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.

ACTIVITIES

Brand Architecture	Environmental Design	Retail Design
Brand Design	Exhibition Design	Signage & Wayfinding Design
Communication Design	Naming	Sound Design
Digital Design	Packaging Design	Type Design
Editorial Design	Product Design	Video & Motion Design

SECTORS

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Arts & Culture	Food & Agricolture	Private & Public Institutions
Cities & Lands	Healthcare	Professional Services
Educational	Hospitality & Leisure	Real Estate
Energy & Environment	Industries & Technology	Retail
Fashion & Design	Media & Entertainment	Transport & Infrastructure
Finance & Bank & Insurance	No profit	
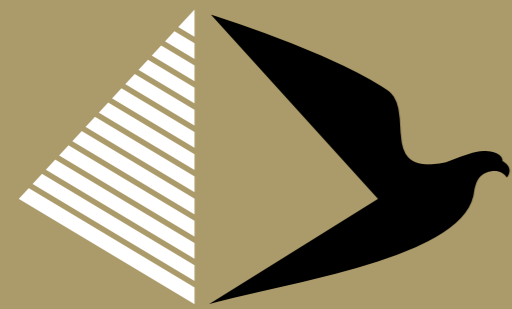
مدينة الفنون والثقافة
City of Arts and Culture

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.*
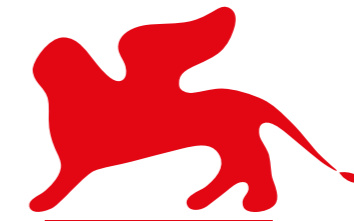
la Biennale di Venezia

La Biennale di Venezia
Arte
Architettura
Cinema
Danza
Musica
Teatro
Archivio Storico

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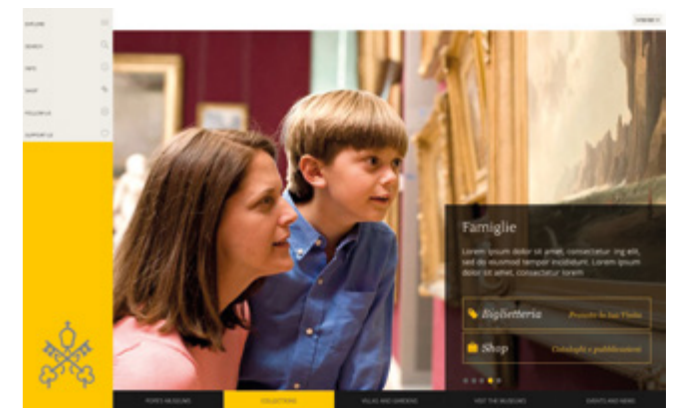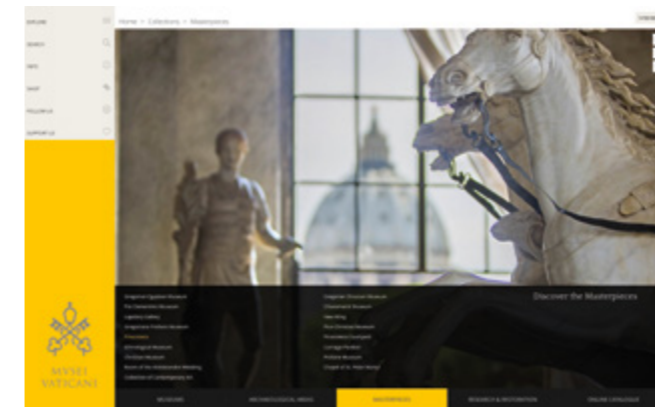Communication Design.*

