



THE BRAND OF TORINO'S NEW MUSEO NAZIONALE DELL'AUTOMOBILE: BRIDGING THE MUSEUM'S PAST AND PRESENT, HISTORY AND FUTURE

The creation of Torino's new Museo dell'Automobile led to the development of a **new brand identity**. Both the creation of the brand and its coordinated image were left to the imagination of the **In Testa** agency, a graphic design studio belonging to the Armando Testa Group, a choice made in honour of Armando Testa, the advertising executive from Torino whose brainchild was the historical brand of the Museum in the 90s. **The new brand is an homage to its original hallmark, a tribute to tradition and the history of the Museum, but also as the symbol of a modern revival.**

The first new element of the restyling project is its name: **MAUTO**, a contemporary spirit based acronym aimed at modernizing the notion of "museum". The novelty of this acronym is combined with its traditional hallmark, resized although it remains still faithful to its graphics and with the creative and visionary flair of its creator, Armando Testa. The new brand, in fact, consists of the acronym MAUTO and the symbol of the sketched wheel that for over 20 years has accompanied the name of Torino's Museo dell'Automobile. Following the trend and the vertical orientation of the hallmark, the new MAUTO acronym has a vertical shape, with the M, AU and TO partitions, accentuating the acronym. The three level logotype refer to the three floors of the building, that will house over 200 years of car history. The AU diphthong, representing cars, is the symbol of the heart of the Museum, the liveliest part of the facility and also shows a continuous evolution. For this very reason, its central location and inclined position give movement and energy to the picture. In contrast to the dominant black colour, AU is red: the colour which is the symbol of the language of motors. Red traditionally represents Italy in the domain of motor sports. Finally, the TO syllable for Torino ideally flows into the historical logo. O becomes the link between the city and its historical Museo dell'Automobile, in a circle indicating entirety, perfection and graphic synthesis.



In Testa is a corporate identity agency and is part of the Armando Testa Group. It was created in 1989 by Antonella Testa as a natural development to the graphic tradition and to the ideas of Armando Testa, as a global display of communication. Managed by Antonella Testa (President), the agency covers all the aspects of the corporate identity believing that this concept is the heart of communication. In Testa employs a staff of professionals working in the three offices of Milano, Torino and Rome. The creative staff are concerned with the development and the creation of corporate identity projects, brands, logos and naming; ATL and BTL; packaging, promotion and P.O.P.; environmental design and stands for exhibitions; company profile, monographs, balance sheets and financial releases. In Testa offers the possibility to use the services of the Armando Testa group, the largest Italian communication group: media planning and purchase, online advertising, promotions and TV advertising, audiovisual department, press office, international studies office.