

Inarea

## INAREA: DESIGN IN THE PLURAL



An independent Italian company vaunting over forty years of experience in the field of design at international level. A professional path that over time has woven together a series of design specialities, which we like to call our “design in the plural”. Our multifaceted approach seeks to ensure that our customers showcase their unique fields of expertise. Design in the plural is our way of considering the skill set that comes together when building an identity.

It is design for change, expressed not only through symbols and metaphors but also with forms of narrative built on signs, words, images (static and in movement), objects (physical and intangible), sounds, voices ...

The bottom line is that we work with – not for – the customer, preferring to engage with them: our design is always a shared process.

Together we analyse context, define strategies, strip complex content down to its underlying simplicity.

We develop identity systems for companies, groups, institutions, and organizations. We shape products and services, architectures for work and commercial or exhibition spaces, with relative signage. We design communication through publishing, web, typefaces, data visualization, audio and video. Above all, we design relationships. To design leadership.

## IMAGINATION AND METHOD

*The most effective way  
to achieve a goal has always  
been to imagine it. We are  
“contract dreamers” because  
we give expression  
– form and content – to the  
customer’s idea of the future,  
working together.  
But our method is the highway  
where our imagination picks  
up speed.  
Our approach is based  
on repetition, meaning critical  
analysis and exploration:*

### RE-READ

Self, one’s own history, organization, context and objectives: namely, build shared awareness.

### RE-THINK

To think outside the box, shifting perspective, ideally linking what is the past to reasons for the present and therefore ideas for the future.

### RE-DESIGN

To assign meaning and direction to change, representing it. Through signs and languages, form integrates content and values offering them with simplicity and empathy.

### RE-BUILD

Each point of contact with the inner and outer context, enhancing its role, meaning and coherence. The resulting system initiates and strengthens relationships and behaviour. This is design of leadership.



## CONTENTS

ARTS & CULTURE

CITIES & LANDS

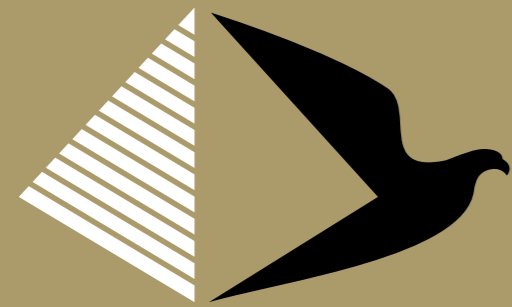
ENERGY  
& ENVIRONMENT

INDUSTRIES  
& TECHNOLOGY

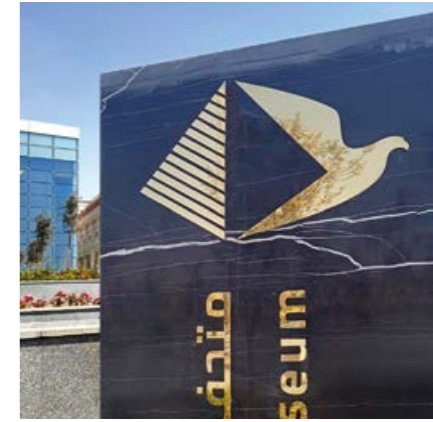
INSTITUTIONS  
& ASSOCIATIONS

MEDIA, SPORT  
& ENTERTAINMENT

TRANSPORT  
& INFRASTRUCTURES



# مدينة الفنون والثقافة City of Arts and Culture



**City of Arts and Culture.** Cultural district of the New Administrative Capital (NAC), a large-scale project of the new capital city in Cairo, (Egypt). *Brand Architecture, Brand Design, Signage And Wayfinding Design.*