P O M P E I I

Pompeii. One of the most visited archaeological sites in the world, (Italy). *Brand architecture, Brand design, Communication Design, Digital Design, Signage and wayfinding design.*
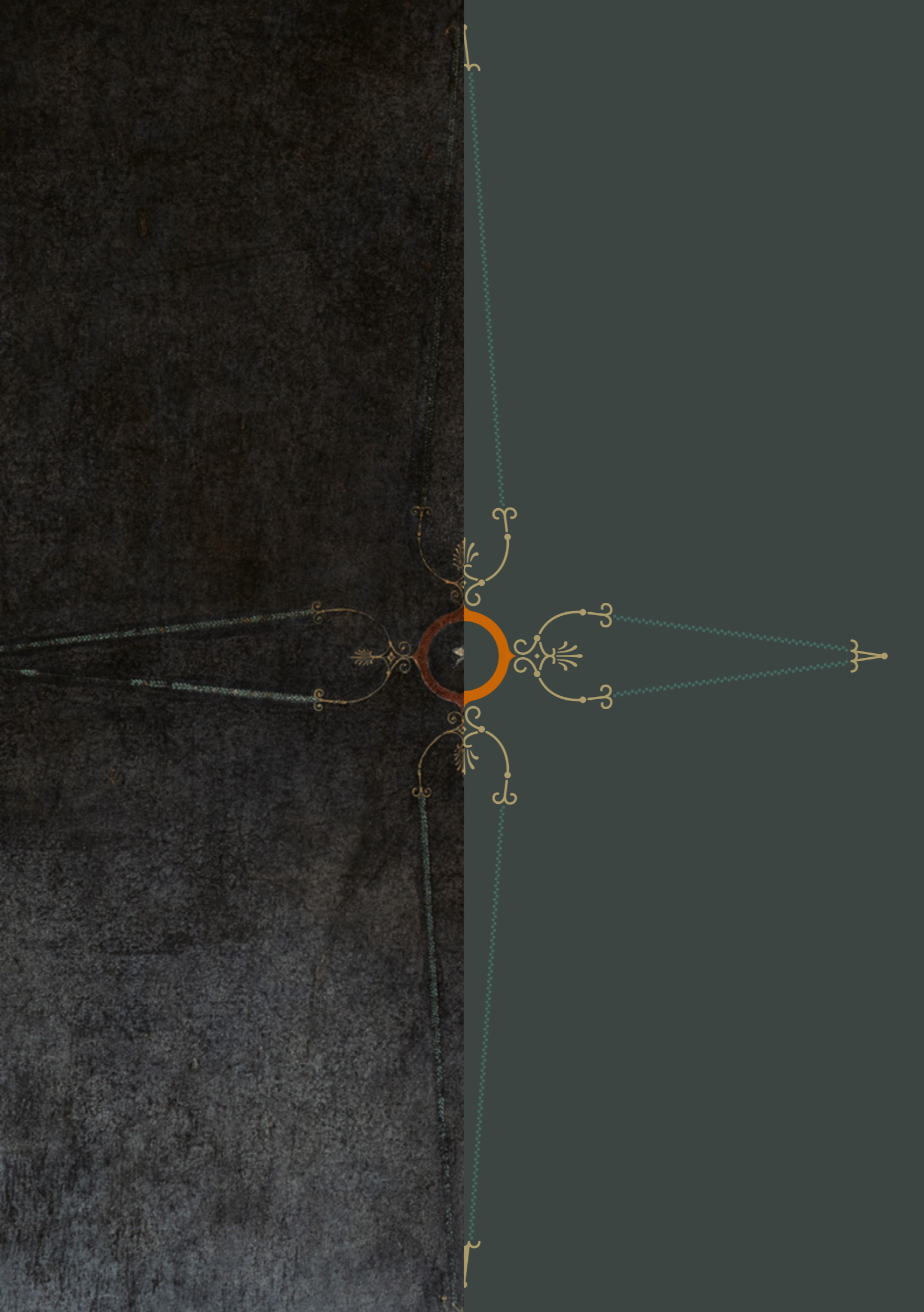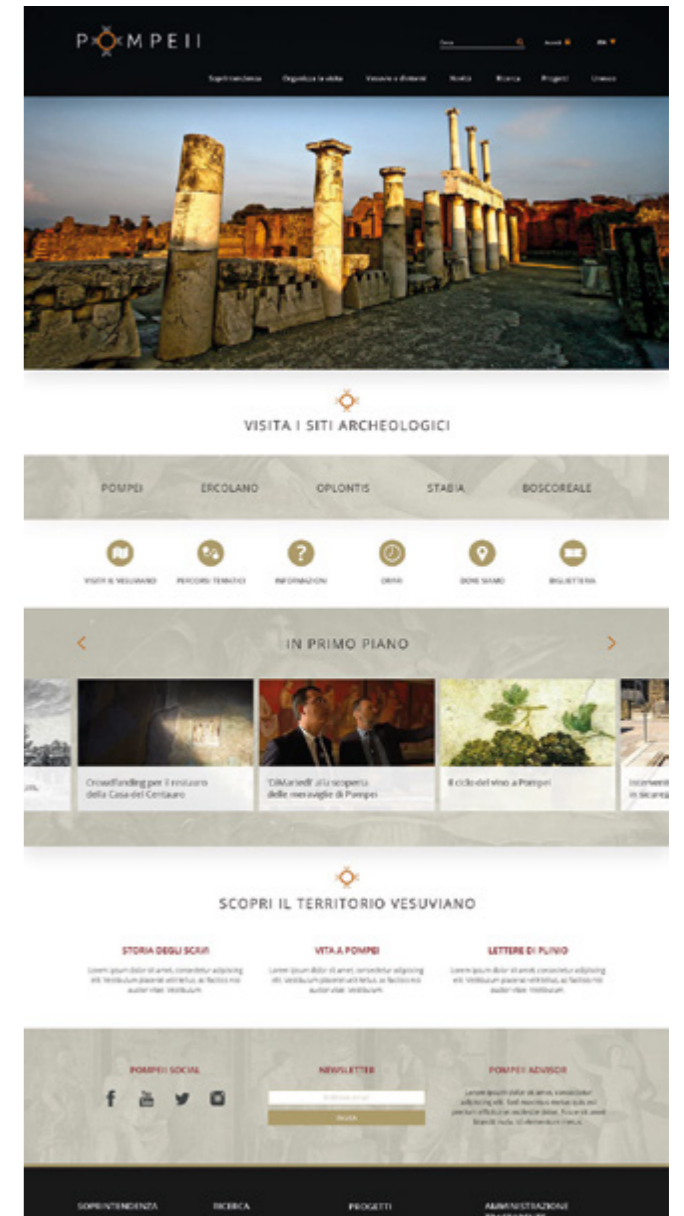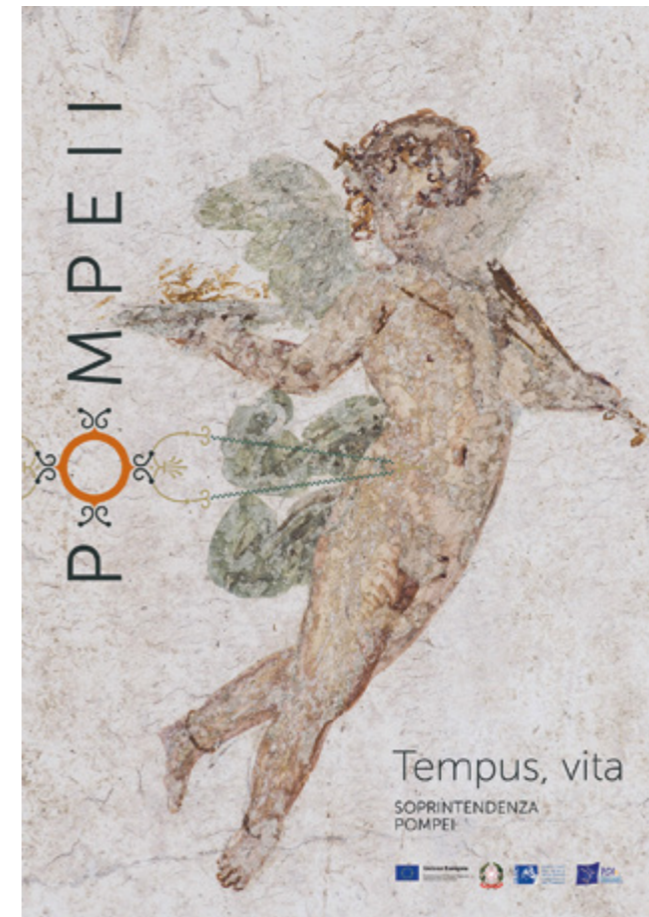
