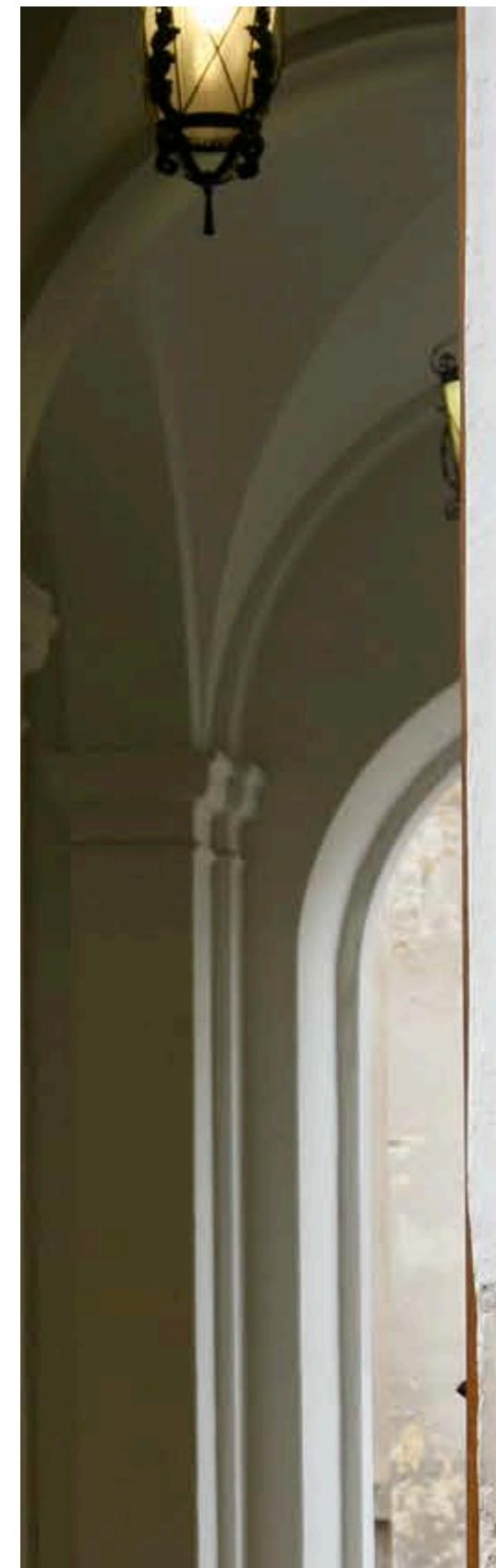
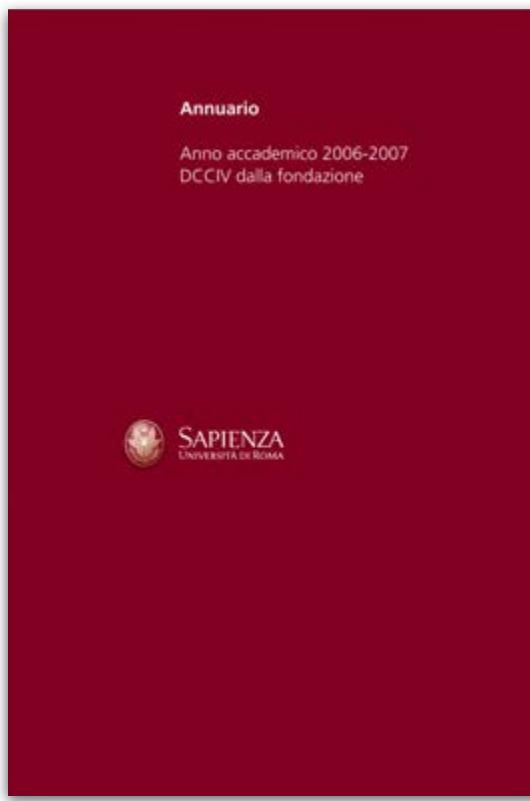
*University of Rome. Brand design, typeface design, editorial design, communication design and signage & wayfinding design.  
2006-2009*





FACOLTÀ DI INGEGNERIA  
 SAPIENZA  
UNIVERSITÀ DI ROMA

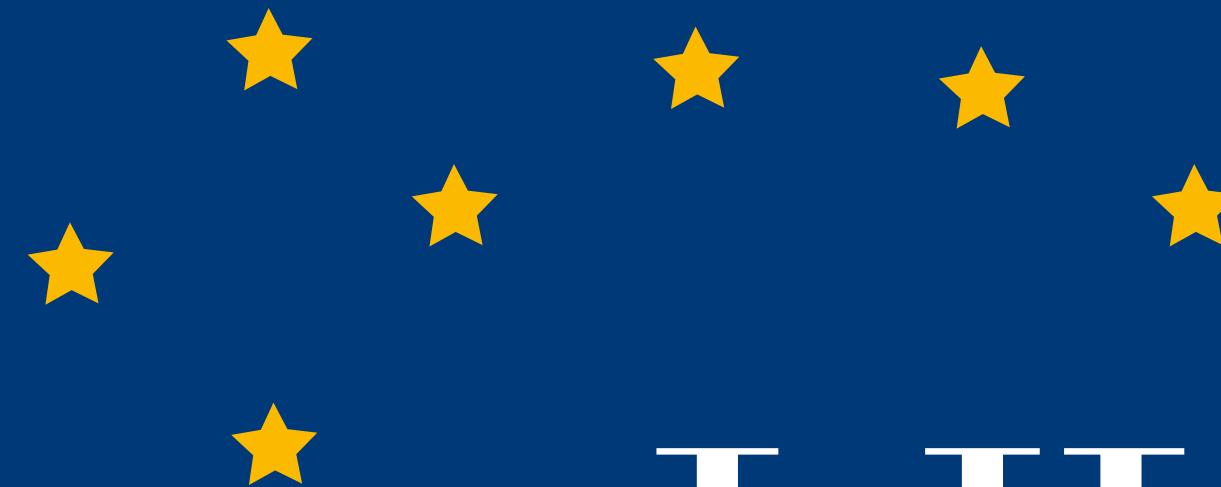
Ordine degli Studi  
Anno Accademico  
2006-2007



## SAPIENZA – Università di Roma

*University of Rome. Brand design, typeface design, editorial design,  
communication design and signage & wayfinding design.  
2006-2009*





# LIUC

## Università Cattaneo

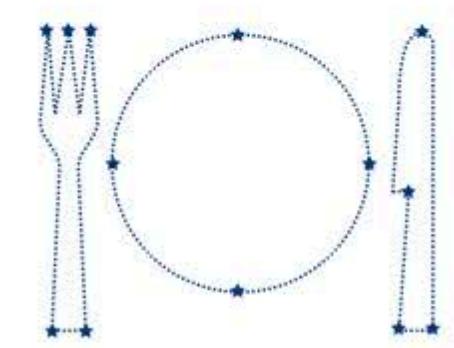
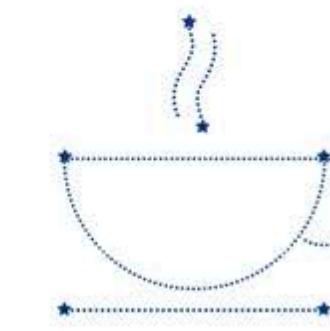
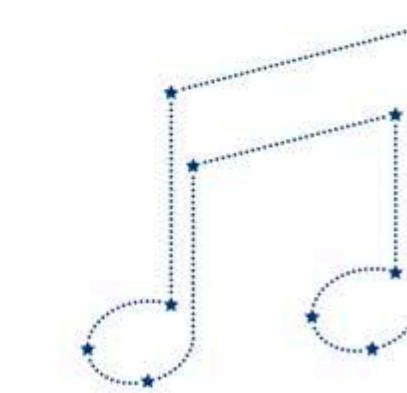
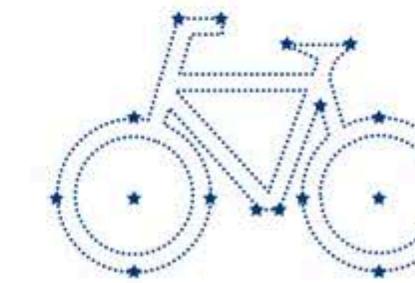
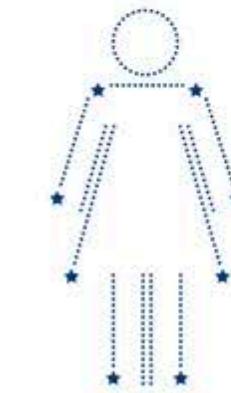
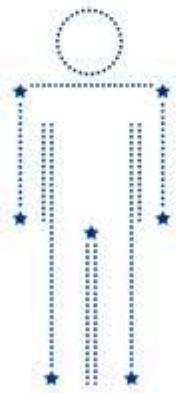
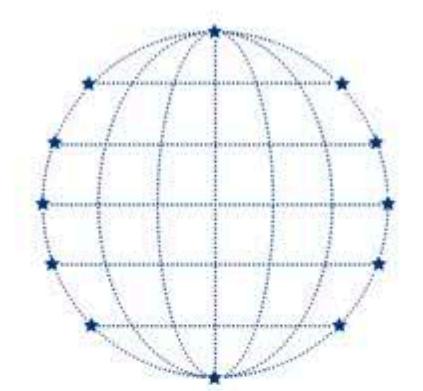
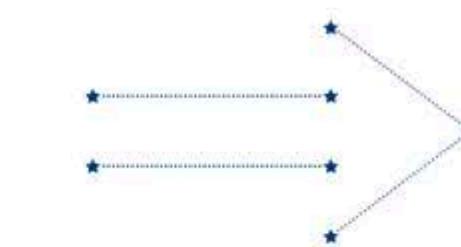
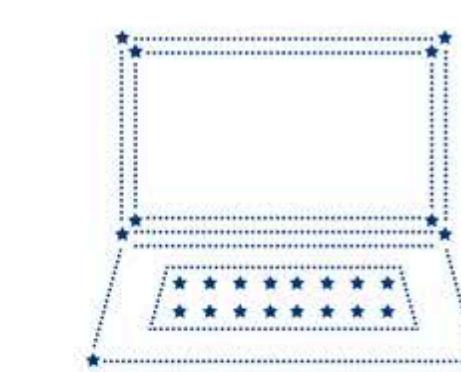
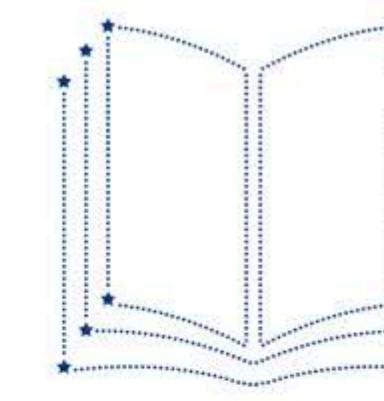
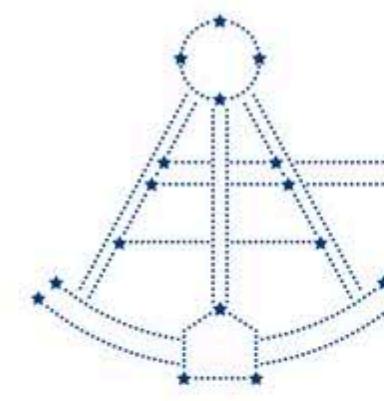
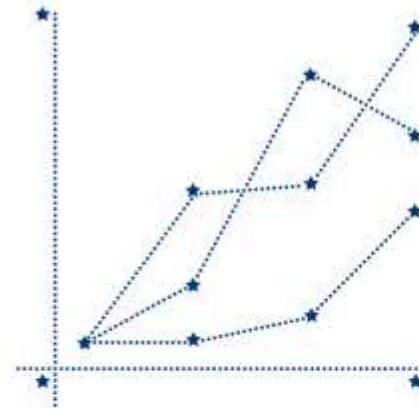
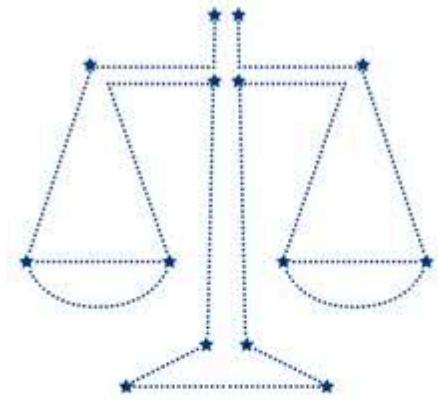
**LIUC – Università Cattaneo**

*Brand design, communication design, editorial design,*

*signage & wayfinding design and video & motion design.*

2010-2012





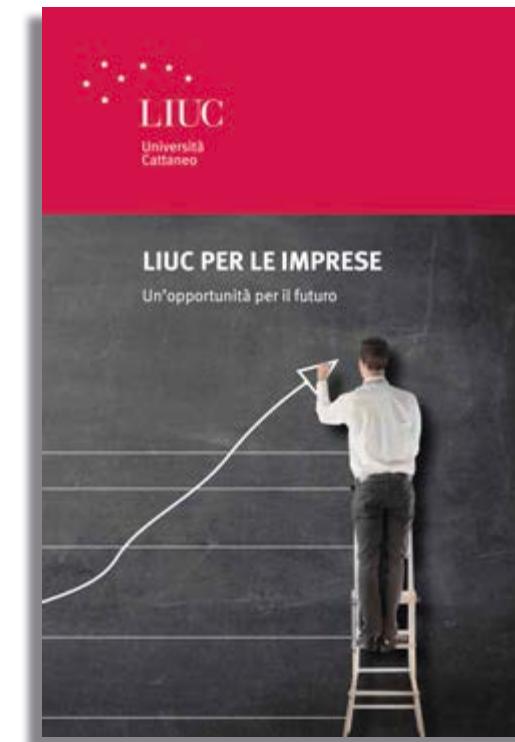
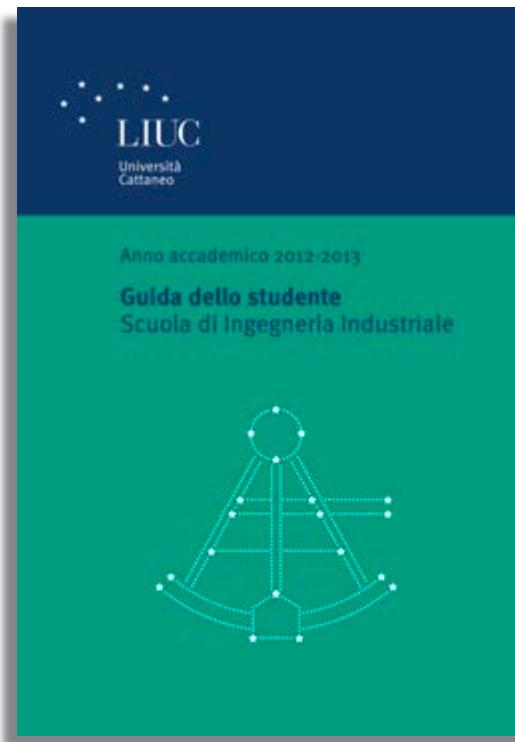
**LIUC – Università Cattaneo**

*Brand design, communication design, editorial design,*

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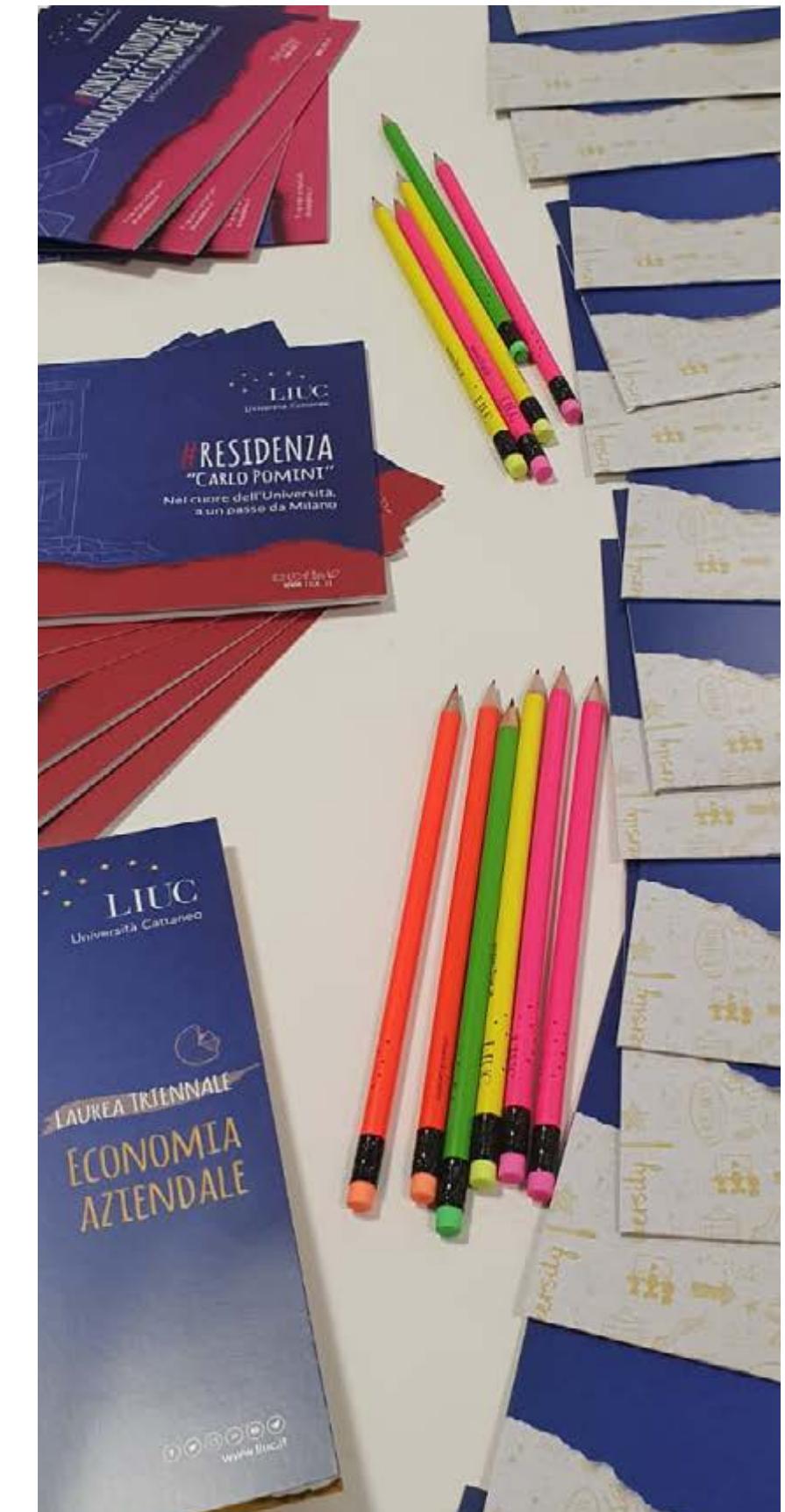
2010-2012





**LIUC – Università Cattaneo**  
Brand design, communication design, editorial design,  
signage & wayfinding design and video & motion design.  
2010-2012





## LIUC – Università Cattaneo

*Brand design, communication design, editorial design,  
signage & wayfinding design and video & motion design.  
2010-2012*





### LIUC – Università Cattaneo

*Brand design, communication design, editorial design,  
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2010-2012*





### LIUC – Università Cattaneo

*Brand design, communication design, editorial design,  
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2010-2012*



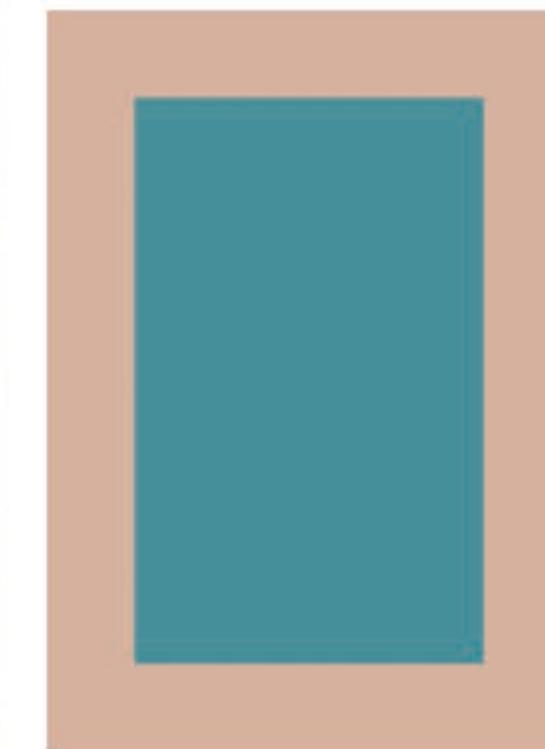
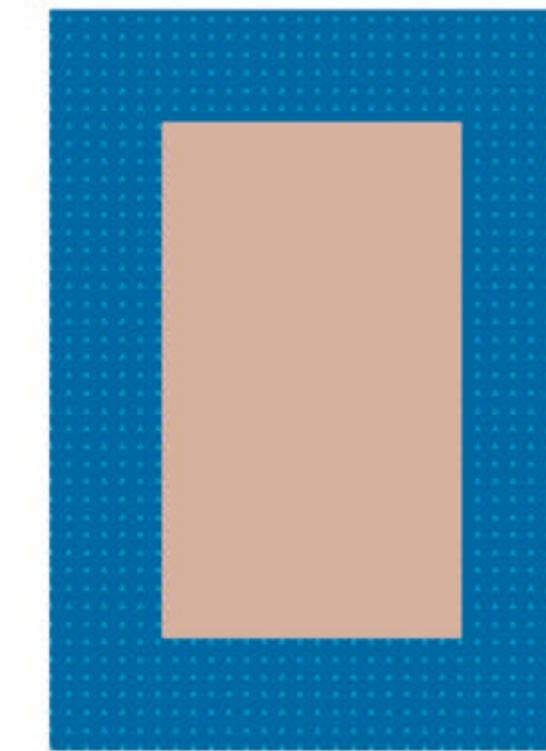