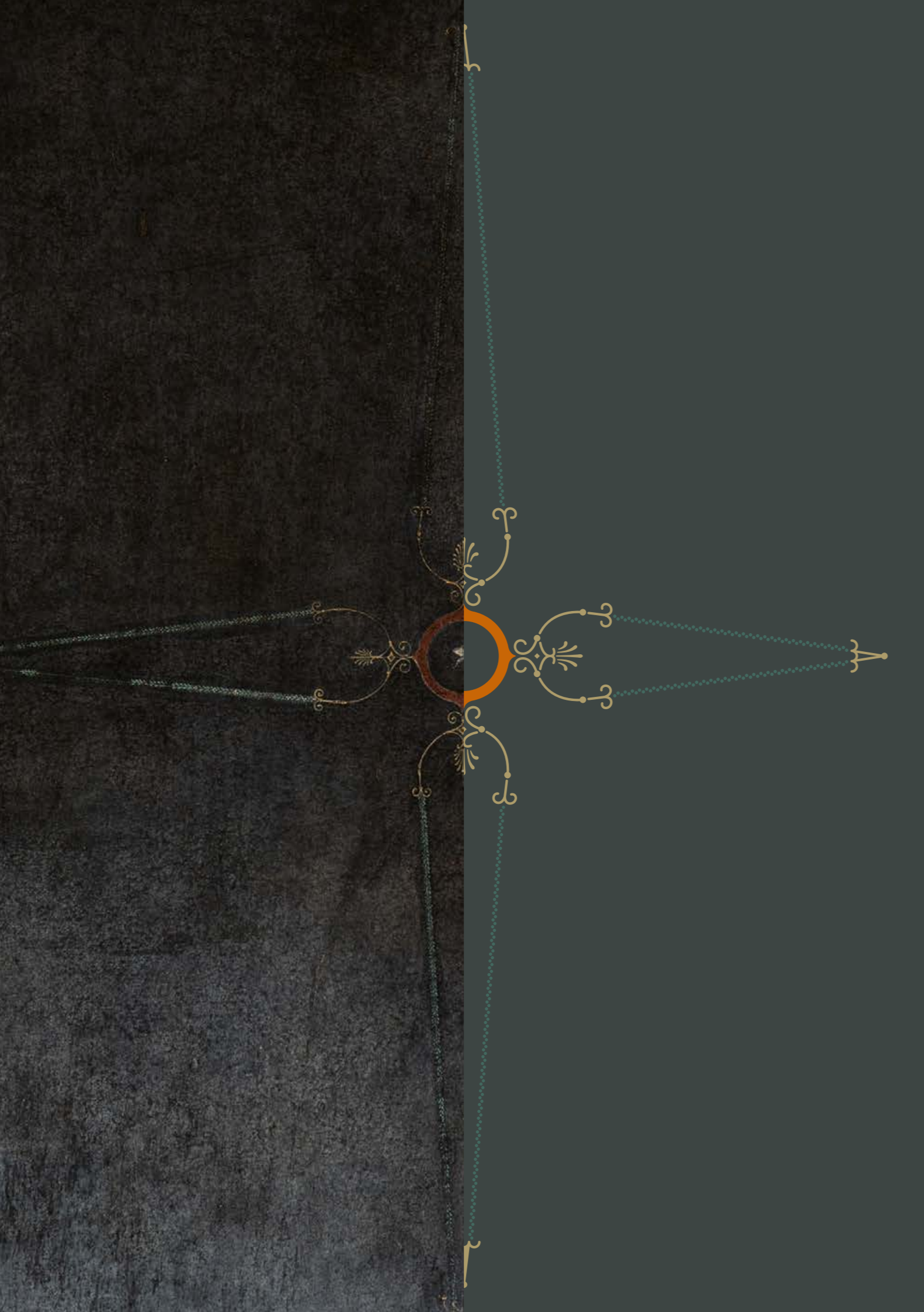
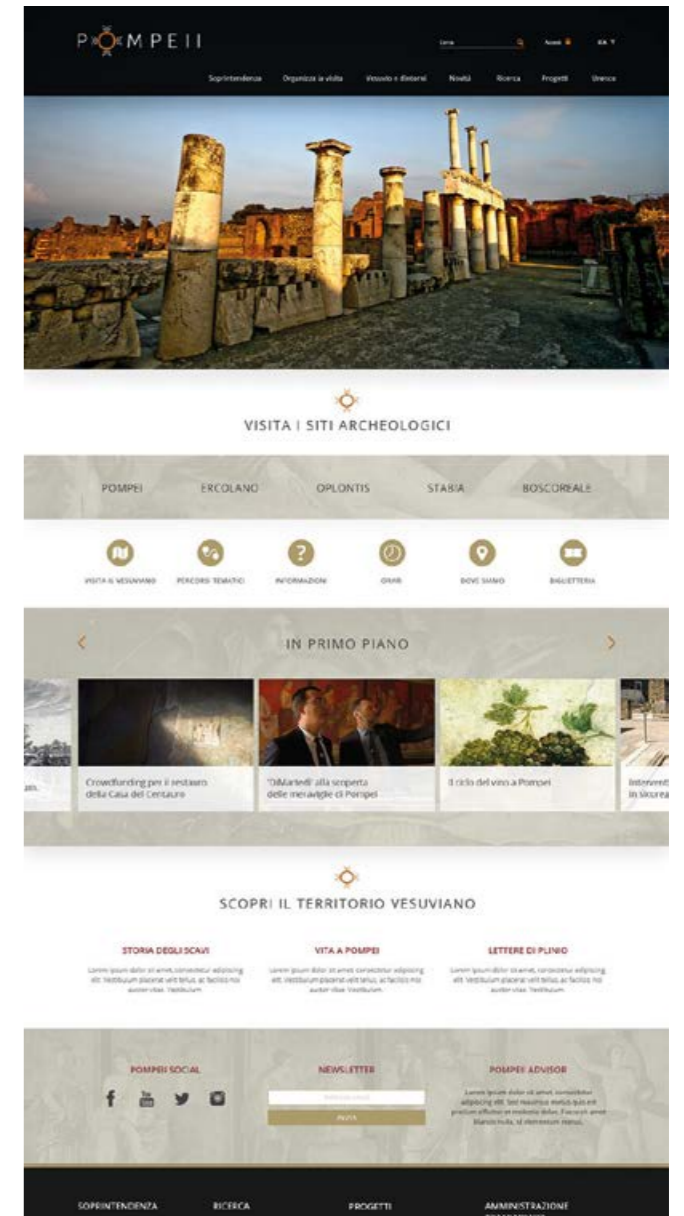
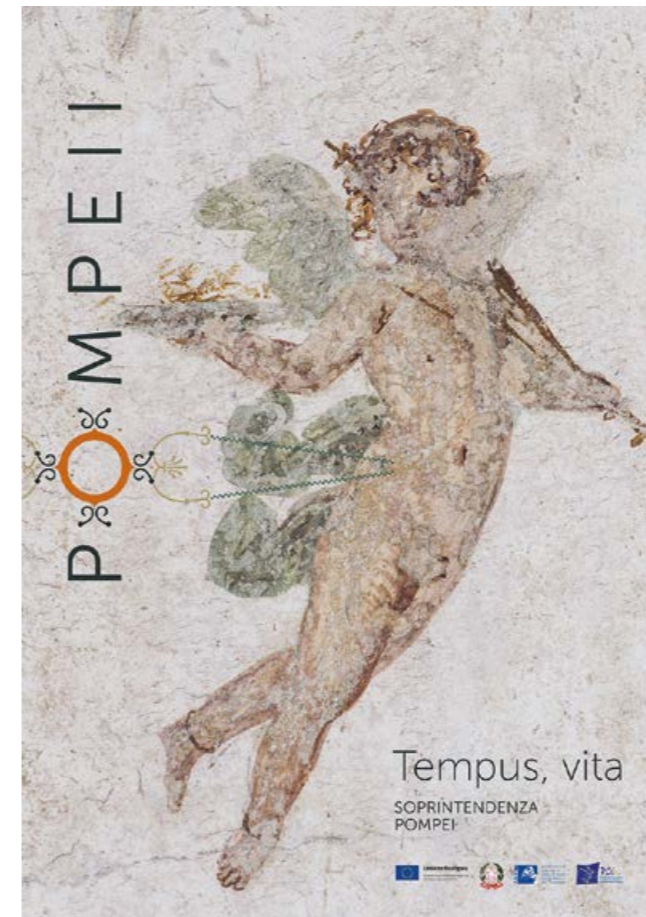


