

## San Pellegrino Terme

### Briefing of Creation:

Territorial branding system for the the city of San Pellegrino Terme, winning entry of the international contest launched during Milan Design Week 2009 (president of the Jury: Giancarlo Illiprandi, former Icoграда president).

### Industry Context:

Between the end of 19th and beginning of 20th century, SPT (nowadays mostly known for its San Pellegrino mineral water, owned by Nestlé) was among the most luxurious and renowned thermal stations in Europe. After WWI the location started slowly declining and was abandoned by elite tourism.

### Challenge:

Percassi Group invested 150 million Euros with the intention of bringing SPT back to its former splendour. The masterplan included a 7 star hotel, 2 theaters, a congress centre, a shopping district and the creation of “the world’s most beautiful spa” (designed by Japanese star architect Kengo Kuma). The challenge was to create a brand and a communication platform, to present SPT as a new luxury pole for international tourism, expressing both its historical-artistic heritage and its cutting edge services.

### Strategy:

Bringing together the heritage of SPT’s historical flourishing with a refreshed modern approach of a top level destination. An ownable typographic style, that recalls the typical proportions and aesthetic parameters of the Jugendstil era, works as the basis of the whole branding system, applied consistently on the logotype, the giant outdoor signage system as well as across all communication materials as a pattern: reinforcing the city’s identity through various levels of its application.

### Result:

The territorial identity system works as a bold yet semi-transparent layer overlapping the whole city, its communication and its activities, creating a trait-d’union between past and present. The functionality of the design offers unlimited possibilities to integrate new services and attractions. The wise use of scale, materials, and production techniques is also suitable to transfer all properties and virtues of water, which becomes the distinctive element for the entire city identity.