# TRECCANI

**TRECCANI**

*Italian Encyclopedia of Science, Letters and Arts.  
Brand design, communication design and digital design.  
2019/2020*





## TRECCANI

*Italian Encyclopedia of Science, Letters and Arts.*

*Brand design, communication design and digital design.*

2019/2020



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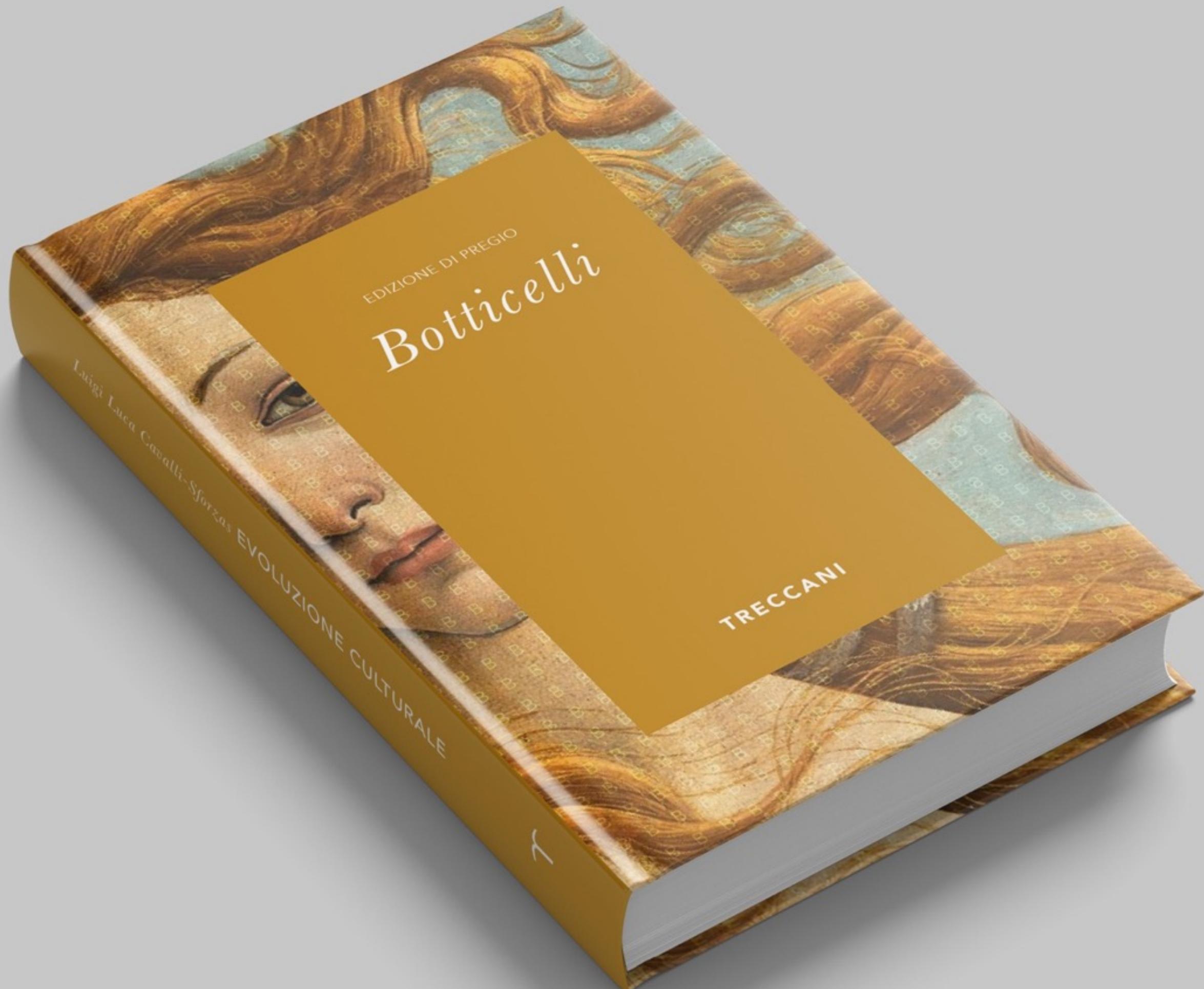
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## TRECCANI

*Italian Encyclopedia of Science, Letters and Arts.  
Brand design, communication design and digital design.  
2019/2020*









ENCICLOPEDIA  
**TRECCANI**



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**ENCICLOPEDIA ITALIANA**  
FONDATA DA GIOVANNI TRECCANI

IV  
FERR-IEE

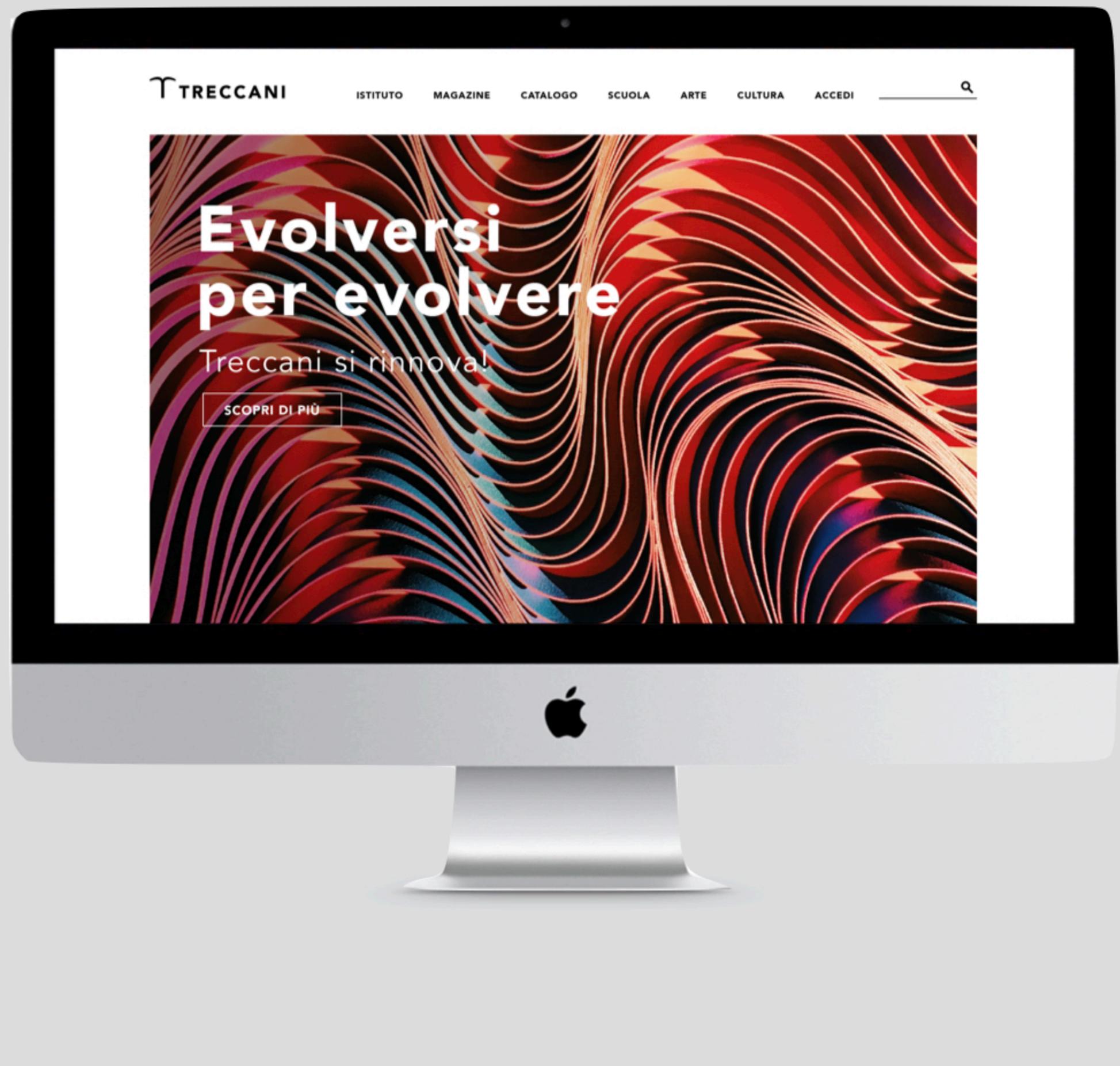
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**TRECCANI**



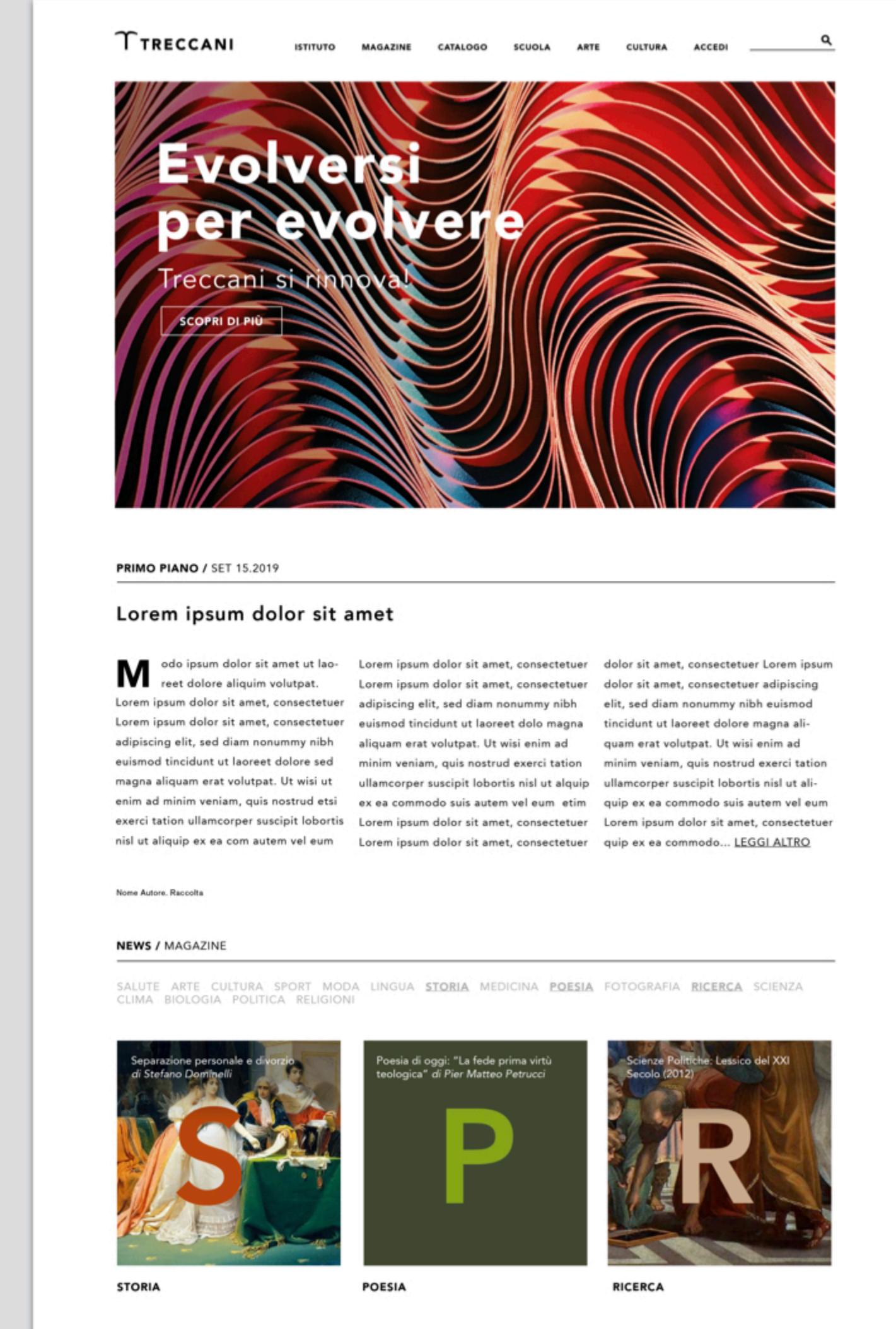
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ITALIANA





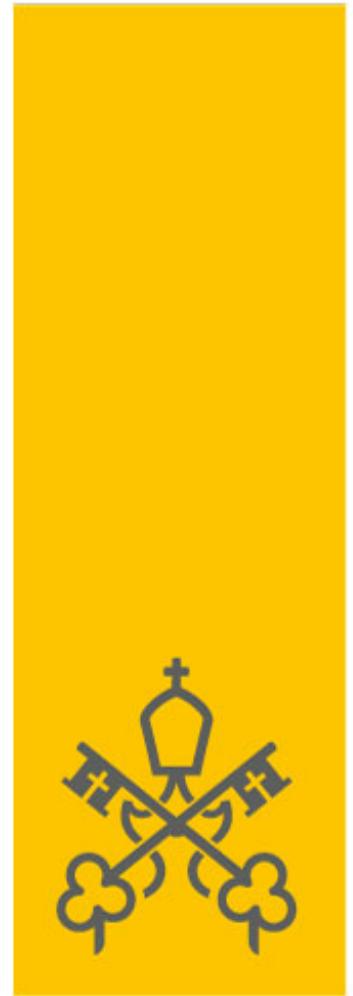


The image shows a silver iMac monitor displaying the Treccani website. The website features a large, colorful abstract background with red, orange, and blue curved lines. Overlaid on this background is the text "Evolversi per evolvere" in a large, white, sans-serif font. Below this, in a smaller white font, is the text "Treccani si rinnova!". At the bottom left of the main content area is a white rectangular button with the text "SCOPRI DI PIÙ". The top navigation bar of the website includes the Treccani logo, followed by links for ISTITUTO, MAGAZINE, CATALOGO, SCUOLA, ARTE, CULTURA, ACCEDI, and a search icon.



The image shows the Treccani website homepage. The background is a vibrant, abstract design of overlapping, curved lines in shades of red, orange, yellow, and blue. Overlaid on this background is the large, bold text "Evolversi per evolvere" in white. Below it, in a smaller white font, is the text "Treccani si rinnova!". A white rectangular button with the text "SCOPRI DI PIÙ" is positioned below the main headline. The top navigation bar includes the Treccani logo and links for ISTITUTO, MAGAZINE, CATALOGO, SCUOLA, ARTE, CULTURA, and ACCEDI. The page also features a section titled "PRIMO PIANO / SET 15.2019" with placeholder text "Lorem ipsum dolor sit amet" and several large, stylized letters (S, P, R) corresponding to different content categories: STORIA, POESIA, and RICERCA.





MV



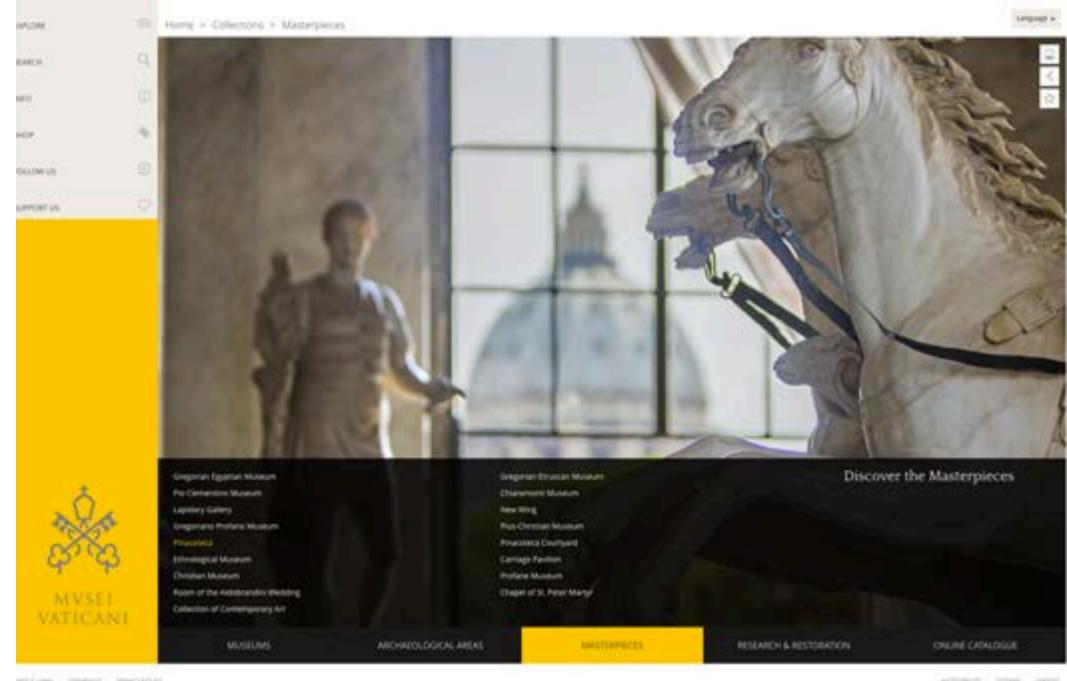
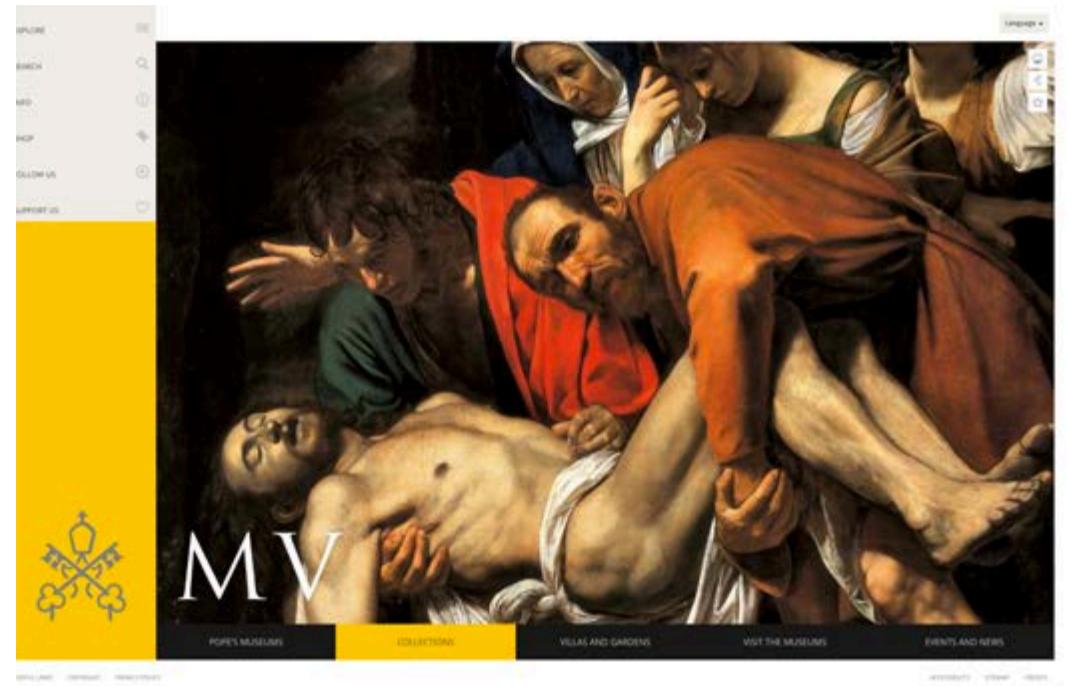
MVSEI VATICANI

**MUSEI VATICANI**

*Museum of art and history. Brand design,  
communication design, digital design.*