**La Biennale di Venezia.** One of the most famous and prestigious cultural organizations in the world, (Italy).  
*Brand Architecture, Brand Design, Communication Design.*

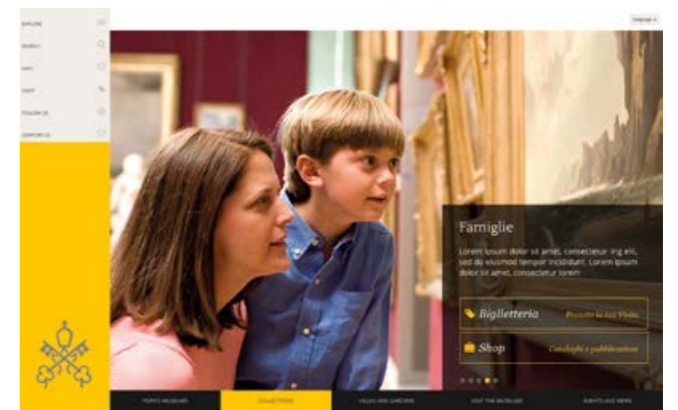
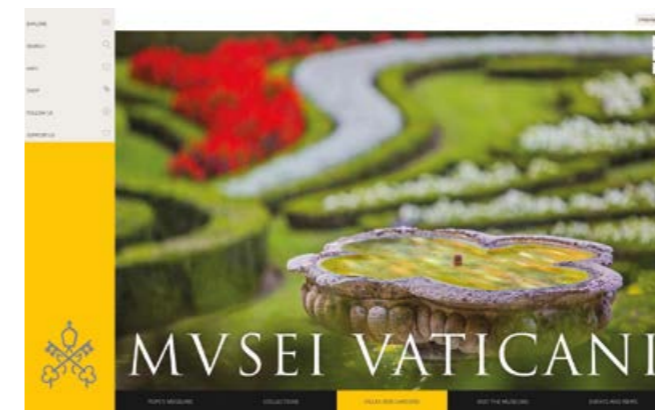
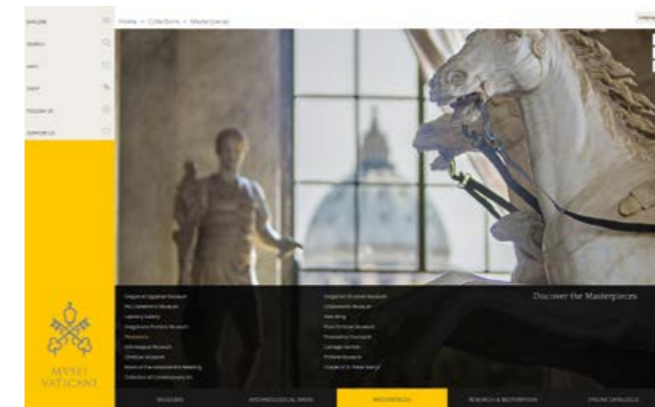


