

Communication

Fiabesque is a complex event, articulated and transversal. Planning its communication and the development of all suitable related materials, necessary to transmit its identity is not an easy task. It was born as a playful moment entirely dedicated to kids, coming from the need of organising something inside the village of Peccioli, an important event, an attractive moment able to generate a big flux of visitors. Fiabesque had then the difficult task of drawing families attention in such a delicate and busy moment like the month of December, a period in which the close Christmas vacations together with the absence of important public events and the unfriendly weather conditions usually give no alternative to shopping. We noticed that in spite of the evident need and tendency of family aggregation that the end of the year and winter holiday periods traditionally bring about, there's a very little entertainment offer. In this particular contest Fiabesque was developed, with the ambitious goal of surprising people by offering them a different, fantastic, unique opportunity. Besides its many interesting proposals like performances, cultural events and professional formation, Fiabesque continues in its intent of re-awakening forgotten perceptions, by invading a whole village, its streets, squares, stores.

It's here, in the variety of its offer that the development of suitable communication supports becomes difficult. Communicating about public event means considering a wide range of channels and messages, this becomes even more delicate when related to a complex event like Fiabesque. The best answer is to find a unitary but richly faceted message. A message that must be directed towards the outside, to reach the world of kids and parents, but also that of curious, interested people of all ages, from all cultural backgrounds. They, all together, represent the wide potential "catchment-area" of Fiabesque. The planning of a complete series of instruments requires a complete analysis of the needs and a careful organisation, because of the high costs and the need of diluting them in along period of time. The guidelines of Fiabesque communication project will have to offer a continuous visibility and represent the identity card of the whole operation.

Let's examine some of its basic elements

The logotype was developed through the search of a very distinctive font. We chose Zapfino, a strong calligraphic vertical font, with thin, delicate, dreamy shape. It was then modified and redesigned in some of its treats, the "f" for example was stretched and modified to make it similar to the slots of a cello body, or to a "gondola" stem, in order to create some distinctive elements which could be used a strongly representative marks. The strong aesthetic elaboration of the letter "f" made it possible to use it as independent logotype, as complete graphic mark. After the need of creating a strong identification mark for Fiabesque comes the necessity of designing the basic promotional materials. The leading theme of Fiabesque image is represented by a powerful and characterising visual image: the bell tower of Peccioli and the profile of the village are graphically modified in order to obtain an abstract, essential skyline, still easily recognisable, thanks to the very particular shape of the main building. The choice of a night setting was made to enhance the suggestive effect, and empower that natural magical halo characterising fairy tales. The deep blue sky together with the black silhouette of the moon and the bright white logotype or the intense yellow of the lights created a strong contrast between heat and cold, light and darkness and became the fundamental elements that we adopted on designing all communicative materials we are going to present in these pages.