2017





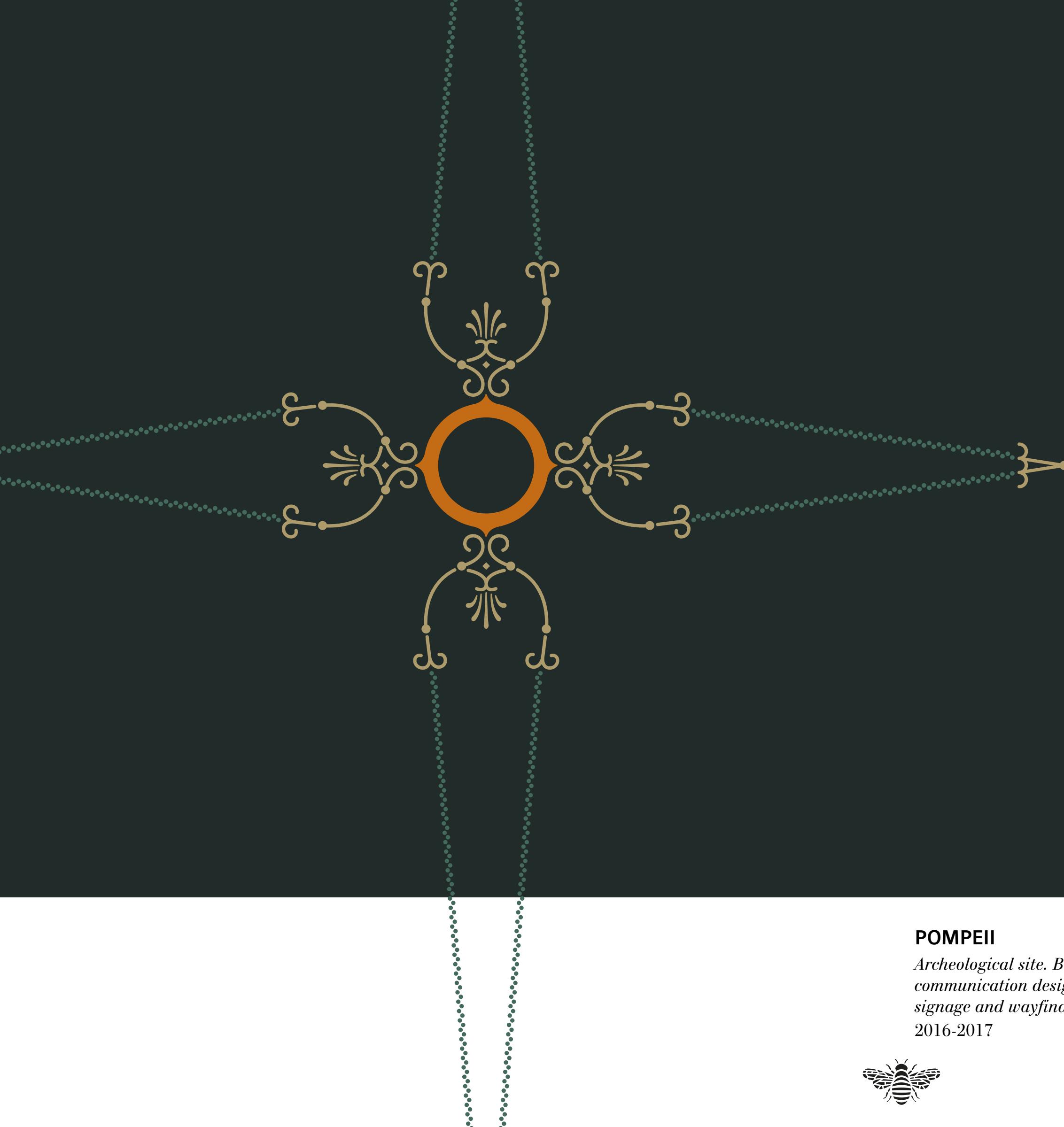
**MUSEI VATICANI**  
*Museum of art and history. Brand design,  
communication design, digital design.*  
2017





POMPEII

SOPRINTENDENZA  
POMPEI



**POMPEII**

*Archeological site. Brand design,  
communication design,  
signage and wayfinding design.  
2016-2017*

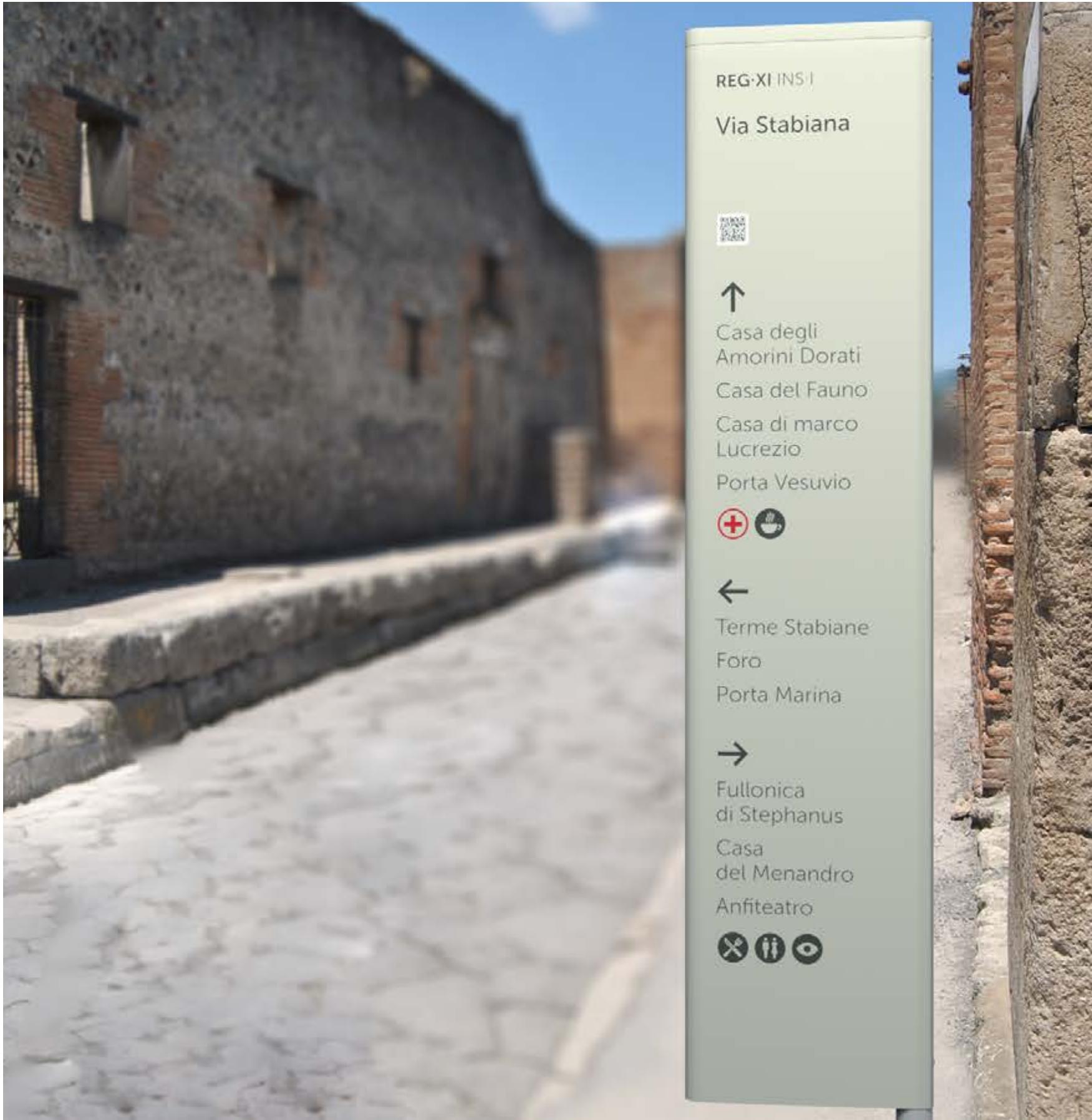




## POMPEII

Archeological site. Brand design,  
communication design,  
signage and wayfinding design.  
2016-2017



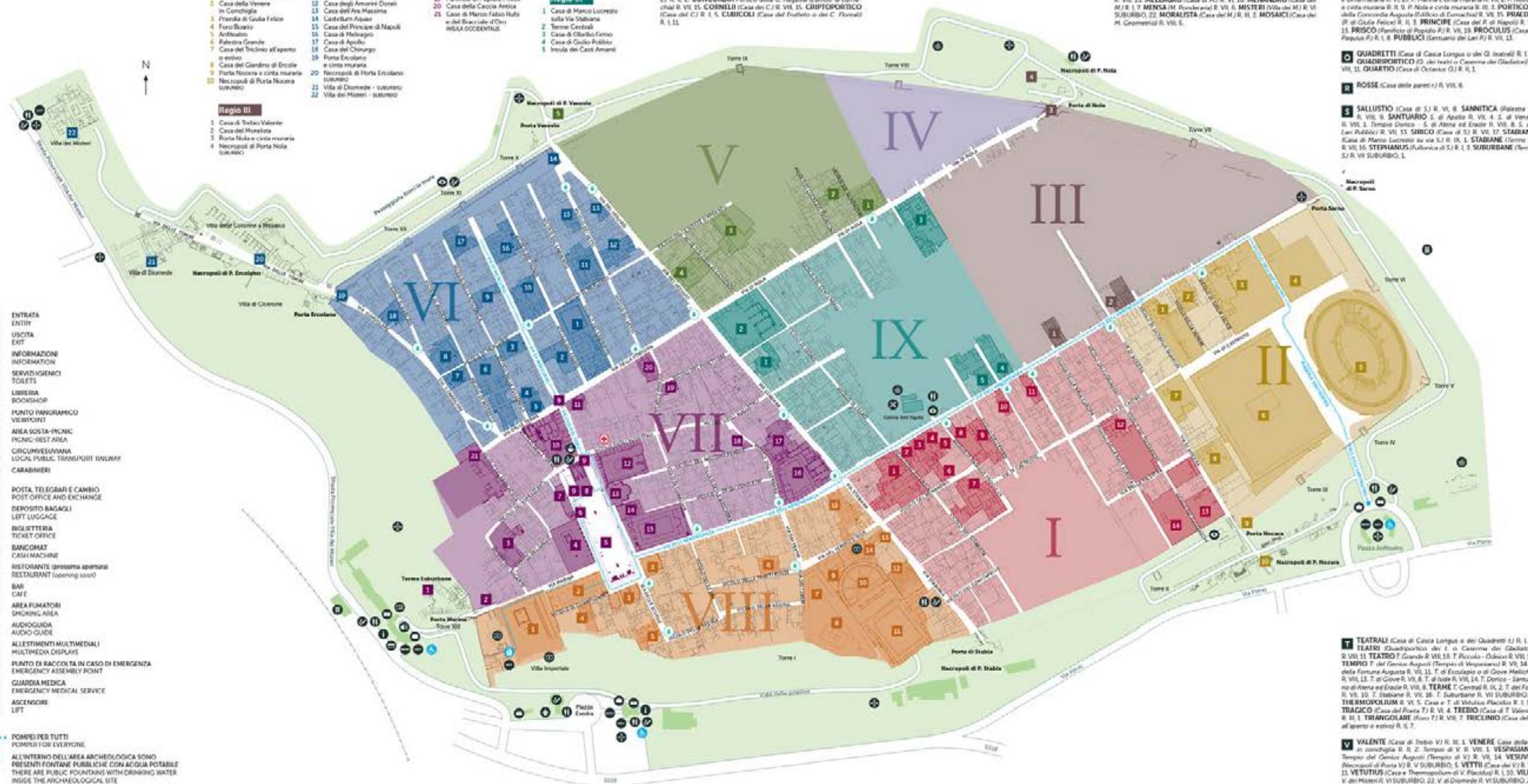


## POMPEII

Archeological site. Brand design,  
communication design,  
signage and wayfinding design.  
2016-2017



Pianta degli scavi  
di Pompei  
Plan of the excavations  
of Pompeii



# OMPEII

*Archaeological site. Brand design, communication design, signage and wayfinding design.*

16-2017





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Soprintendente Pompei: Professor Massimo Osanna

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pec: pec.pompeibeniculturali.it

**UFFICIO SCAVI DI POMPEI**  
Direttore Genna Sartori  
genna.sartori@beniculturali.it

**UFFICIO SCAVI DI STABIA, BOSCOREALE**  
Fondatore I pionieri  
Intero € 5.500,00/Bilete € 2.750

**UFFICIO MOSTRE**  
Responsabile  
Soprintendente Massimo Osanna

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Responsabile  
Soprintendente Massimo Osanna

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**Ufficio mostre**  
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Responsabile  
Soprintendente Massimo Osanna

**Ufficio archetipi**  
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Sara Matteo Massari  
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Funzionario archeologo  
Caterina Tarallo  
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**REGIONI III, IV, V, VI**  
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Anna Maria Mauro  
anna.mauro@beniculturali.it

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**VISITA I SITI ARCHEOLOGICI**

POMPEI ERCOLANO OPLONTIS STABIA BOSCOREALE

**IN PRIMO PIANO**

Crowdfunding per il restauro della Casa del Centauro  
'DiMartedì' alla scoperta delle meraviglie di Pompei  
Il ciclo del vino a Pompei  
Interventi in sicurezza

**SCOPRI IL TERRITORIO VESUVIANO**

**STORIA DEGLI SCAVI**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum placerat velit tellus, ac facilisis nisi. Autem esse. Vestibulum.

**VITA A POMPEI**  
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**LETTERE DI PLINIO**  
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**NEWSLETTER**  
[Inviata](#)

**POMPEII ADVISOR**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed maximus metus quis eu pretium et id ut aliquip ex ea commodo consequat. Nam id blandi nulla, id elementum metus.

**SOPRINTENDENZA**  
Profilo  
Struttura organizzativa  
Attività  
Servizi

**RICERCA**  
Conservazione e restauro  
Campagne di scavo  
SI-GPP  
Forum Ricerca

**PROGETTI**  
Grande Progetto Pompei  
Attività ordinaria  
Studi e convegni  
Open data

**AMMINISTRAZIONE TRASPARENTE**  
Organizzazione  
Depositori generali  
Bandi di gara e contratti  
Personale

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**POMPEI**

Necropoli di P. Encolpiano  
Villa di Cicerone  
Porta Ercolano

**REGIO VI**

**Casa del Forno**  
Roma al II sec. a.C., ma la ristrutturazione successiva al terremoto del 62 d.C. trasformò il quattrocento della casa in ambiente produttivo, mentre il piano inferiore venne utilizzato per la conservazione dei generi alimentari. La casa era dotata di un forno al centro dell'aula (C) e quindi che il pane fosse cuocere. Per lungo tempo fu l'unica grande panificazione messa in luce Pompei fra i 35 circa resti. L'orologio (l'abaco) accese gli ingranaggi per la macinazione del grano e per la lavorazione a calore del pane: i bacini per l'acqua, il tritacere e la farina erano tutti in legno. In questo modo si poteva cuocere nel forno aperto a destra, su 2 fornelli in pietra, e se il pane fu così il pane risarciva prima dell'informazione mentre l'autentico a sorriso del tabellone era la cuocina. Nella strada, aperta sull'androne e sul vicolo di Modestus, era stata installata addossata al muro, qui sembra sia stato rinnovato lo schermo di un insilo con tutti i bromuri.

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MAXXI



**MAXXI Museo Nazionale delle Arti del XXI secolo**  
*Brand design, communication design, video & motion design.*  
2014/2015





**MAXXI Museo Nazionale delle Arti del XXI secolo**  
*Brand design, communication design, video & motion design.*  
2014/2015



MAXXI

# MAXXI Temporary School

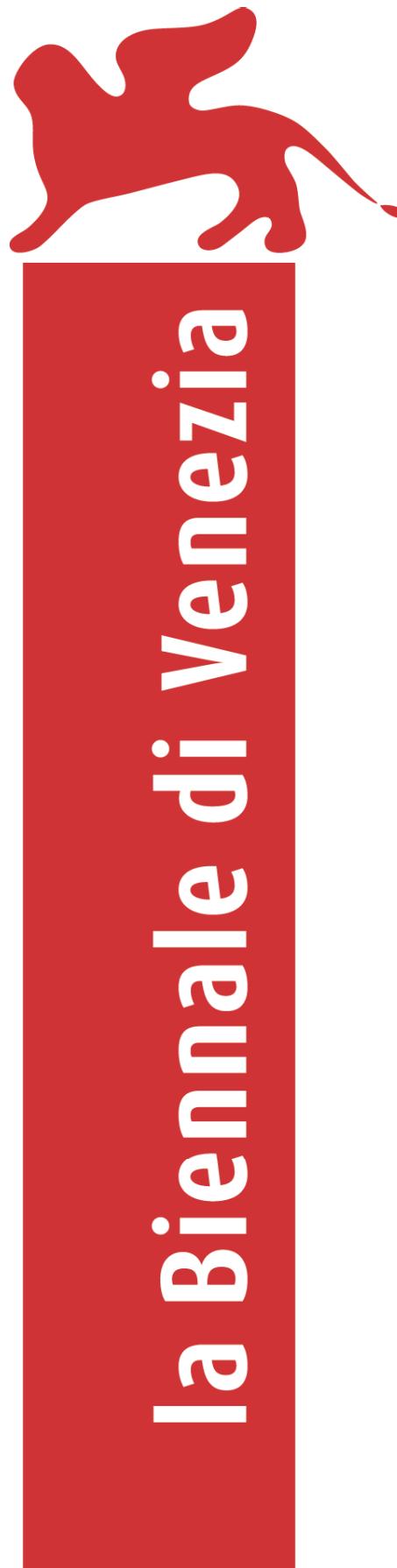
## Tecno-utopia o decrescita e decelerazione?





MAXXI





**LA BIENNALE DI VENEZIA**

*Brand design and communication design.*

2001/2003





la Biennale di Venezia

Arte  
Architettura  
Cinema  
Danza  
Musica  
Teatro  
Archivio Storico

**LA BIENNALE DI VENEZIA**

*Brand design and communication design.  
2001/2003*





la Biennale di Venezia

Arte  
Architettura  
Cinema  
Danza  
Musica  
Teatro  
Archivio Storico



la Biennale di Venezia



56. Esposizione  
Internazionale  
d'Arte





BIENNALE  
ARCHITETTURA  
2016

28.5-27.11  
VENEZIA

REPORTING  
FROM  
THE FRONT

Giardini dell'Arsenale  
Orario: ore 10-18  
Chiuso il Lunedì /  
Closed on Monday  
[www.labienale.org](http://www.labienale.org)

ARSENALE



ROLEX



MOSTRA INTERNAZIONALE  
D'ARTE CINEMATOGRAFICA

la Biennale di Venezia 2011



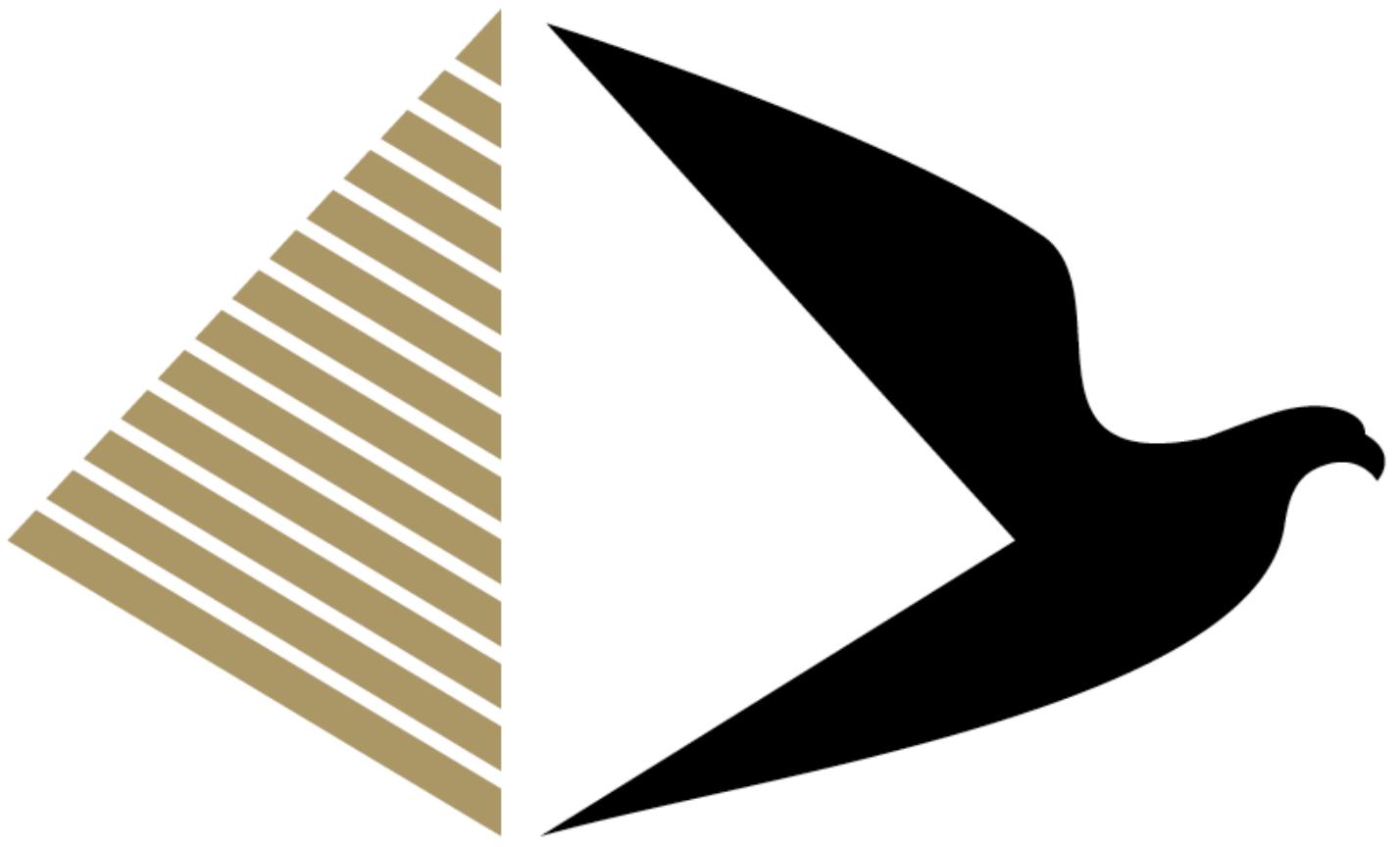
la Biennale di Venezia

68. Mostra  
Internazionale  
d'Arte  
Cinematografica



FESTIVAL di Venezia

SOCIETÀ TIM CITROËN WELLA

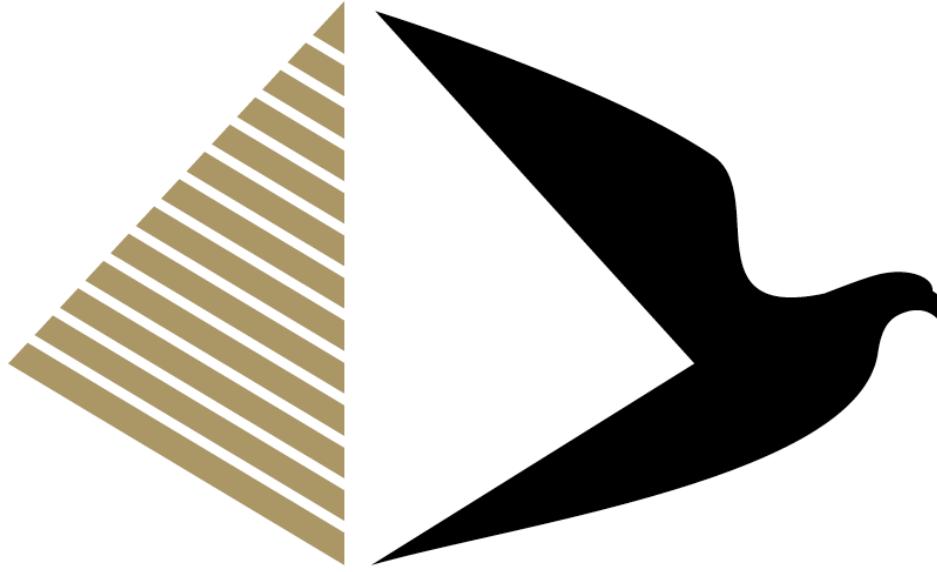


## CITY OF ARTS AND CULTURE

*New Administrative Cairo Capital (Egypt). Brand design, brand architecture,  
communication design, signage & wayfinding design.*