# POMPEII

**Pompeii.** One of the most visited archaeological sites in the world, (Italy). *Brand Architecture, Brand Design, Communication Design, Digital Design, Signage And Wayfinding Design.*



**Musei Vaticani.** The new web site of “the Vatican, the Museum of Museums”, (Vatican City). *Brand Design, Communication Design, Digital Design.*



MV



MVSEI VATICANI



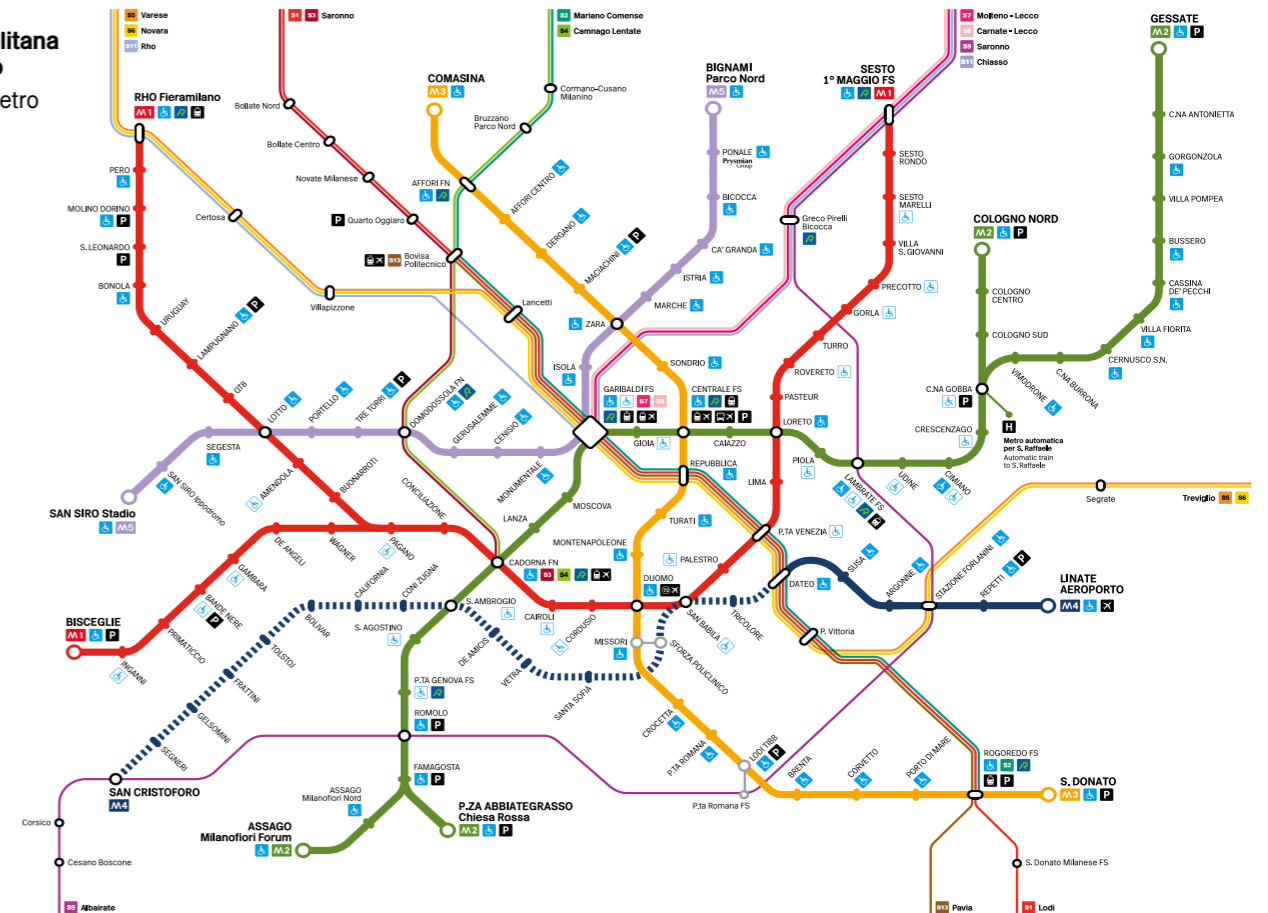
The Municipality of Milan. A city identity project. (Italy). Brand Architecture, Brand Design, Communication Design, Signage & Wayfinding Design, Type Design.



