

proyecto / project

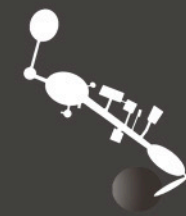
BIG social game - Biennale Torino 2002

de / by > **c a l c**

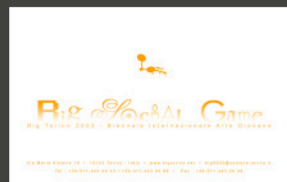
tiempo / time > 2002 Turin, Italy

campo / field > public art, communication

dirección / address > city of Turin
> <http://www.comune.torino.it/gioart/big/index1.html>



vista / glance



various logo studies

BIG Social Game

Big Torino 2002

19th of April until 19th of May

www.bigtorino.net

Torino-Italy

resumen / brief description >

in the year 2002 Michelangelo Pistoletto, the artistic director of the International Art Biennial of Turin, asked c a l c to curate the "guestland" of this edition (see file > biggest) and to develop the whole communication strategy- and -design. we then were creating the name, its logo and all the graphical applications. the logo was a graphic abstraction of the real city space in which the biennial took place.

en colaboración con / in collaboration with > Michelangelo Pistoletto