2020-2021



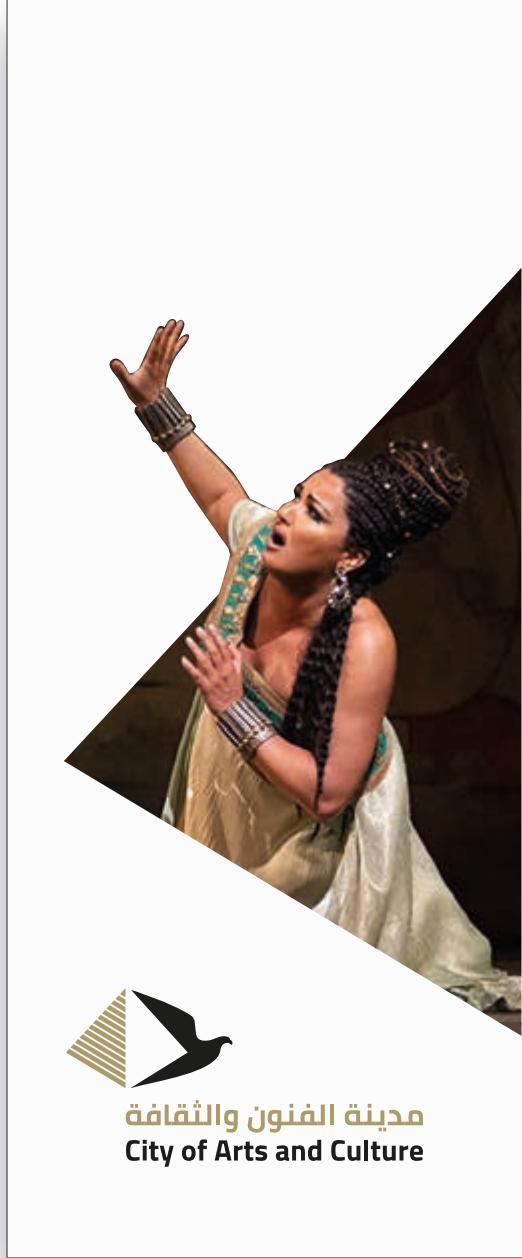


مِدِيْنَةُ الْفَنُونِ وَالثَّقَافَةِ  
**City of Arts and Culture**

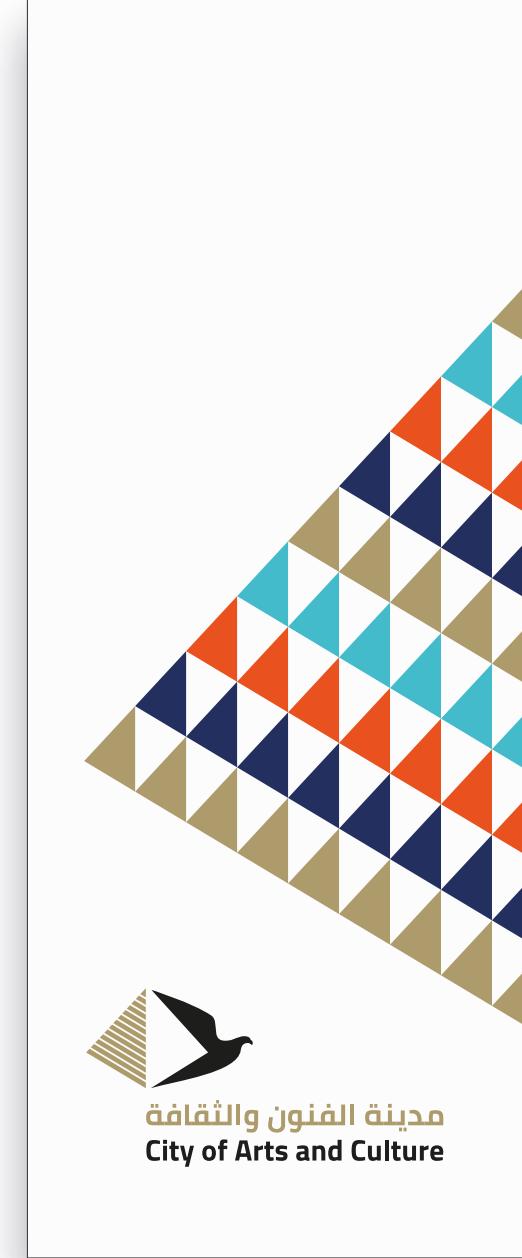
**CITY OF ARTS AND CULTURE**

*New Administrative Cairo Capital (Egypt). Brand design, brand architecture,  
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2020-2021*





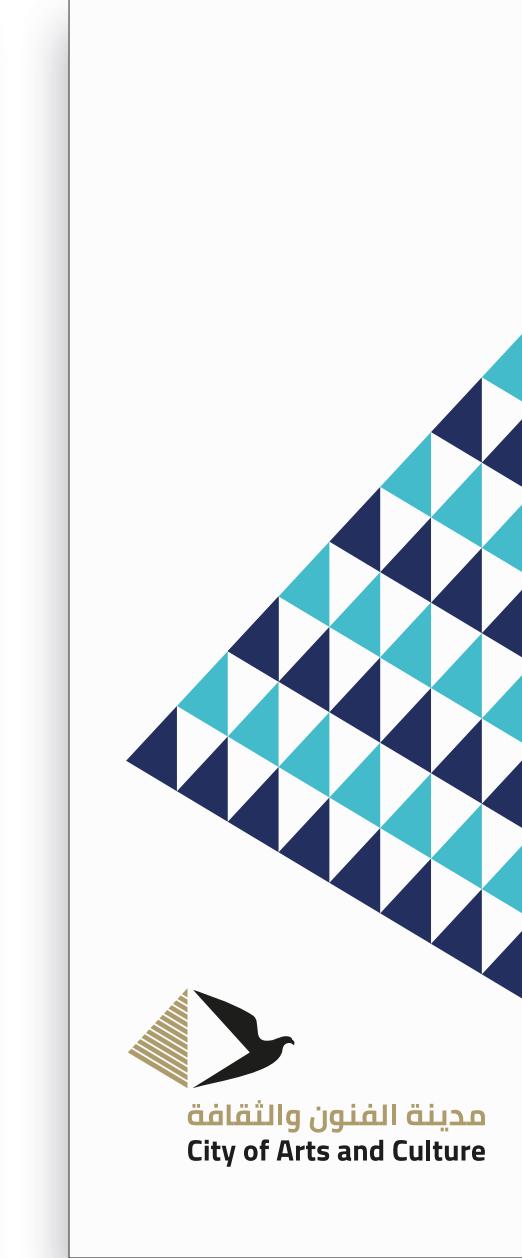
مدينة الفنون والثقافة  
City of Arts and Culture



مدينة الفنون والثقافة  
City of Arts and Culture



مدينة الفنون والثقافة  
City of Arts and Culture



مدينة الفنون والثقافة  
City of Arts and Culture



مدينة الفنون والثقافة  
City of Arts and Culture

## CITY OF ARTS AND CULTURE

New Administrative Cairo Capital (Egypt). Brand design, brand architecture,  
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2020-2021

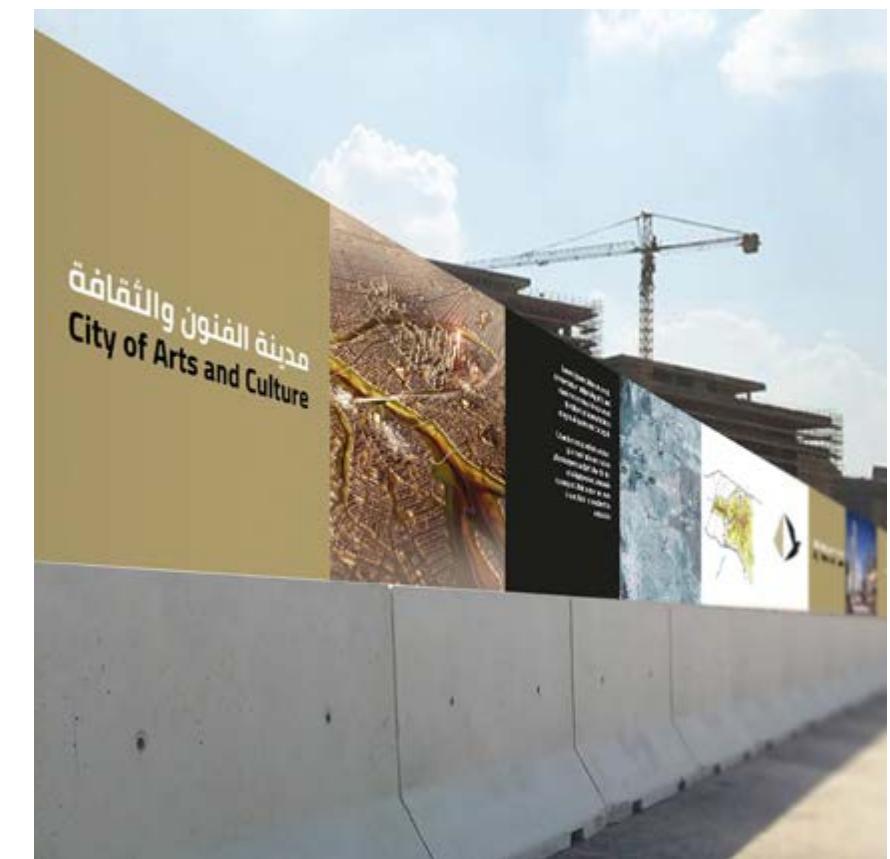
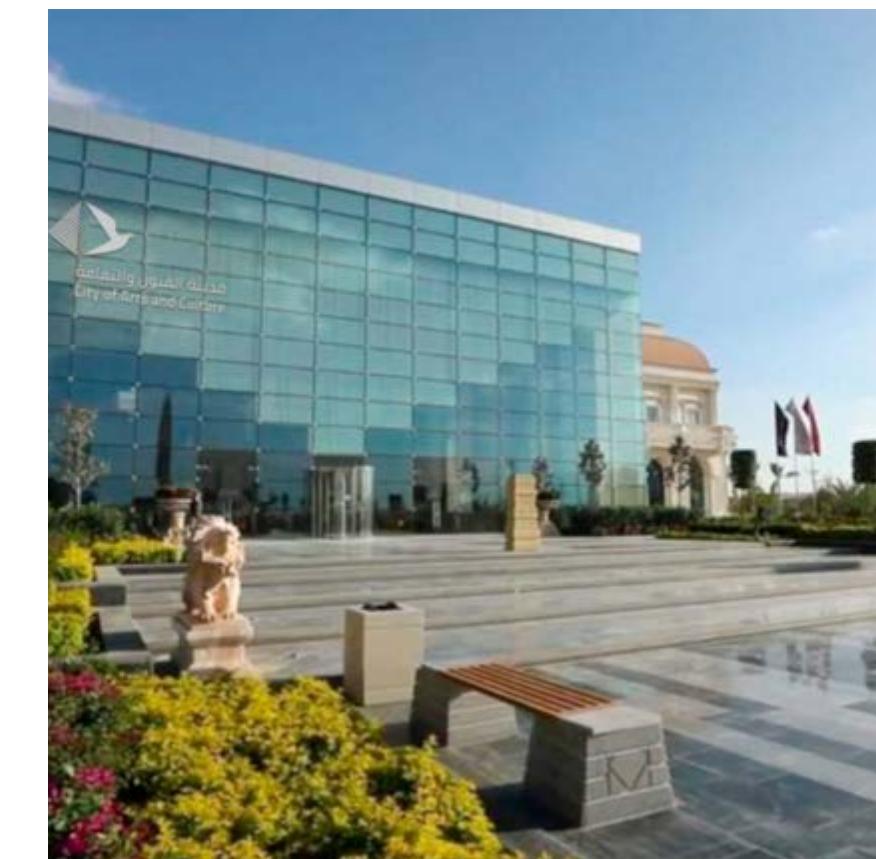




دُبَيْهُونَجْ وَجِيلَهُونَجْ  
**City of Arts and Culture**



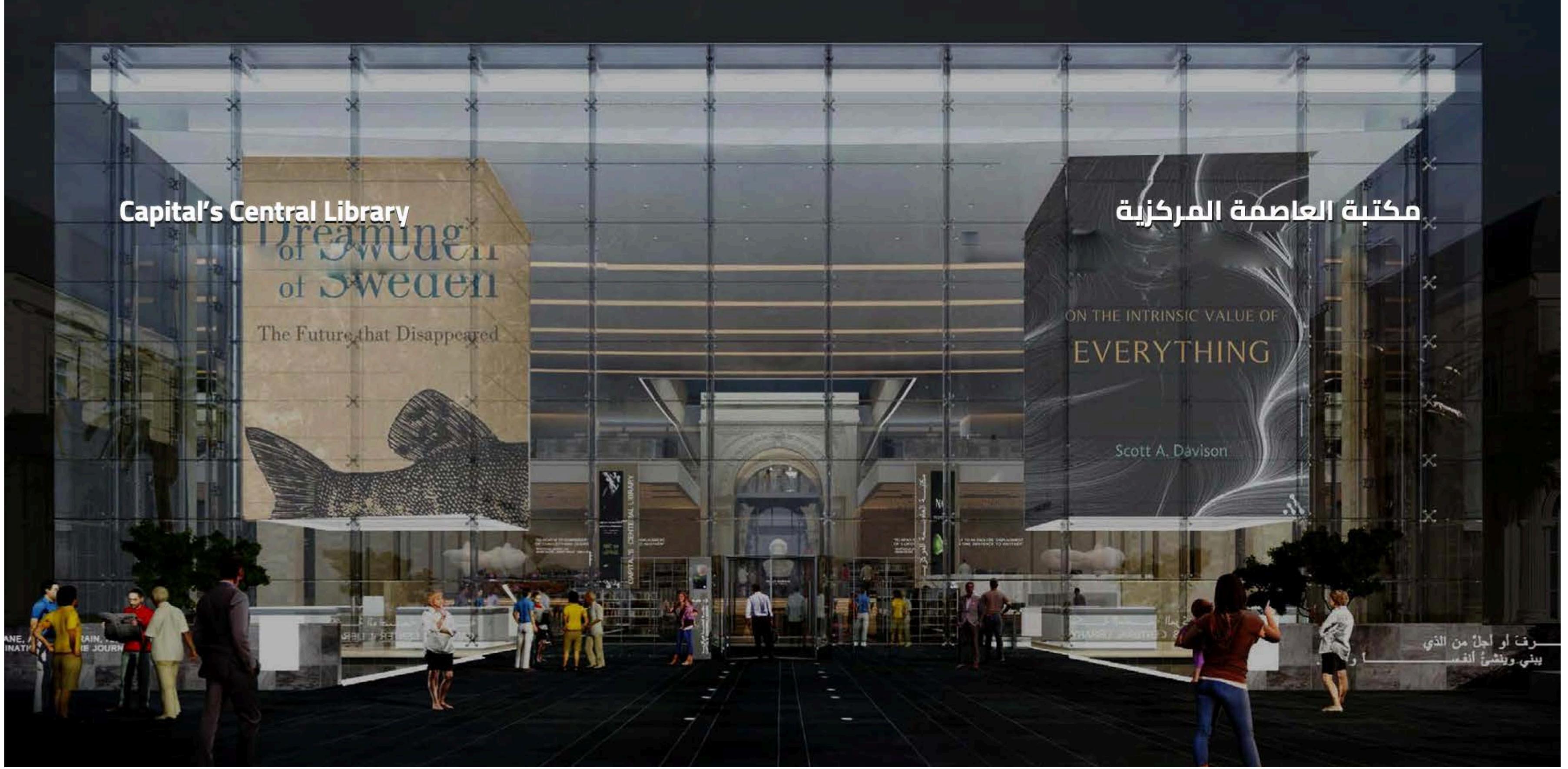
مَدِينَةُ الْكَنْزُونَجْ وَالْكَنْزُونَجْ  
**City of Arts and Culture**