# Milano

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Rete metropolitana di Milano  
Milano metro network



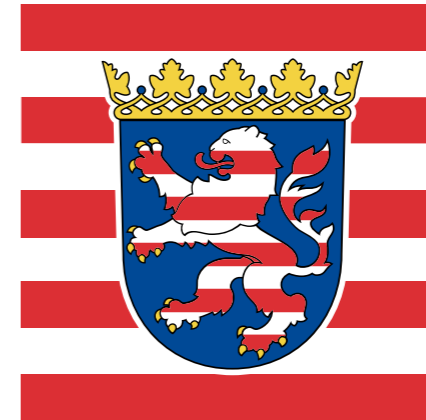




**The Municipality of Rome.** An overall identity project for the City of Rome and its companies, (Italy).  
*Brand Architecture, Brand Design, Communication Design, Environmental Design, Signage & Wayfinding Design, Type Design.*

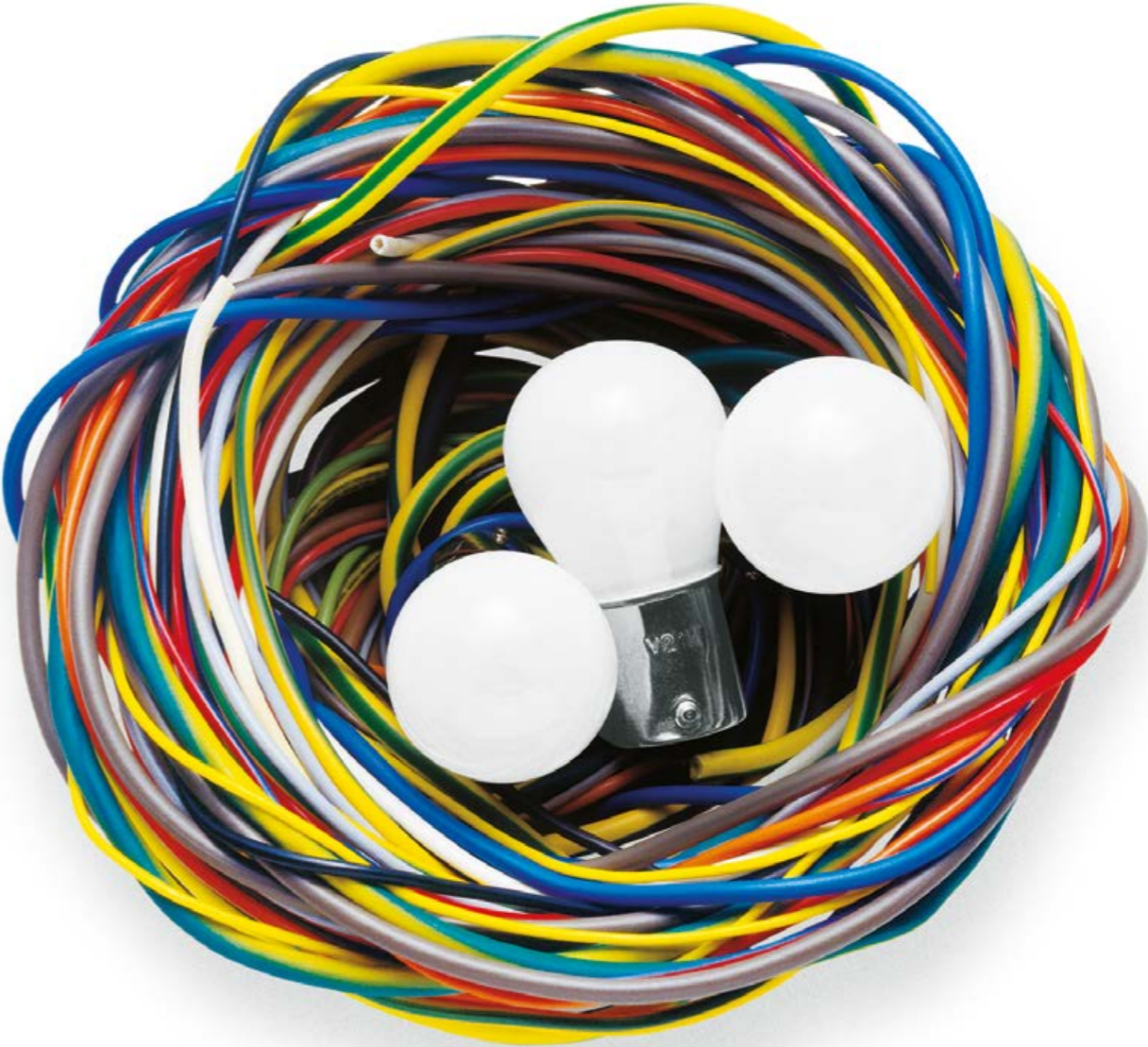


# HESSEN



**Hessen Land.** A new identity for the State of Hessen, (Germany). *Brand Architecture, Brand Design, Communication Design, Signage & Wayfinding Design.*





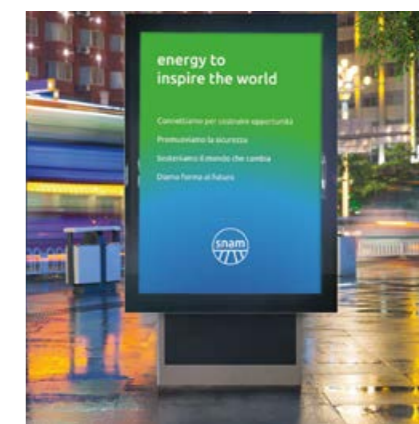
**VWEW.** Association of German Electricity Suppliers (Germany). *Communication Design.*



Eni. One of the largest energy company in the world, (Italy).  
Brand Architecture, Brand Design, Communication Design,  
Environmental Design, Packaging Design, Signage & Wayfinding  
Design, Type Design, Video & Motion Design.