Musei Vaticani. The new web site of "the Vatican, the Museum of Museums", (Vatican City). *Brand design, Communication Design, Digital design.*
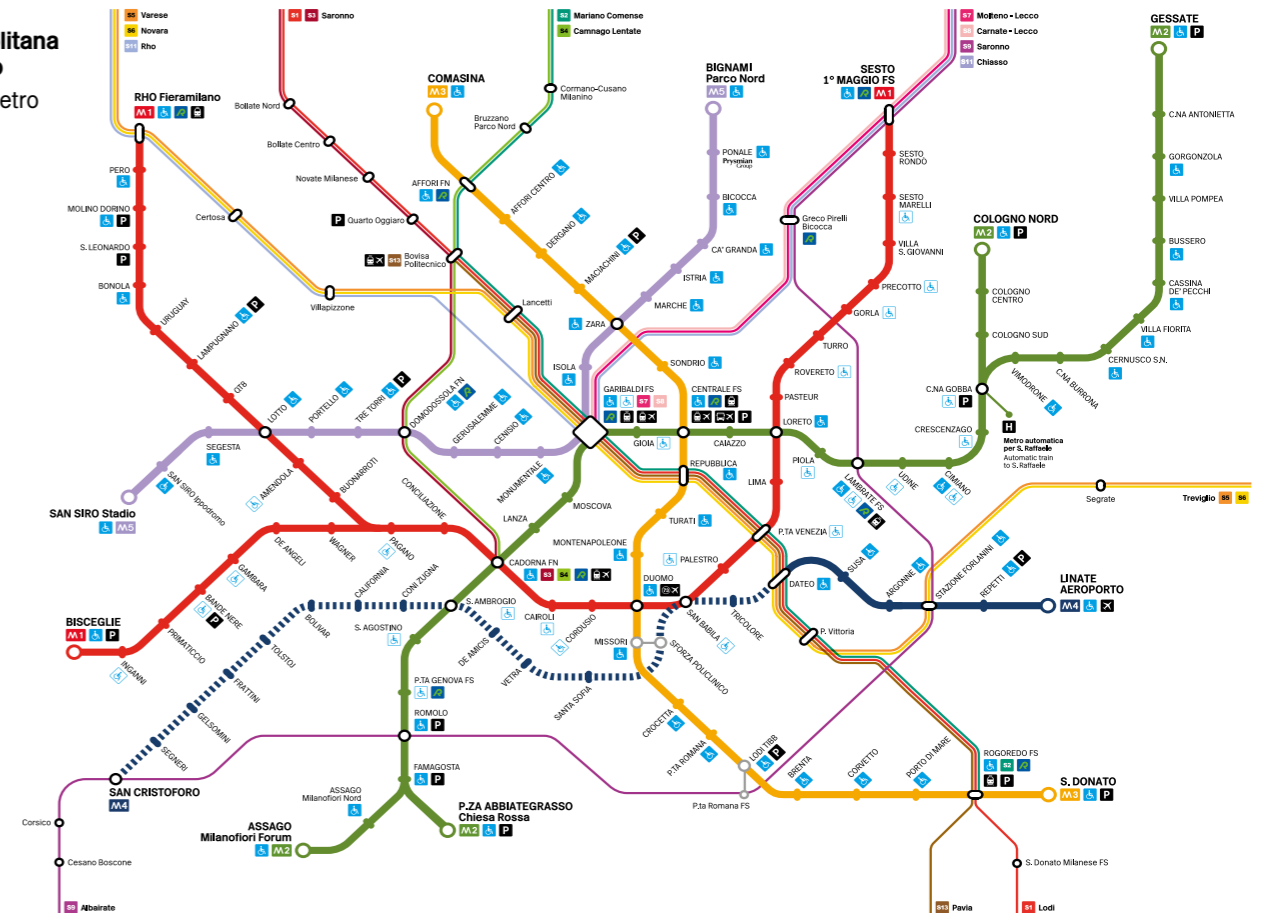