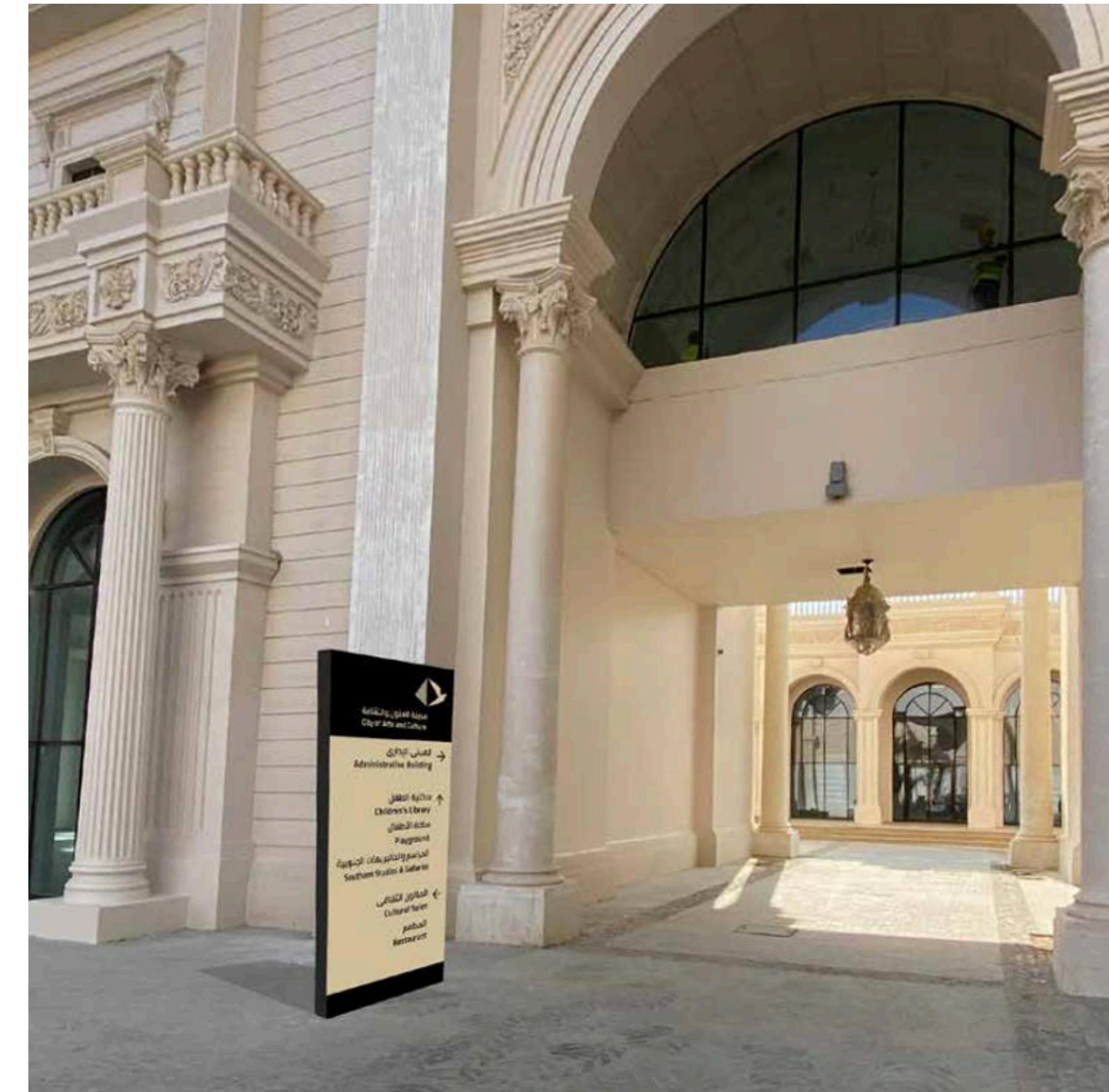
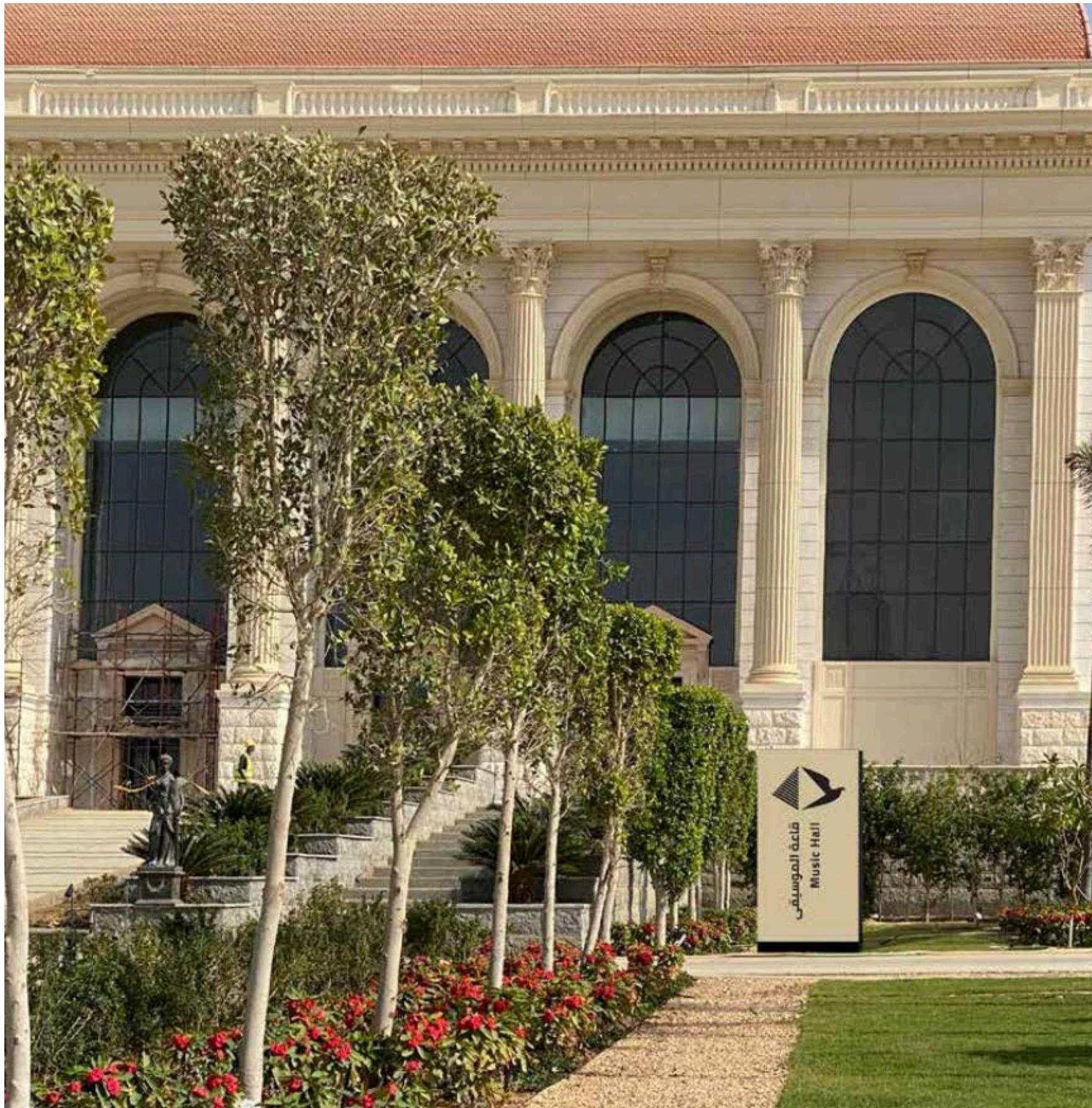


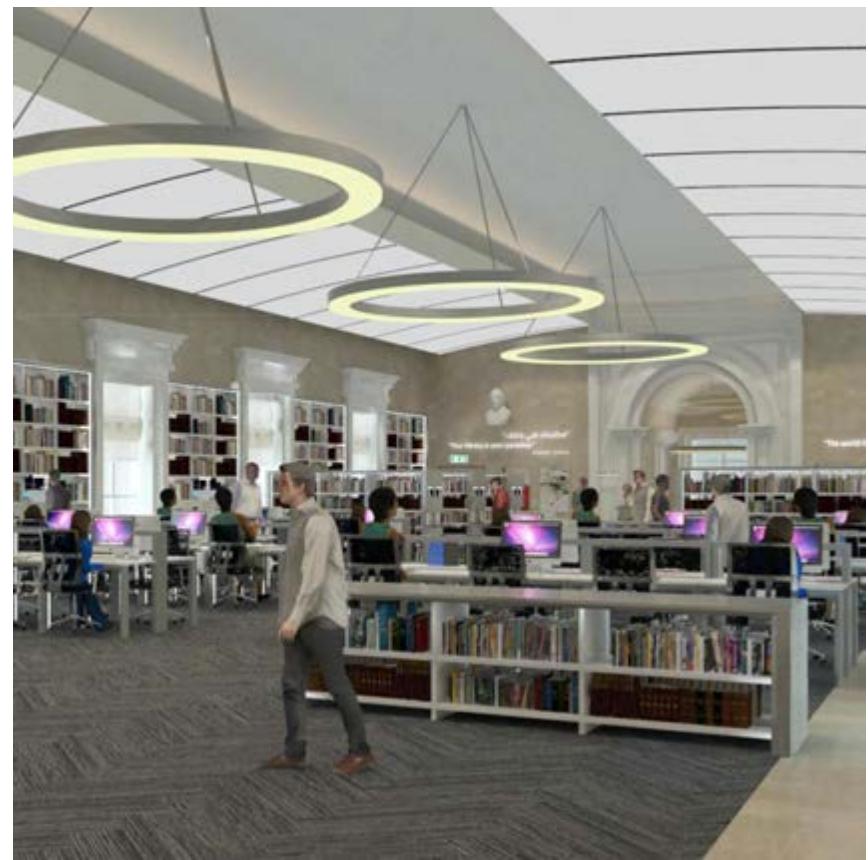
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New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design.  
2020-2021





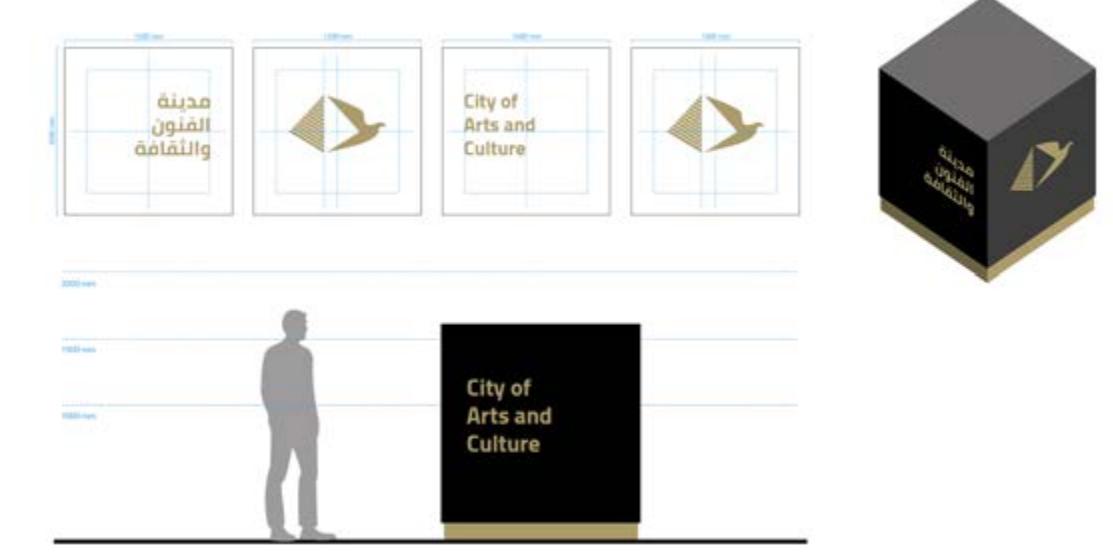
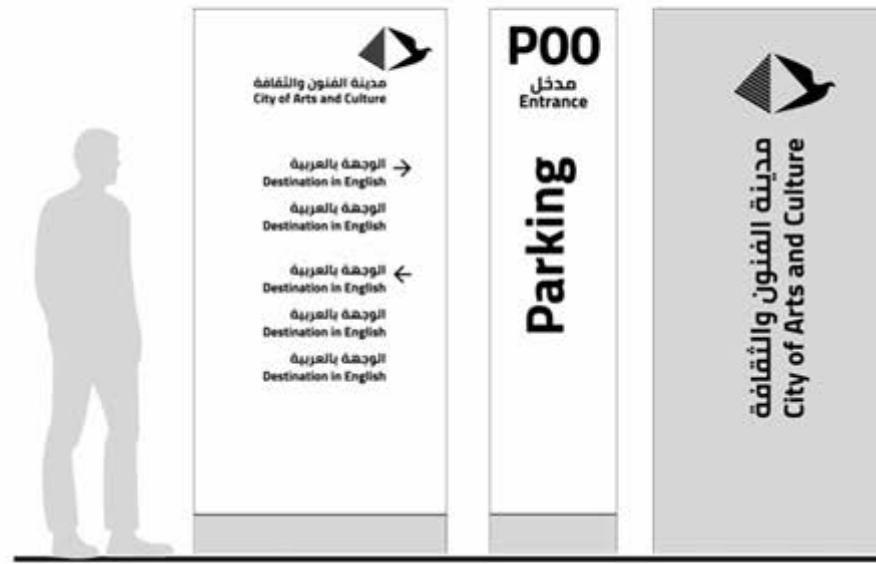
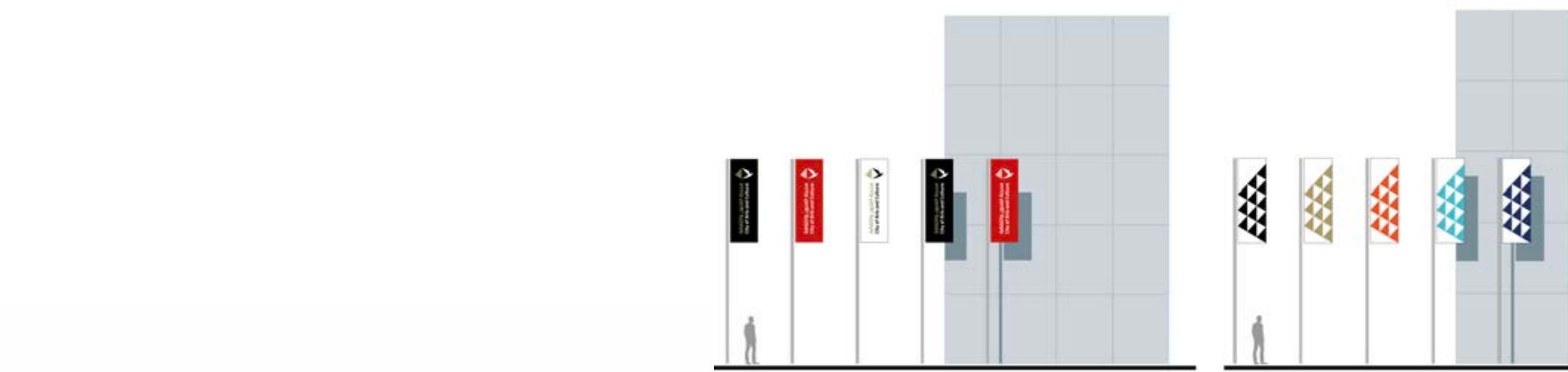




## CITY OF ARTS AND CULTURE

*New Administrative Cairo Capital (Egypt). Brand design, brand architecture,  
communication design, signage & wayfinding design.*  
2020-2021





## CITY OF ARTS AND CULTURE

*New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design.*

2020-2021



# Other works





**TIM**

*Mobile communication.*

*Naming and identity system.*

1995





## TIM

Concept Store.

*Retail design.* Partner: Studio Lococo.

2021





**TIM**  
Concept Store.  
*Retail design.* Partner: Studio Lococo.  
2021





## TIM

Concept Store.

*Retail design.* Partner: Studio Lococo.

2021





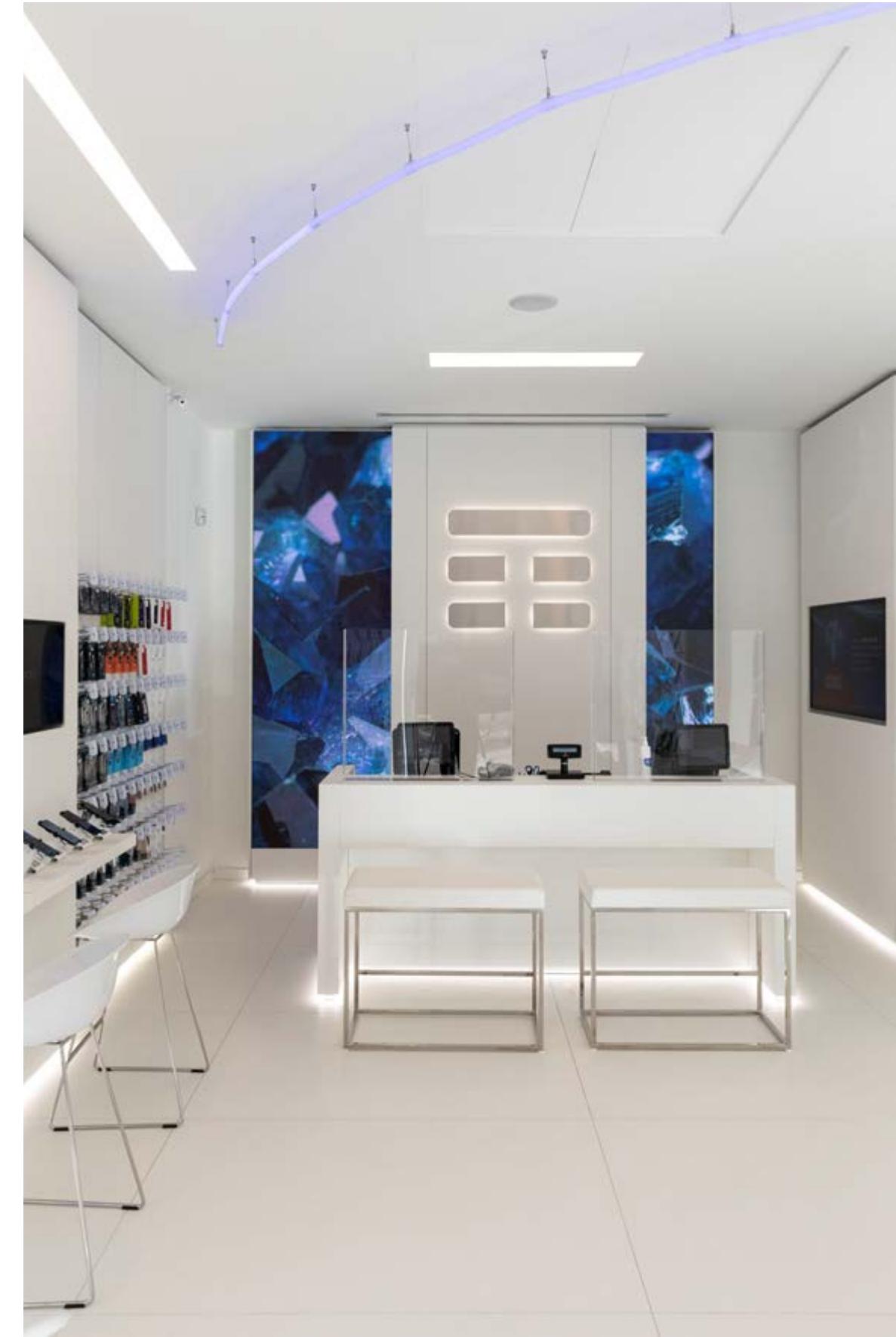
**TIM**

Concept Store.

*Retail design.* Partner: Studio Lococo.

2021





## TIM

Concept Store.  
*Retail design.* Partner: Studio Lococo.  
2021





webuild



**WEBUILD**

*Naming, brand design, brand architecture,  
typeface design, sonic identity design.  
2020*



# webuild



**WEBUILD**

*Naming, brand design, brand architecture,  
typeface design, sonic identity design.  
2020*





#### WEBUILD

*Naming, brand design, brand architecture,  
typeface design, sonic identity design.  
2020*





# webuild type

Thin

abcdefghijklmnopqrstuvwxyz  
1234567890«(!?)[€]\${¥}£»%@  
abcdefghijklmnopqrstuvwxyz

Thin Italic

abcdefghijklmnopqrstuvwxyz  
1234567890«(!?)[€]\${¥}£»%@  
abcdefghijklmnopqrstuvwxyz

Regular

abcdefghijklmnopqrstuvwxyz  
1234567890«(!?)[€]\${¥}£»%@  
abcdefghijklmnopqrstuvwxyz

Italic

abcdefghijklmnopqrstuvwxyz  
1234567890«(!?)[€]\${¥}£»%@  
abcdefghijklmnopqrstuvwxyz

Bold

abcdefghijklmnopqrstuvwxyz  
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Bold Italic

abcdefghijklmnopqrstuvwxyz  
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abcdefghijklmnopqrstuvwxyz

## WEBUILD

*Naming, brand design, brand architecture,  
typeface design, sonic identity design.  
2020*



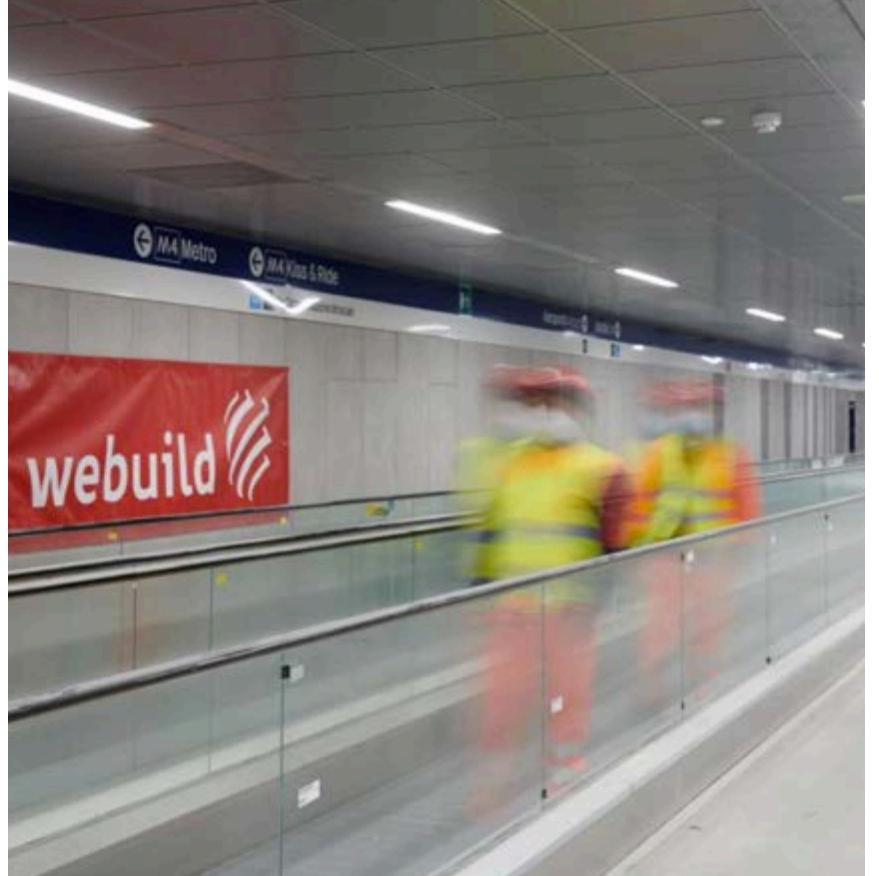


## WEBUILD

*Naming, brand design, brand architecture,  
typeface design, sonic identity design.  
2020*









eni



**ENI**

*Brand design, brand architecture, typeface design, retail design  
and communication design.*

2006-2010





eniline logo

abcdefghijklm  
nopqrstuvwxyz  
1234567890

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w m

**ENI**

*Brand design, brand architecture, typeface design, retail design  
and communication design.*