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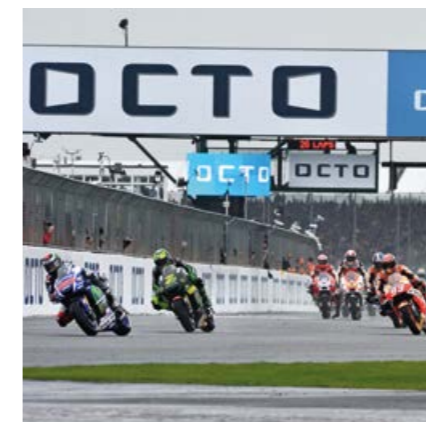
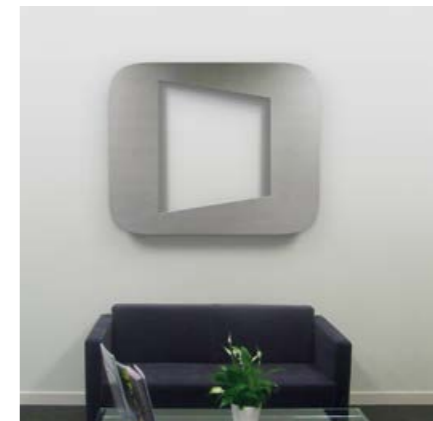
**Snam.** Europe's leading operator in natural gas transport and storage, (Italy).  
*Brand Architecture, Brand Design, Communication Design, Editorial Design.*



**Rusal.** A leading company in the global aluminium industry. (Russia).  
*Brand Architecture, Brand Design, Communication Design.*



**Oregon Scientific.** The global brand of lifestyle consumer products, (Hong Kong).  
*Brand Design, Communication Design.*



**OCTO**

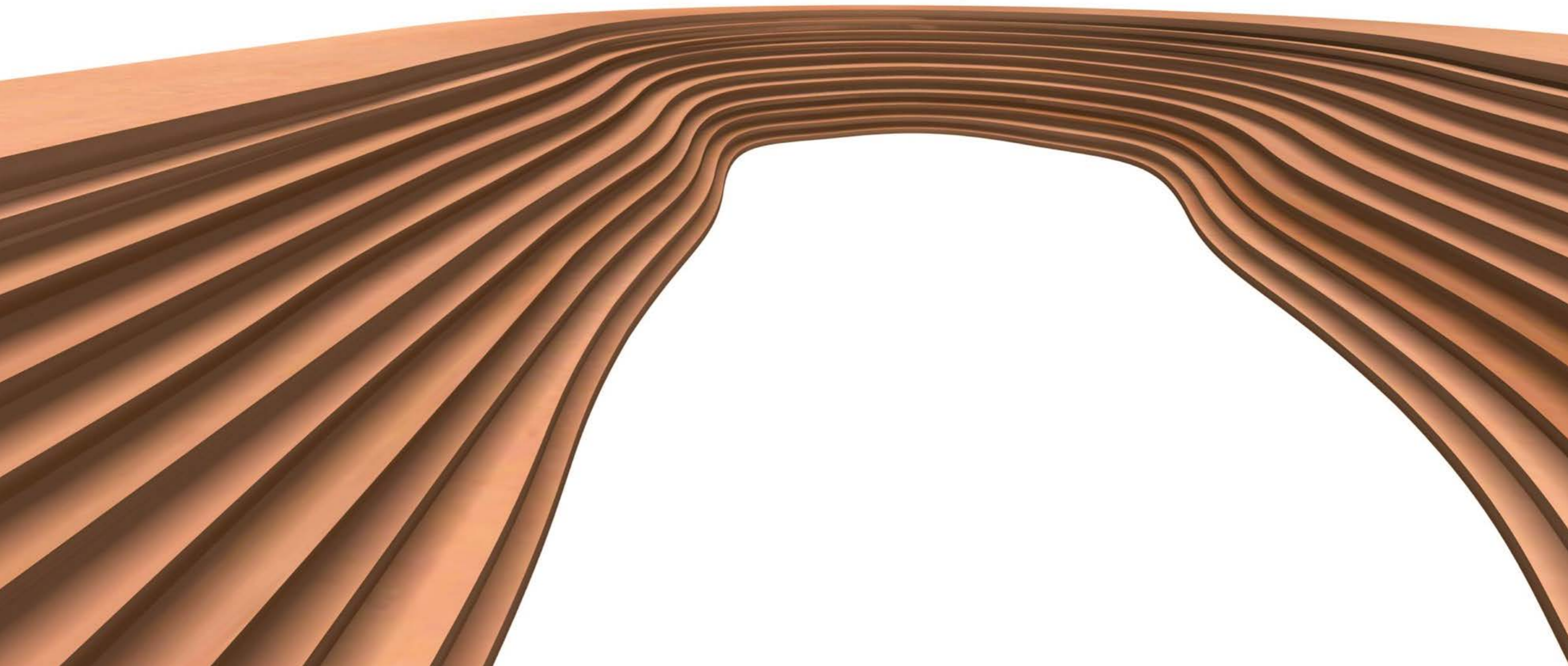
**Octo.** The company at the forefront of innovation in the connected mobility sector. (Italy).  
*Brand Design, Communication Design, Digital Design.*