MV

MVSEI VATICANI

Milano

The Municipality of Milan. A city identity project, (Italy).
*Brand architecture, Brand design, Communication design,
Signage & wayfinding design, Type Design.*

**Rete
metropolitana
di Milano**

Milano metro
network

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
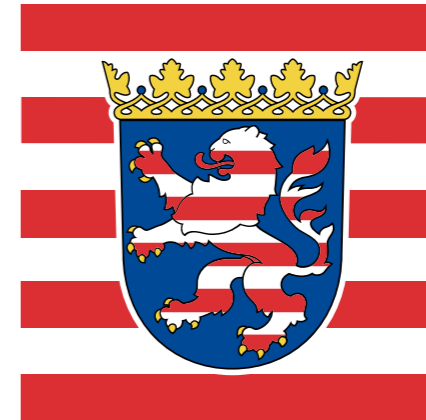
ROMA

ROMA CAPITALE

Comune di Roma

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
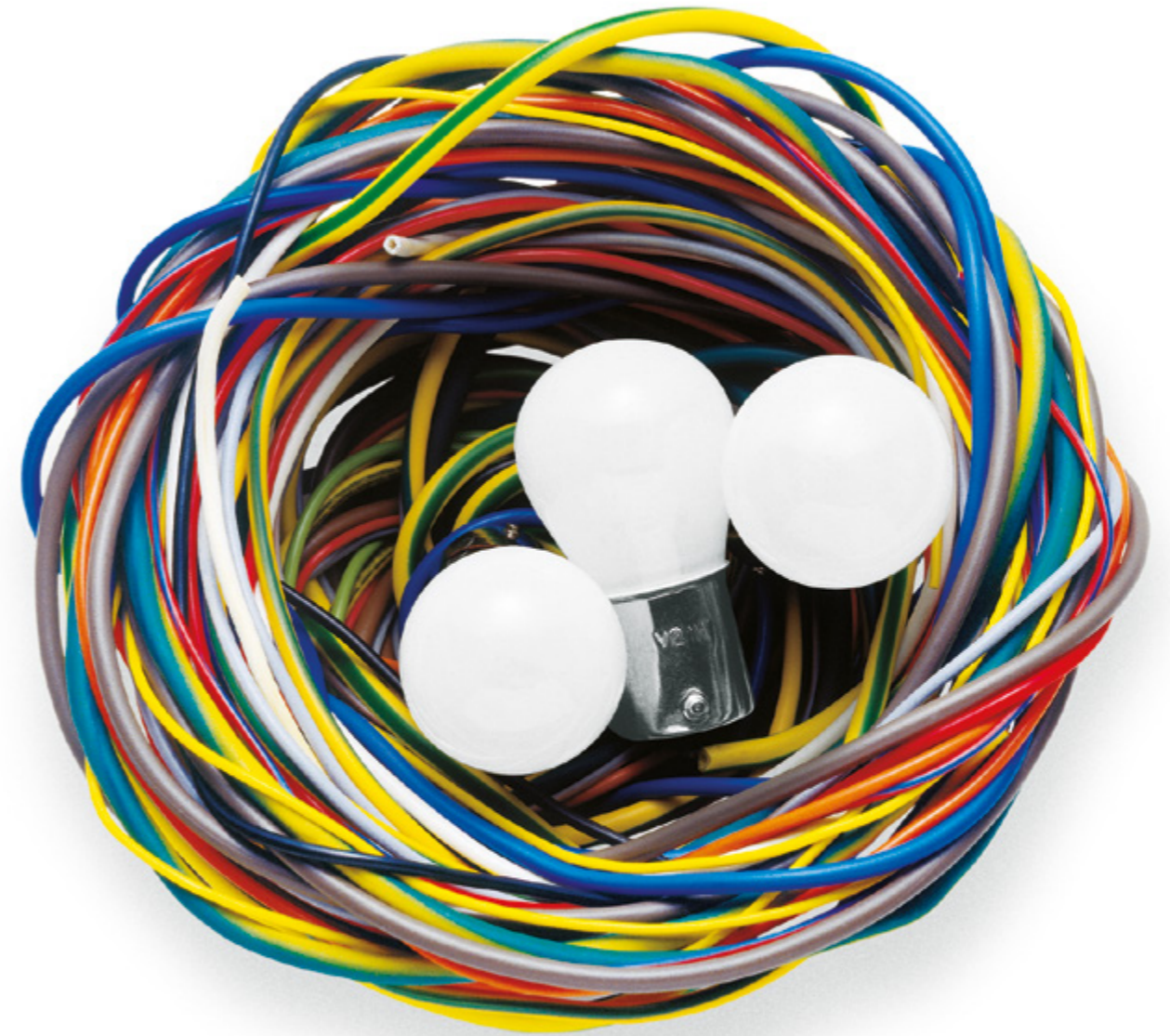design, Type Design.*

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
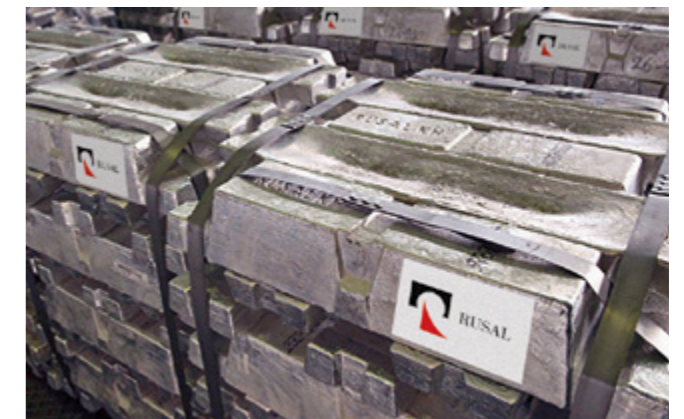(Germany). *Communication design.*

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.

abcdefghijklmnopqrstuvwxyz

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

RUSAL

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.
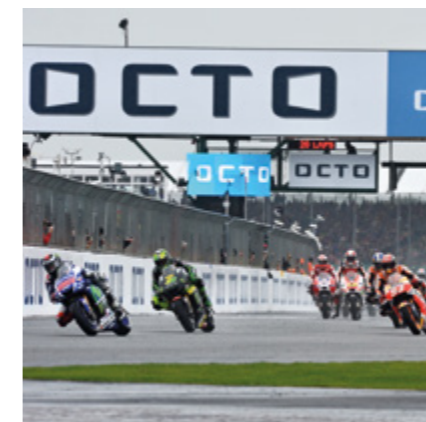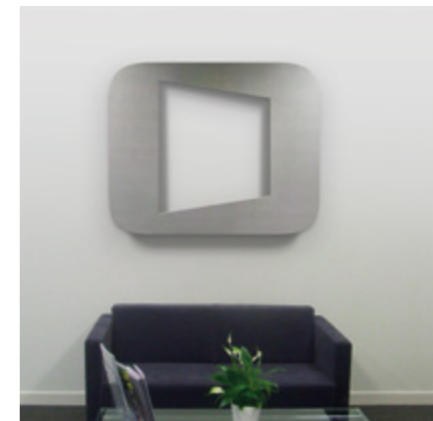
OCTO