2006-2010



Eniline Light

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Regular

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Bold

abcdefghijklmnoprstuvwxyz

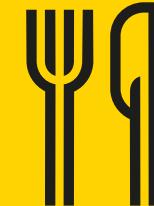
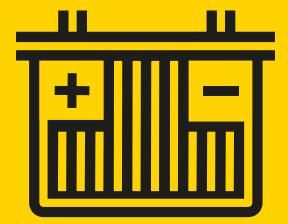
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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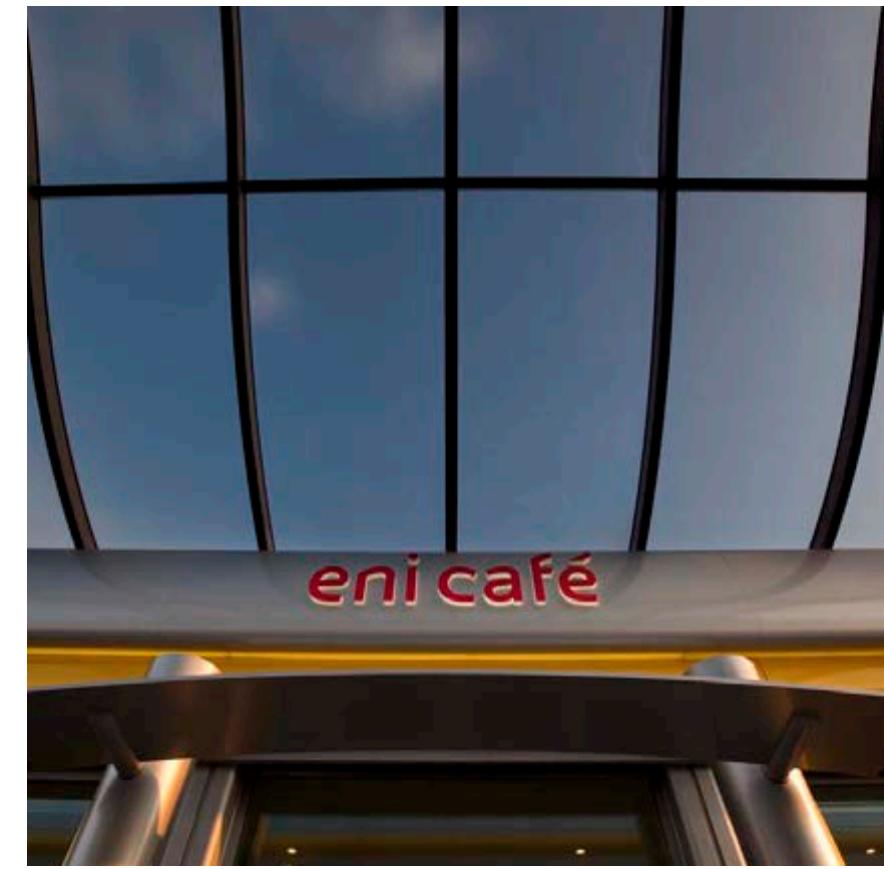


ENI

*Brand design, brand architecture, typeface design, retail design  
and communication design.*  
2006-2010









### AC MILAN

*Football Club. Brand design, brand architecture, typeface design,  
editorial design and communication design.*

2012-2017



Ambito calcistico



Ambito corporate



Ambito commerciale



Ambito comunicazione



Ambito no-profit



Casa Milan



AC Milan SpA  
Milan Entertainment Srl  
Milan Real Estate SpA

MILAN ACADEMY  
JUNIOR CAMP  
SCUOLA CALCIO

MILAN TV

MILAN GLORIE

CUCINA MILANELLO

MILAN STORE

MONDO MILAN



## AC MILAN

*Football Club. Brand design, brand architecture, typeface design, editorial design and communication design.*

2012-2017

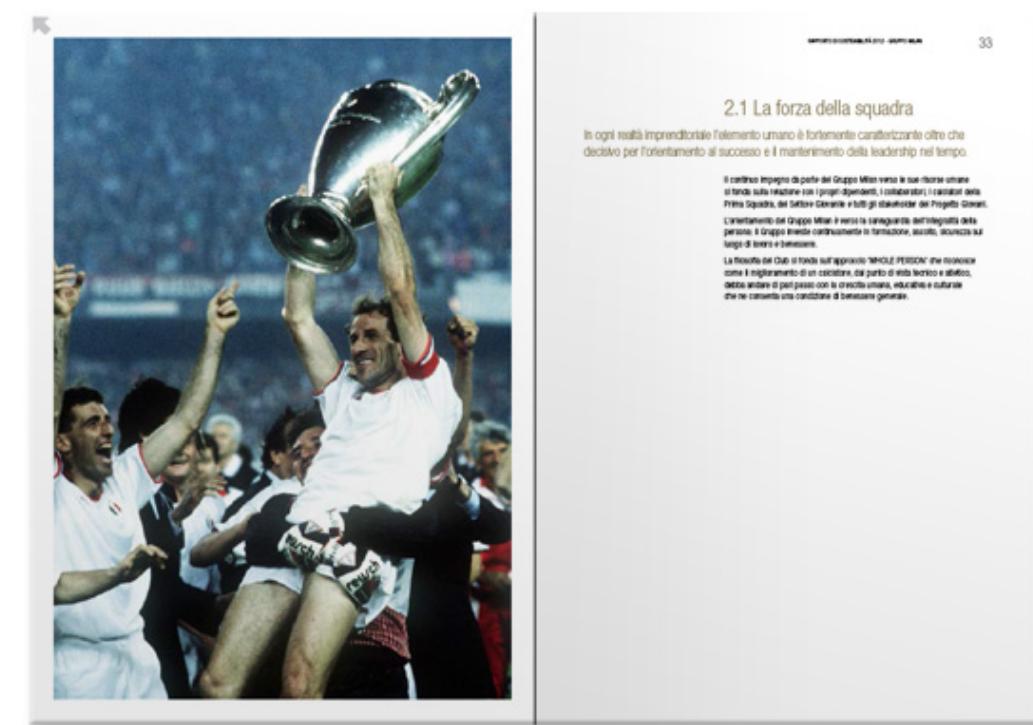
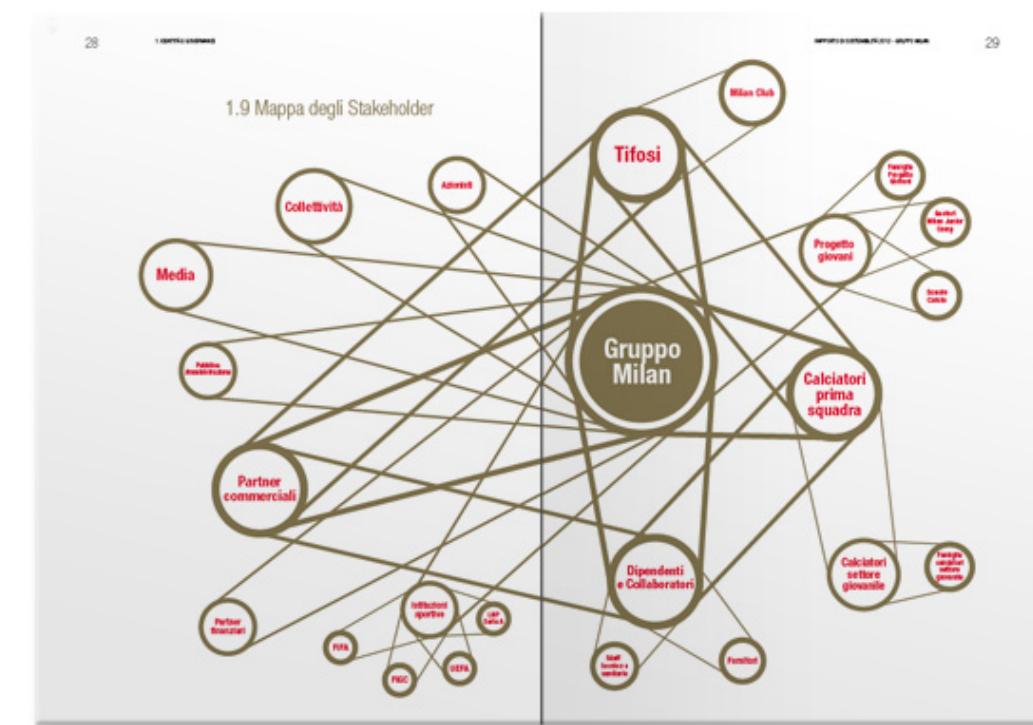






# 1 IDENTITÀ E GOVERNANCE

1.1 Storia del Club  
1.2 Il Milan  
1.3 Valori e la Mission del Gruppo Milan  
1.4 Linee strategiche  
1.5 Il Gruppo Milan  
1.6 La Governance  
1.7 Contributo allo sviluppo del sistema calcio  
1.8 Organizzazione  
1.9 Mappa degli Stakeholder



## AC MILAN

*Football Club. Brand design, brand architecture, typeface design, editorial design and communication design.*

2012-2017





ACMILAN

*MilanType Regular*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*MilanType Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**MilanType Bold**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*MilanType Bold Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

AC MILAN  
MILAN TYPE

AC MILAN

*Football Club. Brand design, brand architecture, typeface design,  
editorial design and communication design.*

2012-2017





FLY  
irate

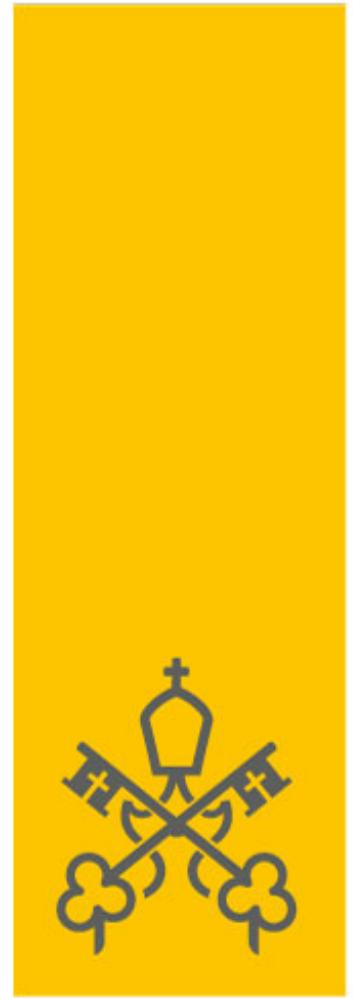




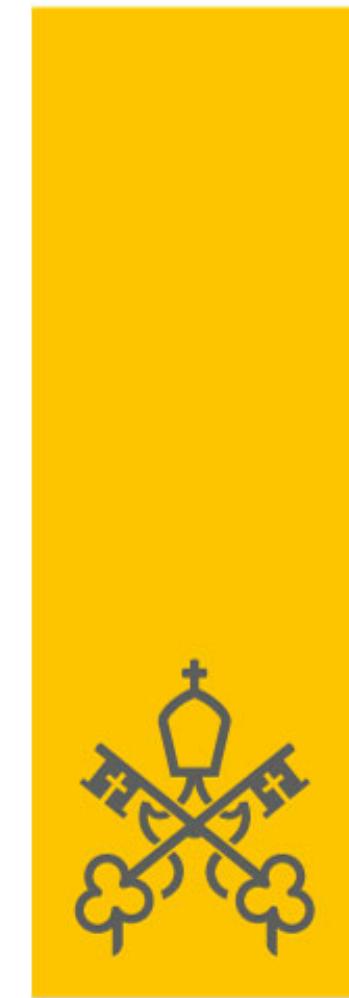








MV



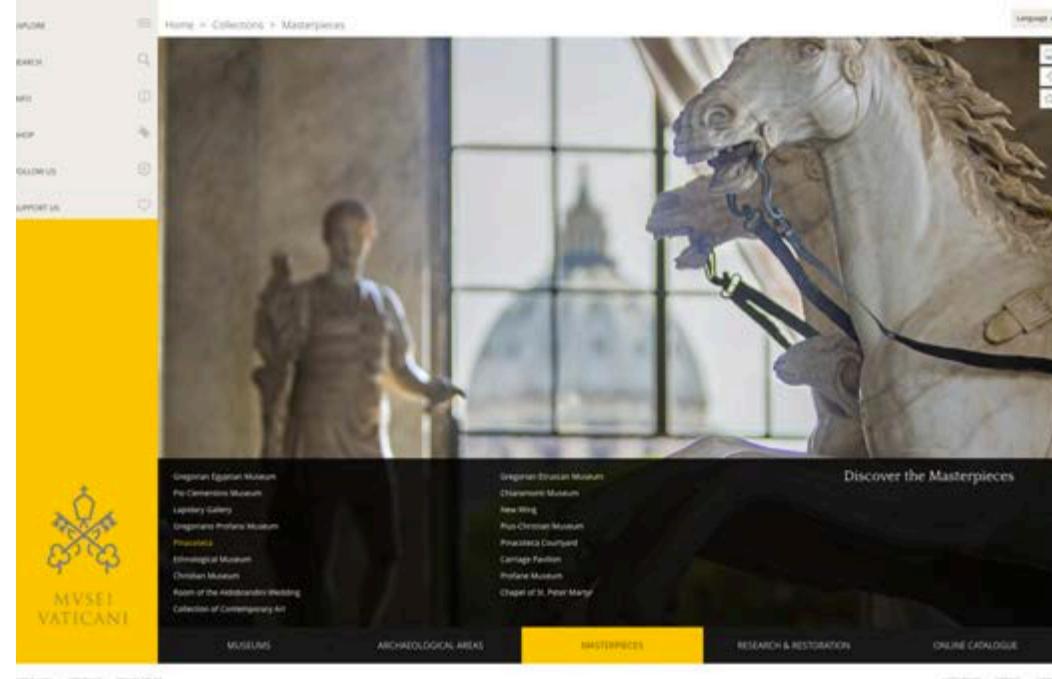
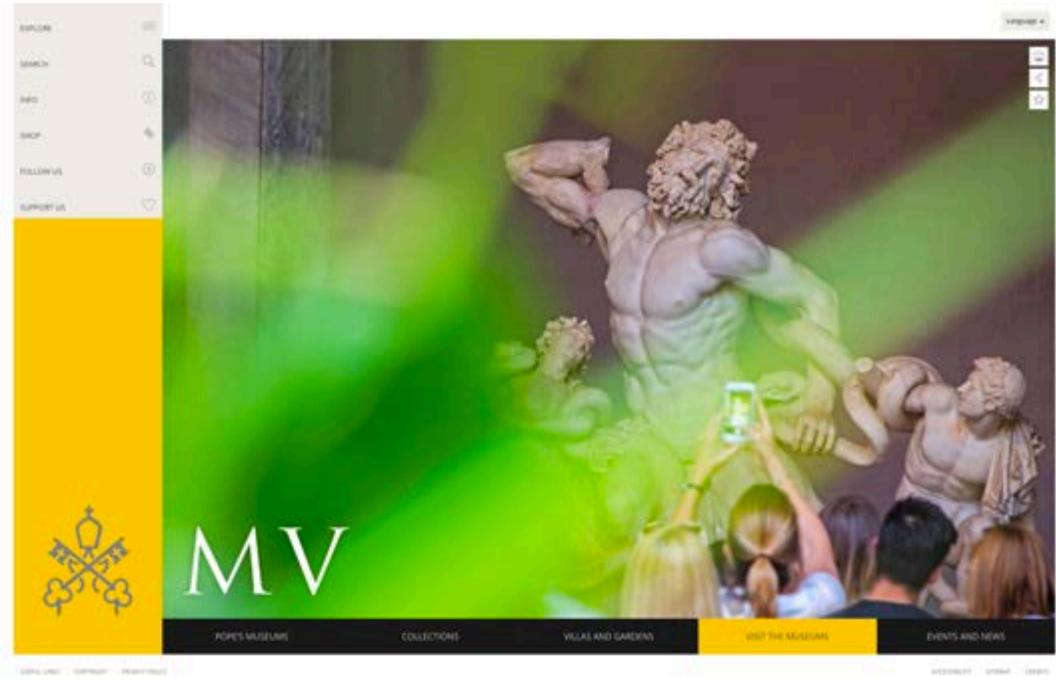
MVSEI VATICANI

**MUSEI VATICANI**

*Museum of art and history. Brand design,  
communication design, digital design.*

2017





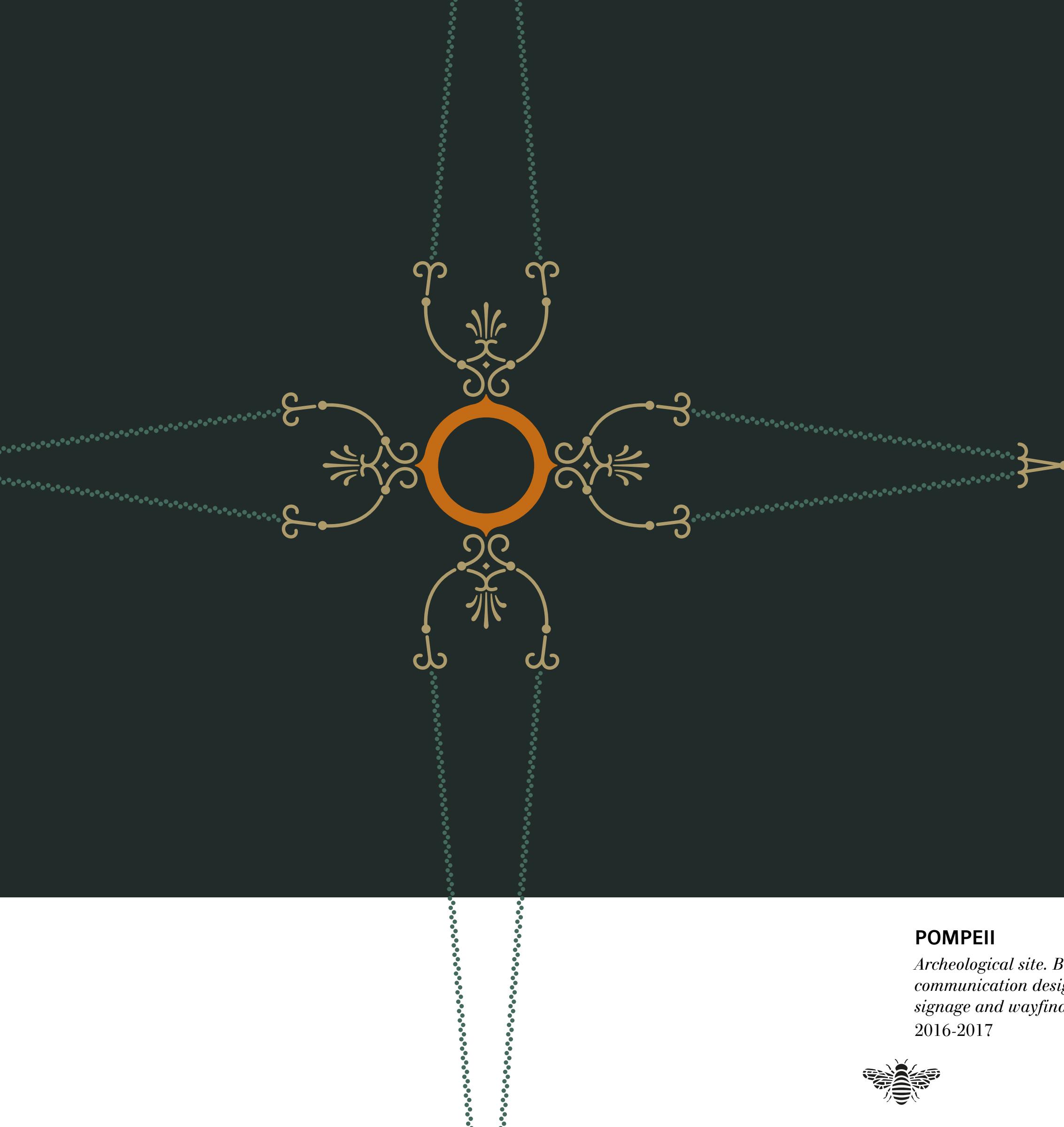
**MUSEI VATICANI**  
*Museum of art and history. Brand design,  
communication design, digital design.*  
2017





POMPEII

SOPRINTENDENZA  
POMPEI



**POMPEII**

*Archeological site. Brand design,  
communication design,  
signage and wayfinding design.  
2016-2017*