**G7 2017.** The inter-governmental political forum, held in Taormina, (Italy).  
*Brand Design, Communication Design.*

**Qatar Government.**  
National Security Council Hall, (Qatar).  
*Environmental Design.*



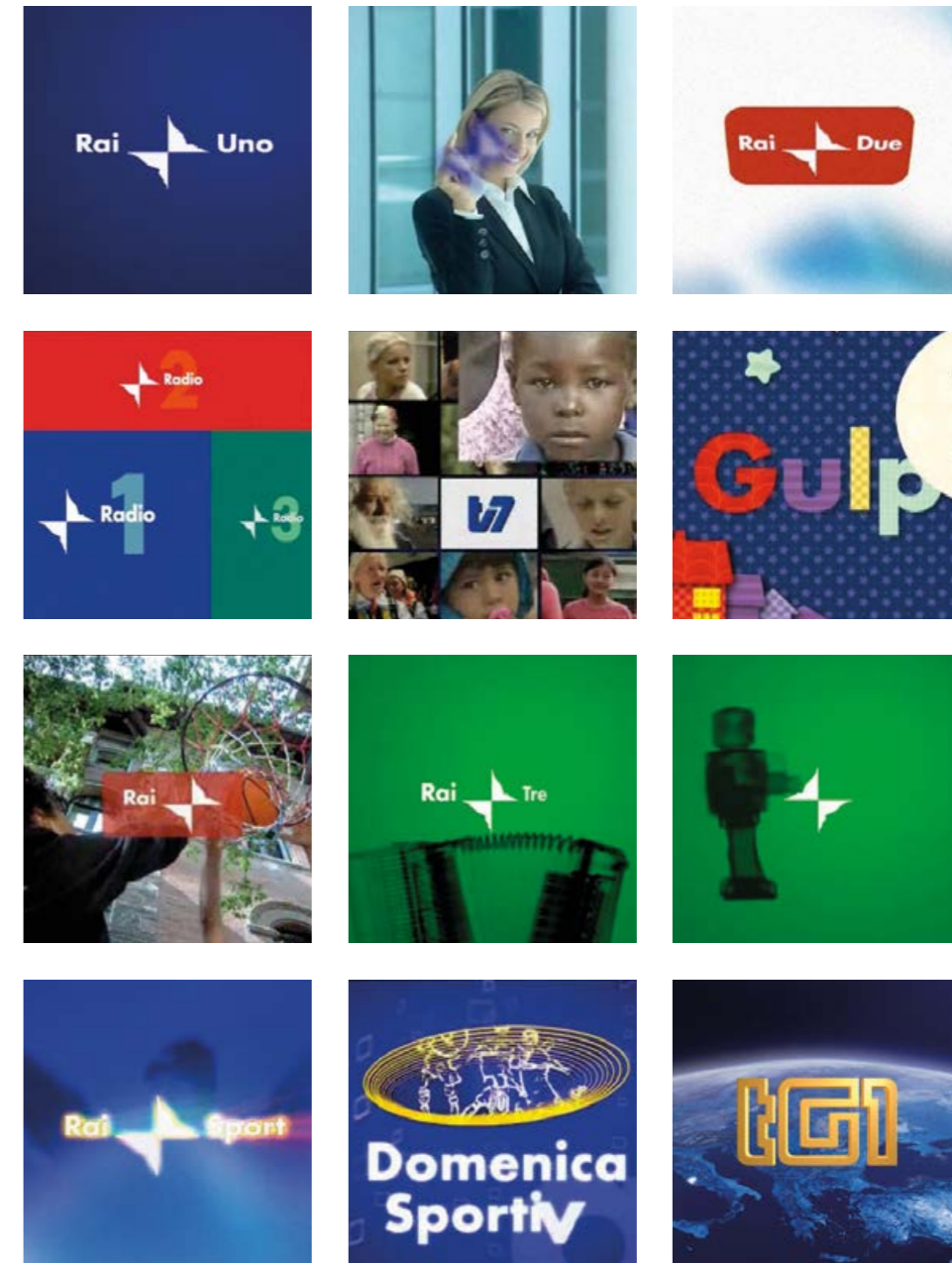


**Confindustria.** The main association representing manufacturing and service companies, (Italy).  
*Brand Architecture, Brand Design,  
Communication Design, Editorial Design.*