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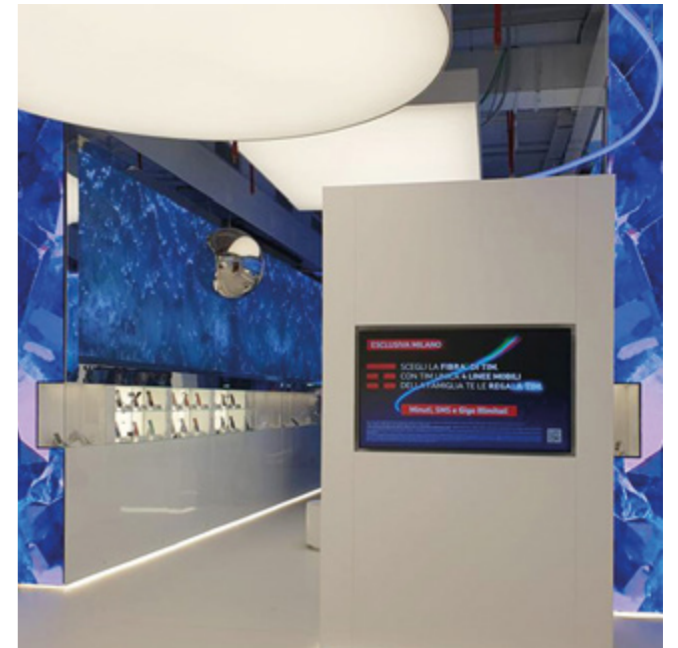*Brand design, Communication design, Digital Design.*