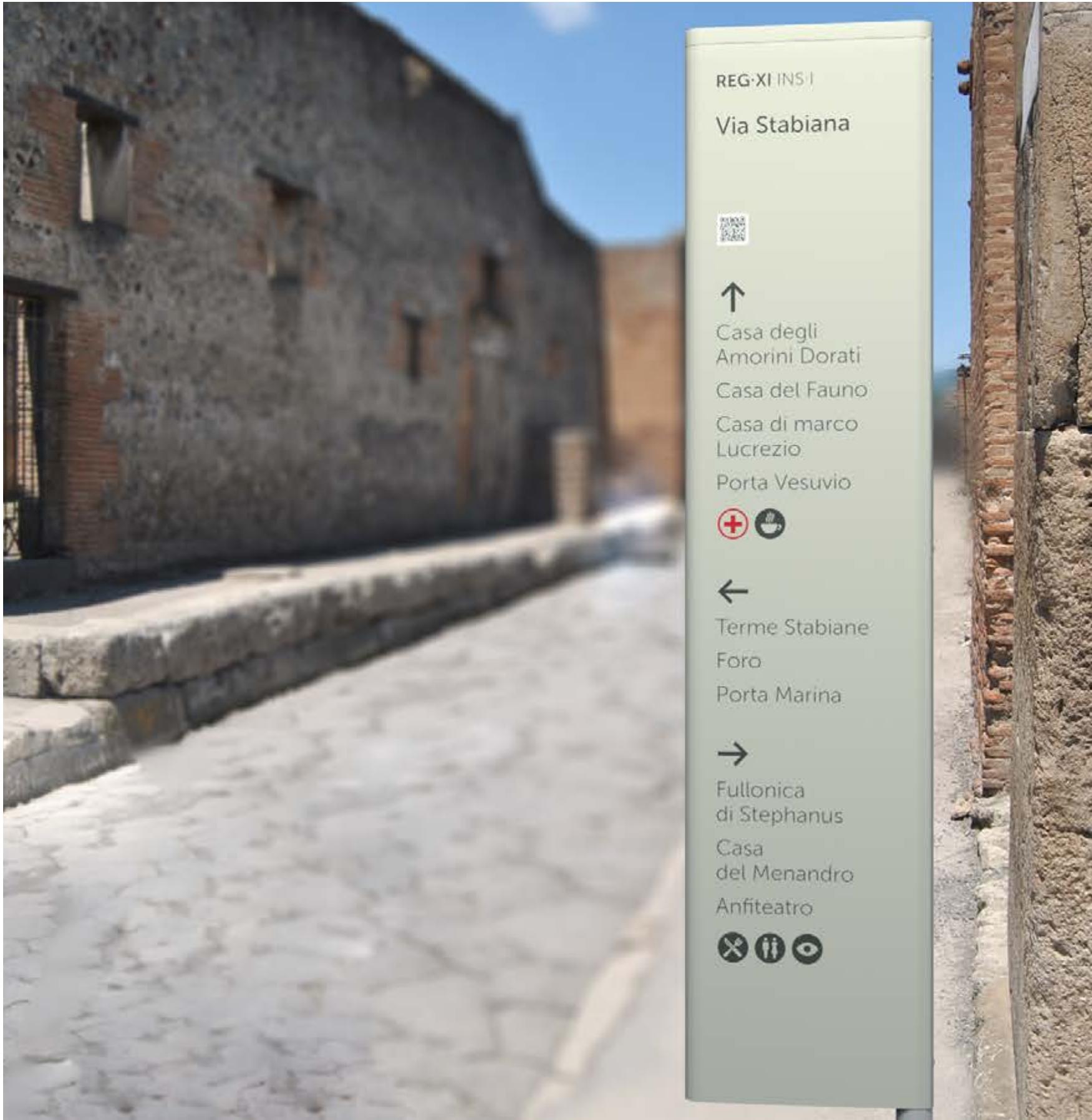




## POMPEII

Archeological site. Brand design,  
communication design,  
signage and wayfinding design.  
2016-2017





## POMPEII

Archeological site. Brand design,  
communication design,  
signage and wayfinding design.  
2016-2017



Pianta degli scavi  
di Pompei  
Plan of the excavations  
of Pompeii



# OMPEII

*Archaeological site. Brand design,  
communication design,  
signage and wayfinding design.*

016-2017





**POMPEII**

Soprintendenza | Organizza le visite | Vesuvio e dintorni | Notiziario | Ricerca | Progetti | Umanesca

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(fatturato 4 giorni):  
interno € 5,50; Risabato € 2,75

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Fermo De Caro  
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"ARTE ARCHEOLOGICA DI POMPEI,  
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Ufficio UNESCO Sito 929 "Arte archeologica di  
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Funzionario architetto  
Maria Preziosi  
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Funzionario architetto  
Caterina Tarallo  
[caterina.tarallo@beniculturali.it](mailto:caterina.tarallo@beniculturali.it)

**REGIONI III, IV, VI, IX**  
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[alberta.marullo@beniculturali.it](mailto:alberta.marullo@beniculturali.it)  
Funzionario architetto  
Annunziata Mauro  
[annunziata.mauro@beniculturali.it](mailto:annunziata.mauro@beniculturali.it)

Soprintendenza Pompei | [www.sop.pompeii.beniculturali.it](http://www.sop.pompeii.beniculturali.it) | pec: [info-sop.sop.pompeii.beniculturali.it](mailto:info-sop.sop.pompeii.beniculturali.it) | [info.pompeii.beniculturali.it](mailto:info.pompeii.beniculturali.it) | Tel. +39 081 8575111  
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The screenshot shows the homepage of the Pompeii website. At the top, there's a navigation bar with links for 'Soprintendenza', 'Organizza la visita', 'Vesuvio e dintorni', 'Novità', 'Ricerca', 'Progetti', and 'Unesco'. Below the header is a large, scenic photograph of the archaeological site at sunset, featuring several standing stone columns. A decorative sun icon is positioned above the text 'VISITA I SITI ARCHEOLOGICI'. Below this, there are six circular icons with symbols: a person (Pompeii), a map (Ercolano), a question mark (Oplontis), a clock (Stabia), a location pin (Boscoreale), and a document (Biglietteria). A section titled 'IN PRIMO PIANO' displays three images with captions: 'Crowdfunding per il restauro della Casa del Centauro', '‘DiMartedi’ alla scoperta delle meraviglie di Pompei', and 'Il ciclo del vino a Pompei'. Further down, there's a section titled 'SCOPRI IL TERRITORIO VESUVIANO' with three columns: 'STORIA DEGLI SCAVI', 'VITA A POMPEI', and 'LETTERE DI PLINIO'. Each column has a short text snippet and a 'LIRE' button. The bottom of the page features a dark footer with sections for 'POMPEII SOCIAL', 'NEWSLETTER', and 'POMPEII ADVISOR', along with links to 'SOPRINTENDENZA', 'RICERCA', 'PROGETTI', and 'AMMINISTRAZIONE TRASPARENTE'. The footer also includes social media links, a map, and various administrative links.

[HOME](#) > [ORGANIZZA LA VISITA](#) > [POMPEI](#) > [VISTA GLO SCAVI](#) > **REGIO VI**

[REGIO I](#) | [REGIO II](#) | [REGIO III](#) | [REGIO V](#) | **REGIO VI** | [REGIO VII](#) | [REGIO VIII](#) | [REGIO IX](#) | [REGIO X](#)

### Casa del Forno

Risale al II sec. a.C., ma la ristrutturazione successiva al terremoto del 62 d.C. trasformò il portineria della casa in ambiente produttivo, mentre la funzione residenziale si trasferì al primo piano, raggiungibile per le scale a destra dell'ingresso all'arco al momento dell'eruzione (79 d.C.) sembra che i lavori non fossero completati. Per lungo tempo fu l'unica grande panificaria messa in luce Pompei fra il 35 ora noti. L'horne (giardino) accoglie gli impasti per la macinazione del grano e per la lavorazione e la cottura del pane: i bacini per l'acqua, il forno coperto a volta, il macero in lava su basamento in opera incerta, nel vicino aperto a destra, su 2 sostegni in pietra, era la tavola su cui il pane veniva prima dell'infornata, mentre l'ambiente a sinistra del tabernacolo era la cendaria. Nella tratta, aperta sul porticato e sul vicolo di Modesto, era la mangiaglia addossata al muretto che rendeva sia stato rinvenuto lo scheletro di un mulo con tutti i frenimenti.

Soprintendenza Pompei

[mail@sa.pedi.beniculturali.it](mailto:mail@sa.pedi.beniculturali.it)

[www.pedi.beniculturali.it](http://www.pedi.beniculturali.it)

[www.pompeii.beniculturali.it](http://www.pompeii.beniculturali.it)

Tel. +39 081 857511

Note legali

Privacy

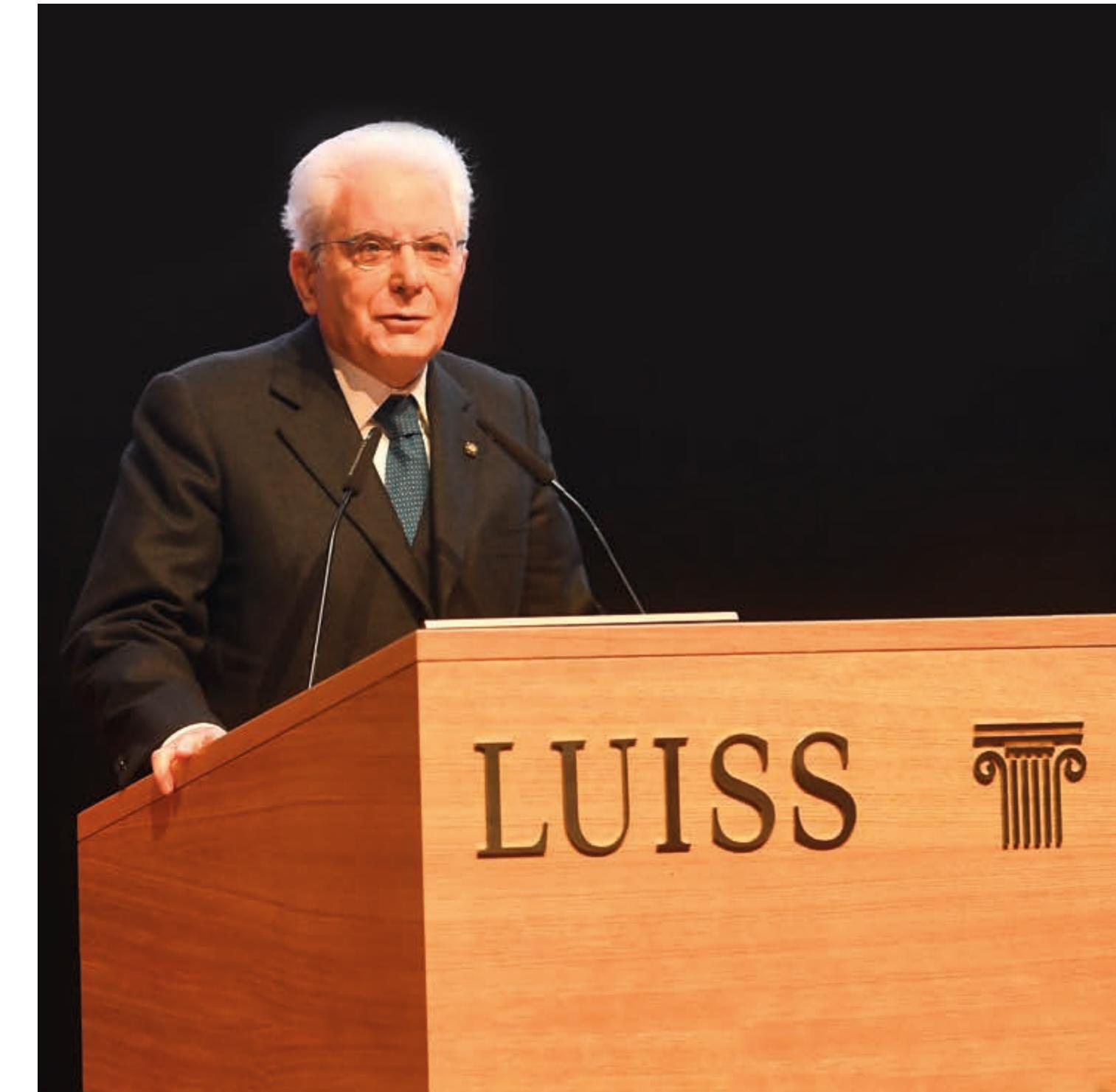
Accessibilità

Credits

Mappe del sito

Amministrazione Trasparente





**LUISS University**

*Brand design, brand architecture, editorial design, typeface design  
and communication design.*

2017-2020



Luiss Sans Thin

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Luiss Sans Regular

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Luiss Sans Bold

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Luiss Sans Thin Italic

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Luiss Sans Italic

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Luiss Sans Bold Italic

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Luiss Sans

**LUISS University**

*Brand design, brand architecture, editorial design, typeface design  
and communication design.*

2017-2020



# Luiss Serif

Luiss Serif Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Luiss Serif Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Luiss Serif Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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Luiss Serif Bold Italic

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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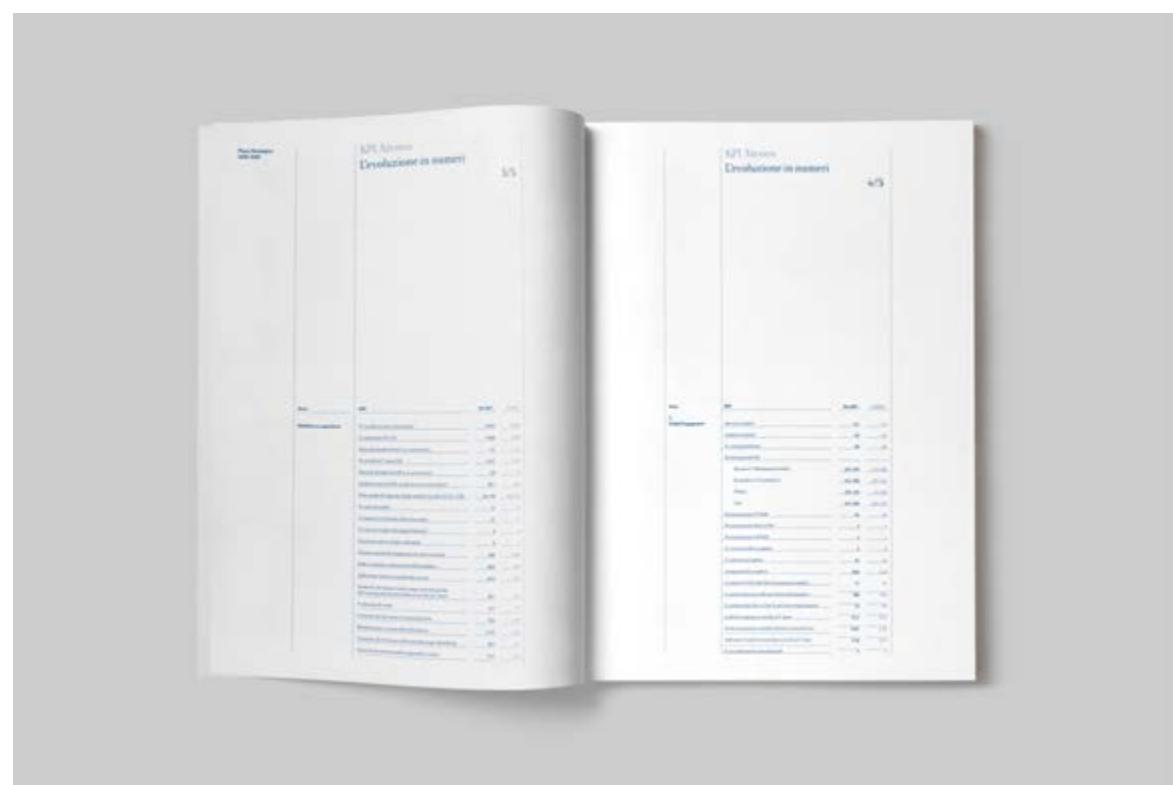
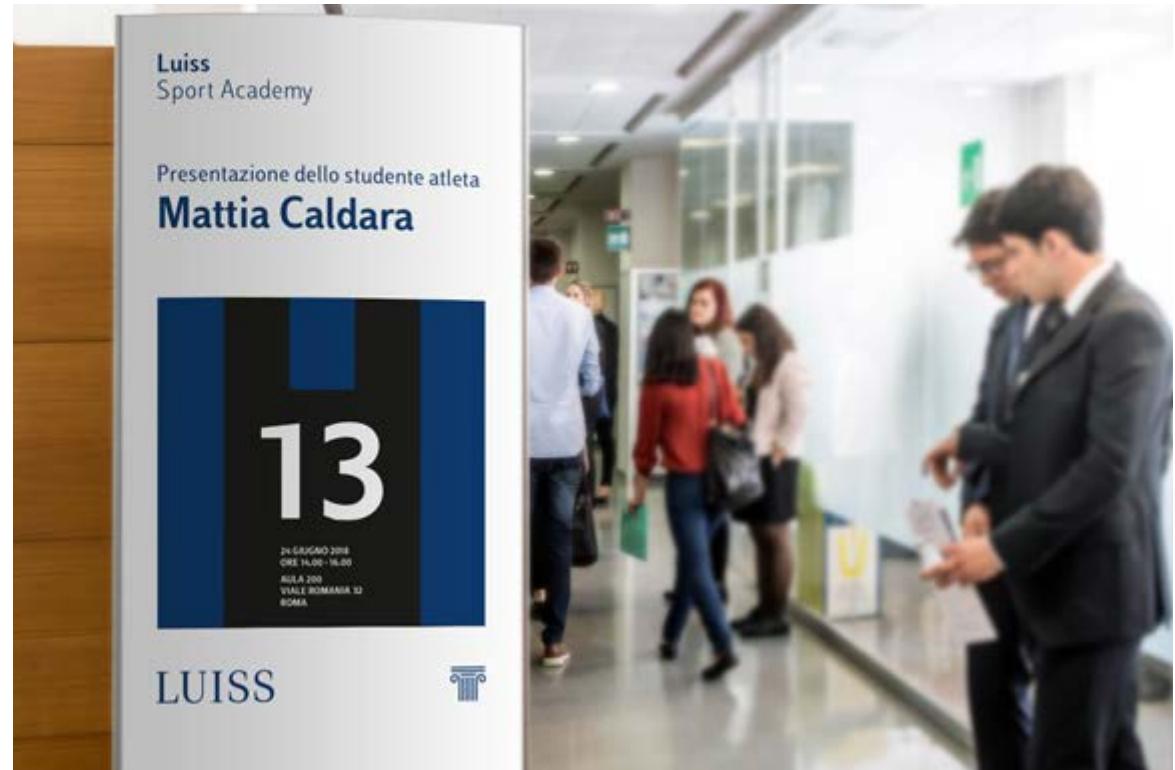
**LUISS University**

*Brand design, brand architecture, editorial design, typeface design  
and communication design.*

2017-2020





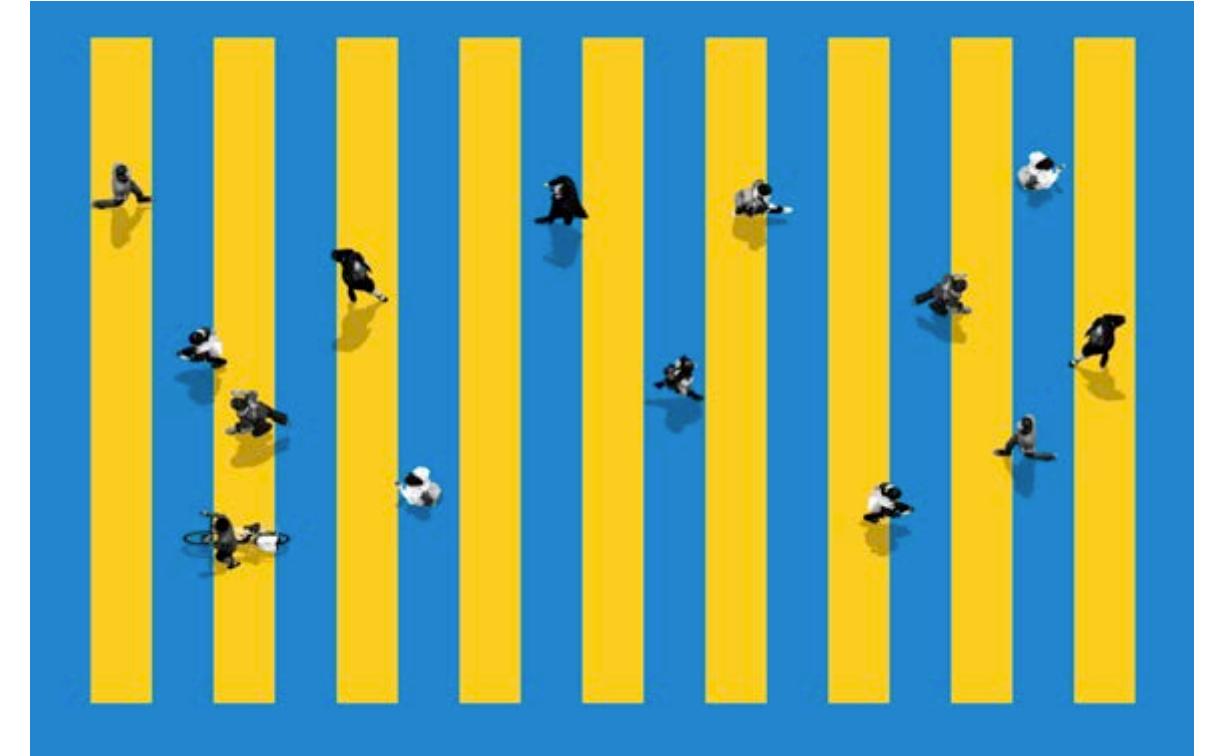


LUISS University

*Brand design, brand architecture, editorial design, typeface design and communication design.*

2017-2020



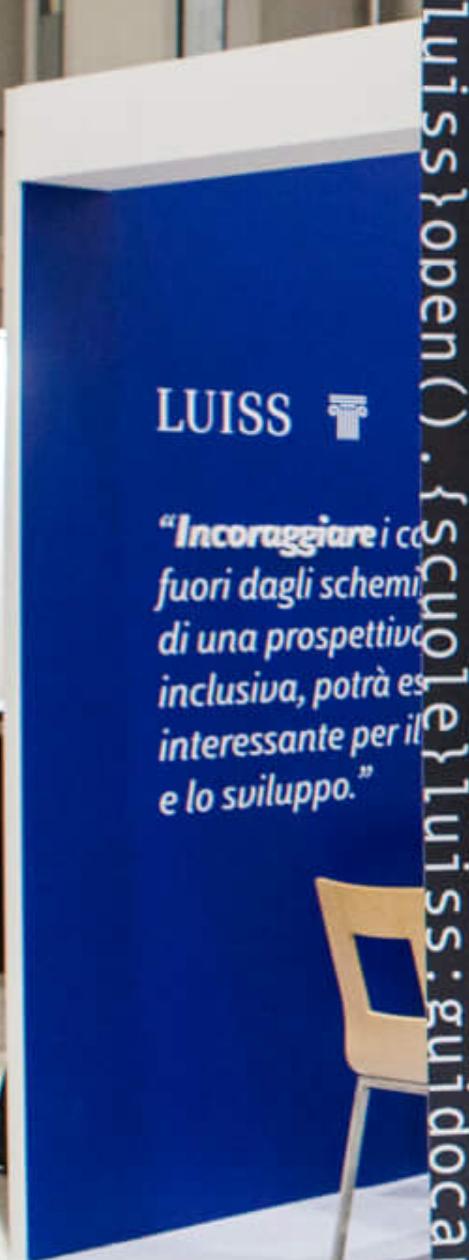


## LUISS University

*Brand design, brand architecture, editorial design, typeface design  
and communication design.*

2017-2020





```
luiiss:guidocarli() {return [-1], luiiss:  
milanoluisshub() {luiiss:enlabsu=[], hub=  
luiiss:quidocarli() {return(press(s=[1])t  
luiiss}open. {scuole} luiiss:guidocarli.uv  
luiiss:guidocarli() {return l=[], luiiss}  
milanoluisshub() {luiiss:enlabsu=-1}, luiiss:  
return() luiiss:university(press)studi  
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return i=linic.inivarci(y, press), s=[1]  
luiiss}open(). {scuole} luiiss:guidocarli
```



## Luiss Scuole

**Apprendere** non è solo una questione intellettuale, è un esercizio che impegna l'uomo nella totalità delle sue facoltà, è un'aspirazione a completarsi e **andare oltre** se stessi.