**TIM.** The leading ICT group in Italy and Brazil, (Italy).  
*Naming, Communication Design, Retail Design.*

# Rai



**RAI.** Leading broadcasting and media company, (Italy).  
*Brand Architecture, Brand Design, Communication Design, Environmental Design, Video & Motion Design.*



AC MILAN



**AC Milan.** A legendary football Club founded in 1899, (Italy). *Brand Architecture, Brand Design, Communication Design, Editorial Design, Type Design, Video & Motion Design.*



CASA MILAN



## MILANTYPE

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNPQRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNPQRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNPQRSTUVWXYZ  
1234567890

HBG Desk

HBG TV

HBG Shop

MyHBG

HBG BetZone

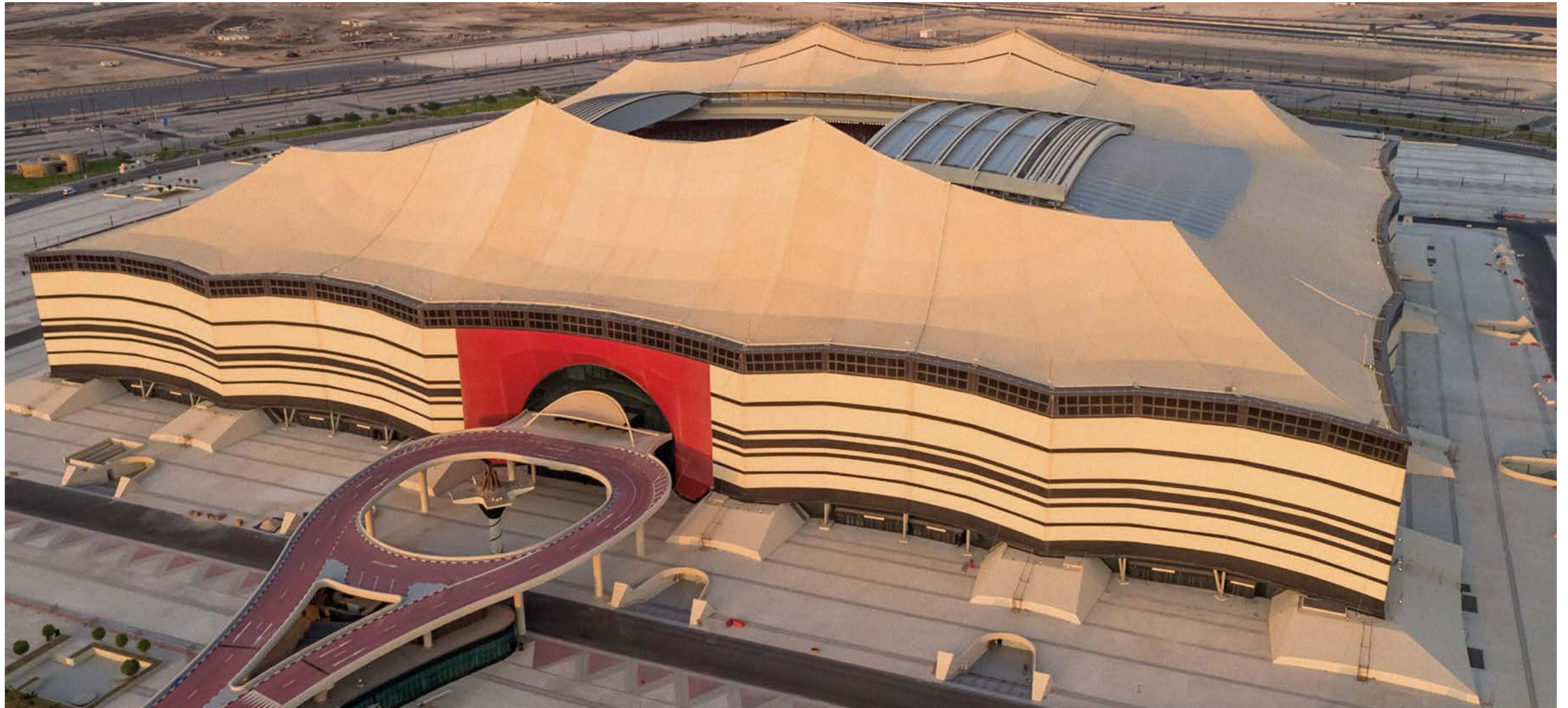


**HBG Gaming.** One of the largest operators on the safe and legal gaming scene, regulated by the Customs and Monopoly Agency, (Italy).  
*Brand Architecture, Brand Design, Communication Design, Environmental Design.*



**Piaggio.** A tribute to Vespa, (Italy).  
*Communication Design.*





**Webuild.** A global player specialized in the construction of complex infrastructure for the sustainable mobility, hydroelectric energy, water and green buildings sectors, (Italy).  
*Naming, Brand Architecture, Brand Design, Communication Design, Editorial Design, Sonic Identity Design, Type Design, Video & Motion Design.*





## 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  
Educational  
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



Inarea  
Identity Design

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