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

Qatar Government.
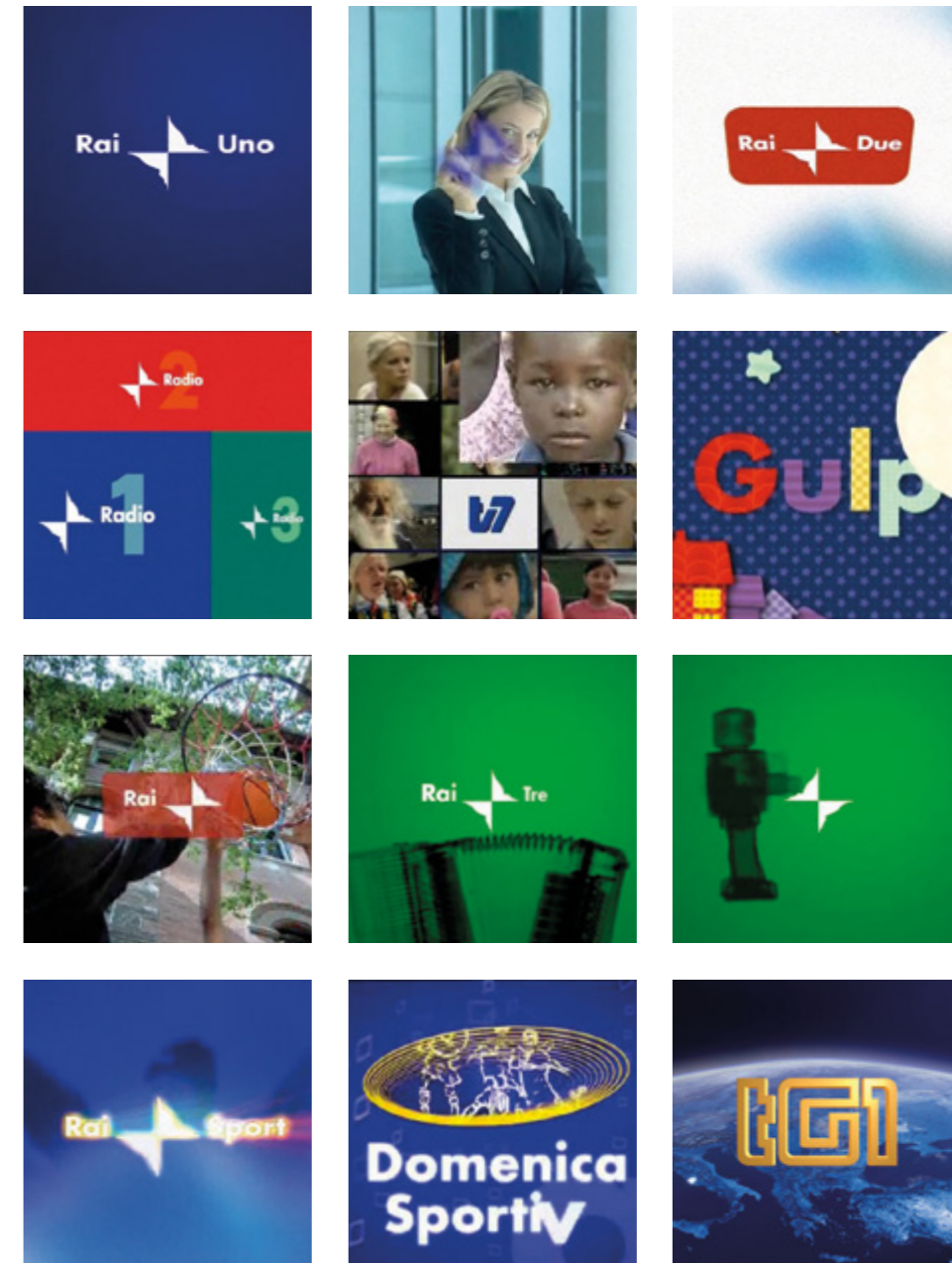National Security Council Hall, (Qatar).
Environmental design.
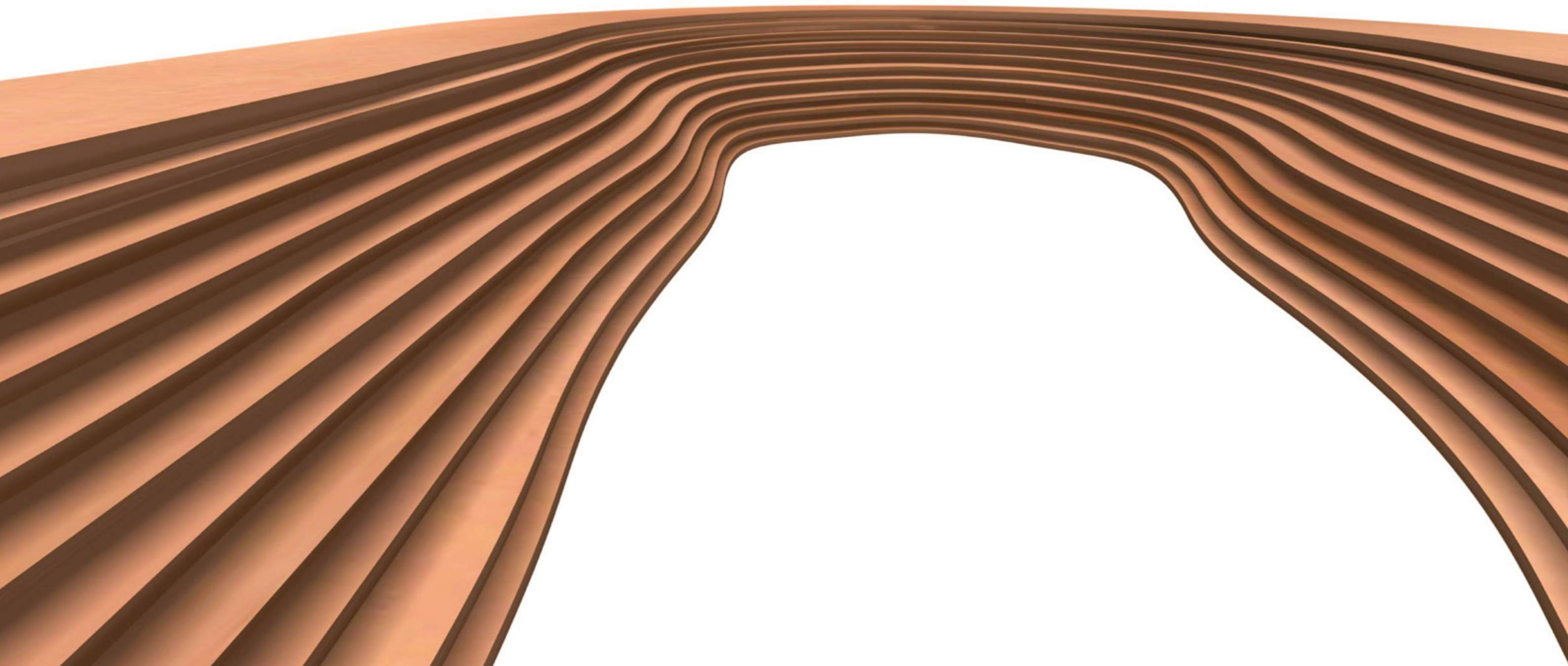
Confindustria. The main association representing
manufacturing and service companies, (Italy).
*Brand architecture, Brand design, Communication
design, Editorial Design.*