## Luiss University P e Luiss Oper

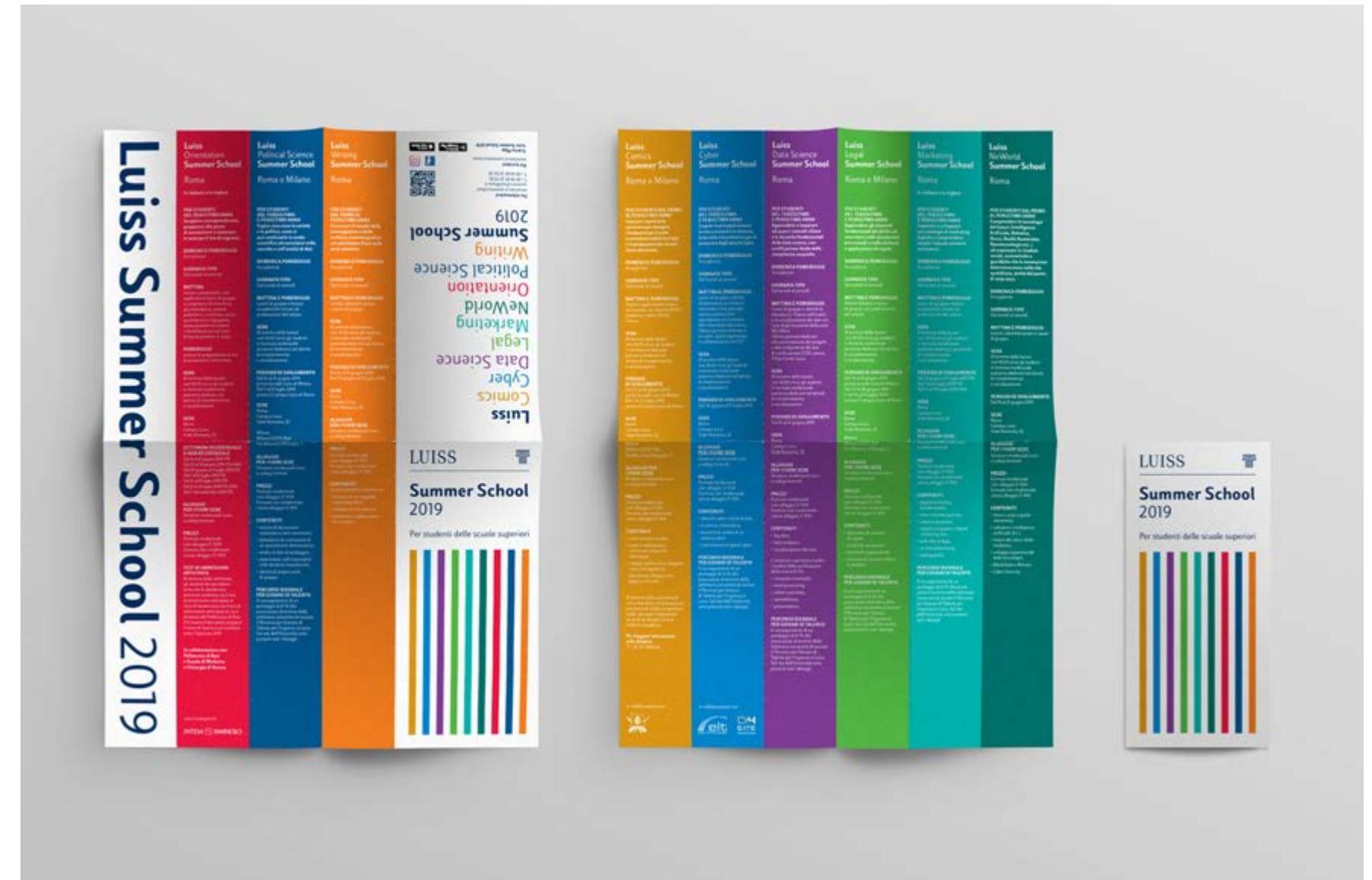
È un'epoca di **opportunità** in espansione e moltipli di cui se ne apprezza solo una parte. Perché non provare ad alzare e girare lo sguardo iniziando a osservare il contesto allargato?

LUISS





**Questa estate  
divertiti di più!**

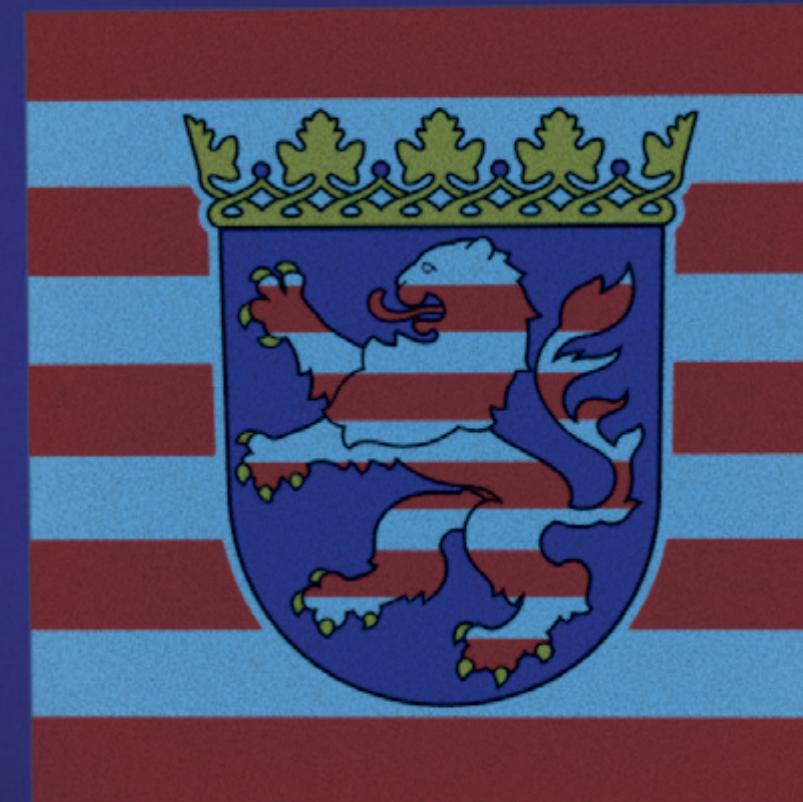


**Luiss**  
Business  
School





# HESSEN



hrung hat Zukunft!  
Kongress 2007



## HESSEN

*Hessen Lander (Germany). Brand design, type design  
and communication design.  
2000-2003*



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bhnh

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ÖÄÜ

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Hassia Normal

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Hassia Bold

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Hassia Bold

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

**HESSEN**

*Hessen Lander (Germany). Brand design, type design  
and communication design.*

2000-2003



# Milano



## Comune di Milano

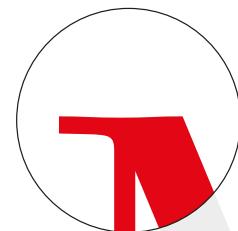


### COMUNE DI MILANO

*City of Milan. Brand design, brand architecture,  
typeface design, signage and wayfinding design,  
communication design.  
2000-2002*



bmnrhs



Mm  
BbMm

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1



Milano City

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  
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  
1 2 3 4 5 6 7 8 9 0

Milano



Comune  
di Milano



## COMUNE DI MILANO

*City of Milan. Brand design, brand architecture,  
typeface design, signage and wayfinding design,  
communication design.  
2000-2002*



# MetroMilano Display

Bb  
Text  
BbBb

Metro Milano Display

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Metro Milano Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

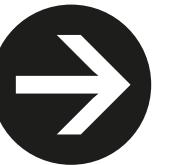
*Metro Milano Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*Metro Milano Bold Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890





## COMUNE DI MILANO

*City of Milan. Brand design, brand architecture,  
typeface design, signage and way finding design,  
communication design.  
2000-2002*



# ROMA



Comune di Roma

atac



mobilità



roma

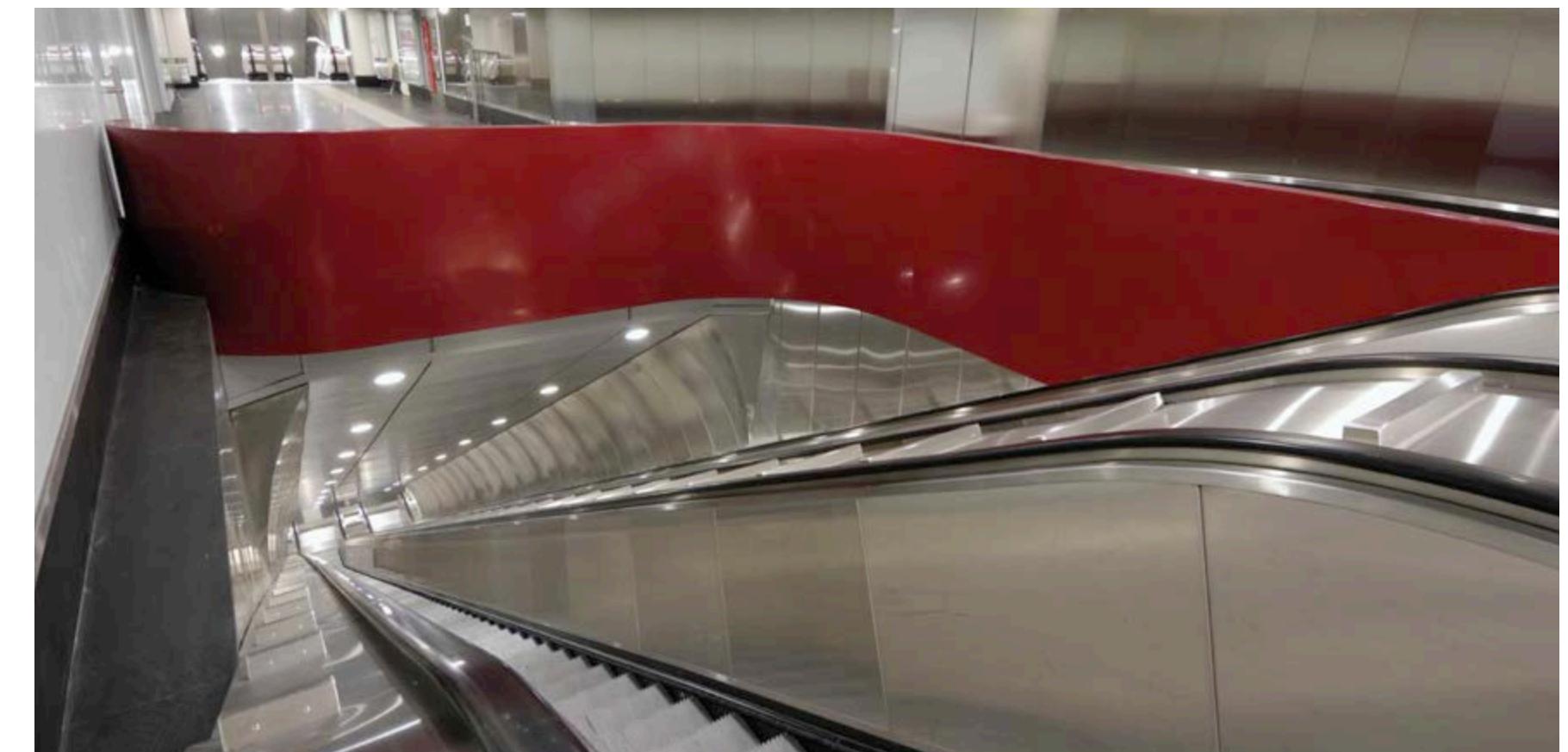
mobilità  
roma carsharing

mobilità  
roma bikesharing

## COMUNE DI ROMA

*City of Rome. Brand design, brand architecture, typeface design,  
environmental design, communication design.  
2004-2009*





## COMUNE DI ROMA

*City of Rome. Brand design, brand architecture, typeface design,  
environmental design, communication design.*

2004-2009



Urbs uno

**ROMA**

Urbs due

**+SPQR**

Urbs tre

**ABCDEFGHIJKLMN  
1234abcd**

Urbs quattro

**ABCDEFGHIJKLMN  
123abcd**





# Urbs Display

Urbs Display Regular

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Urbs Display Bold

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890





# atac



## COMUNE DI ROMA

*City of Rome. Brand design, brand architecture, typeface design,  
environmental design, communication design.*

2004-2009





**CONI**

*Italian Olympic Committee. Brand design,*

*brand architecture and communication design.*

2003-2008





## CONI

*Italian Olympic Committee. Brand design,  
brand architecture and communication design.  
2003-2008*





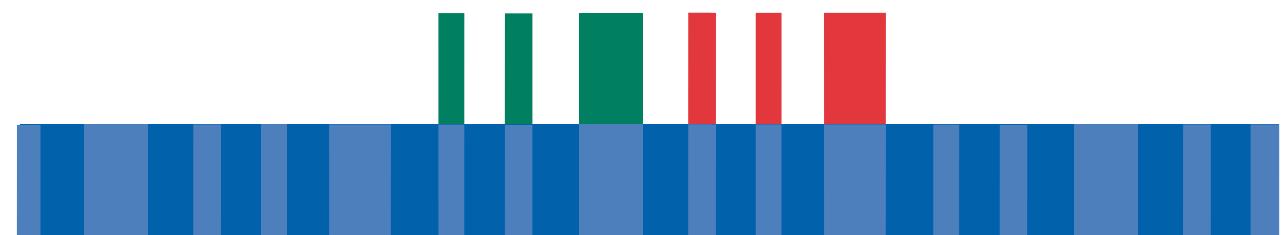
**CONI**

*Italian Olympic Committee. Brand design,  
brand architecture and communication design.  
2003-2008*





Casa Italia Coni





**CONI**

*Italian Olympic Committee.*

*Brand design, brand architecture, communication design.*

2014-2015





## CONI

*Italian Olympic Committee.  
Brand design, brand architecture, communication design.  
2014-2015*





## CONI

*Italian Olympic Committee.*

*Brand design, brand architecture, communication design.*

*2014-2015*





## CONI

*Italian Olympic Committee.*

*Brand design, brand architecture, communication design.*

2014-2015





OLYMPIC  
TEAM

**OLYMPIC TEAM**

*Italian Olympic Committee.*

*Band design, brand architecture, communication design.*

*2014-2015*





## OLYMPIC TEAM

*Italian Olympic Committee.*

*Band design, brand architecture, communication design.*

*2014-2015*







**NTV - ITALO**

*Railway Company. Brand design  
and communication design.*

2011



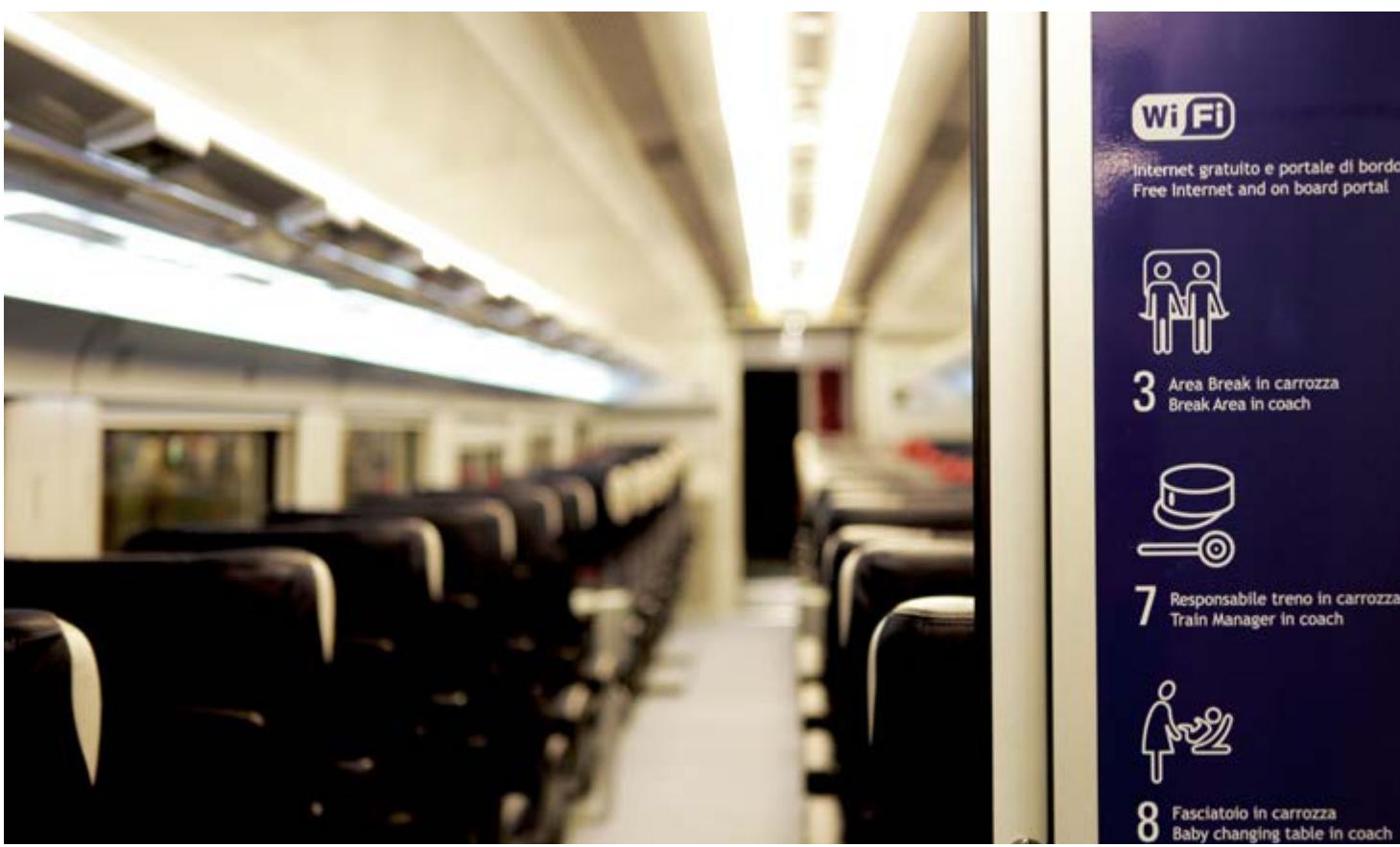


## NTV - ITALO

*Railway Company. Brand design  
and communication design.*

2011





### NTV - ITALO

*Railway Company. Brand design  
and communication design.  
2011*





RUSAL



**RUSAL**

*Russian Aluminium (Russia).*

*Brand design, brand architecture and communication design..*

*2001-2002*



*inarea.com*