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

CASA MILAN

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

MILANTYPE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

:::::: **HBG** Desk

:::::: **HBG** TV

:::::: **HBG** Shop
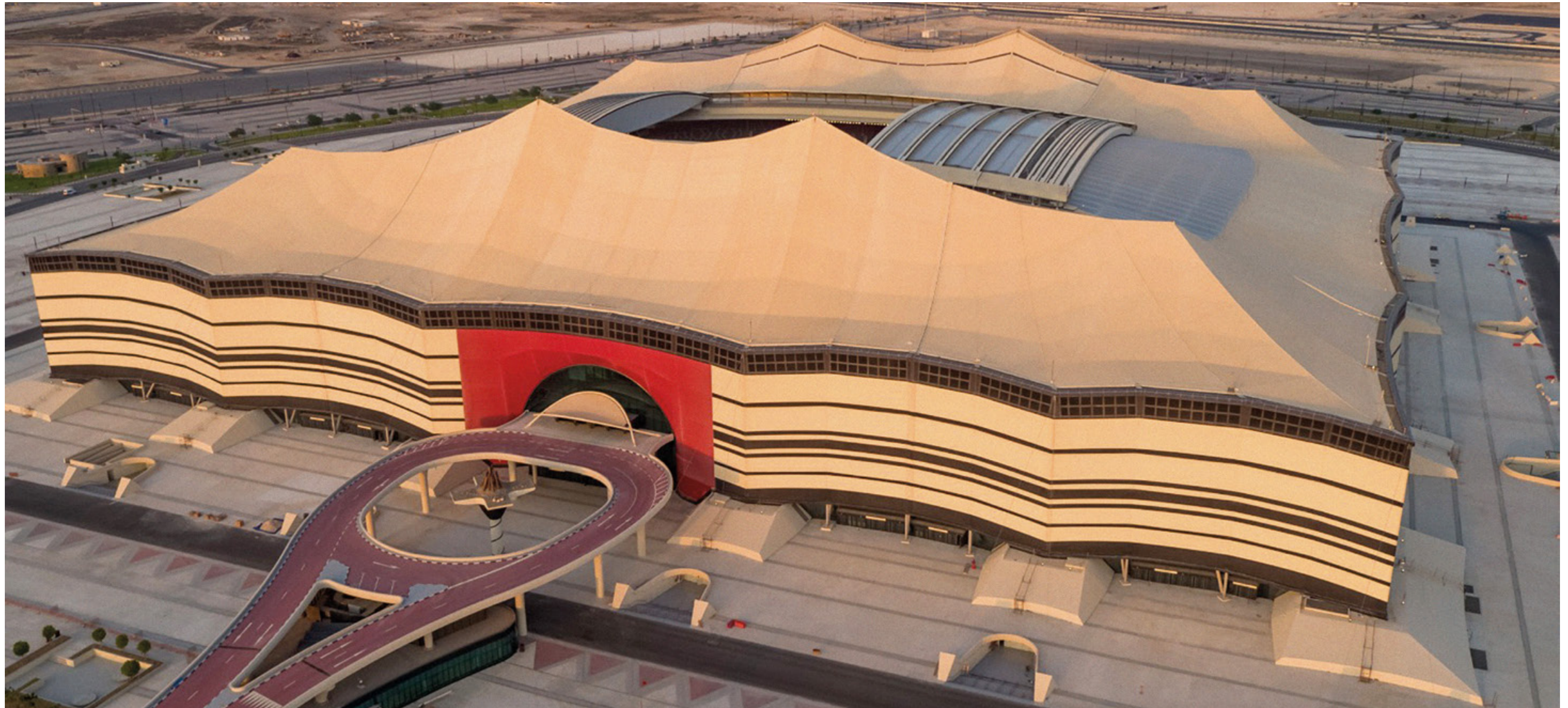
:::::: My **HBG**

:::::: **HBG** BetZone

HBG
GAMING

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, Type design, Video & Motion design.*

A2A Affide AltaRoma Angelini Industries
Angelini Wines & Estates AQP Arbolia
Artesia Atlanet Aurora Assicurazioni
Avvenia Bankey Better Bioenerys
Bludigit Camplus Edulia Egualia
Eutalia Gaxa Gility Greenture GuidaMi
'Gusto Invitalia Italidea Lumesia
Lunedes Magma Novapolis Oliwell
OPIT - Open Institute of Technology
Palatium PirelliRE Porta Nuova
Punti Enel Quorum Rai Click
Rai Digit Rai Edu Rai Med Rai Net
Rai Way Rekeep Renovit Rusal
Sapienza Università di Roma
Tim Tin it Trenitalia Una Hotels & Resort
Unendo Energie Unim Versalis
Vivosa Wallife Webank Webuild
Wommy XEQR

ascolta

Banca Ifis

ascolta

FIGC

ascolta

Leonardo

Inarea