

Festival del film Locarno
The poster's programme for 2015

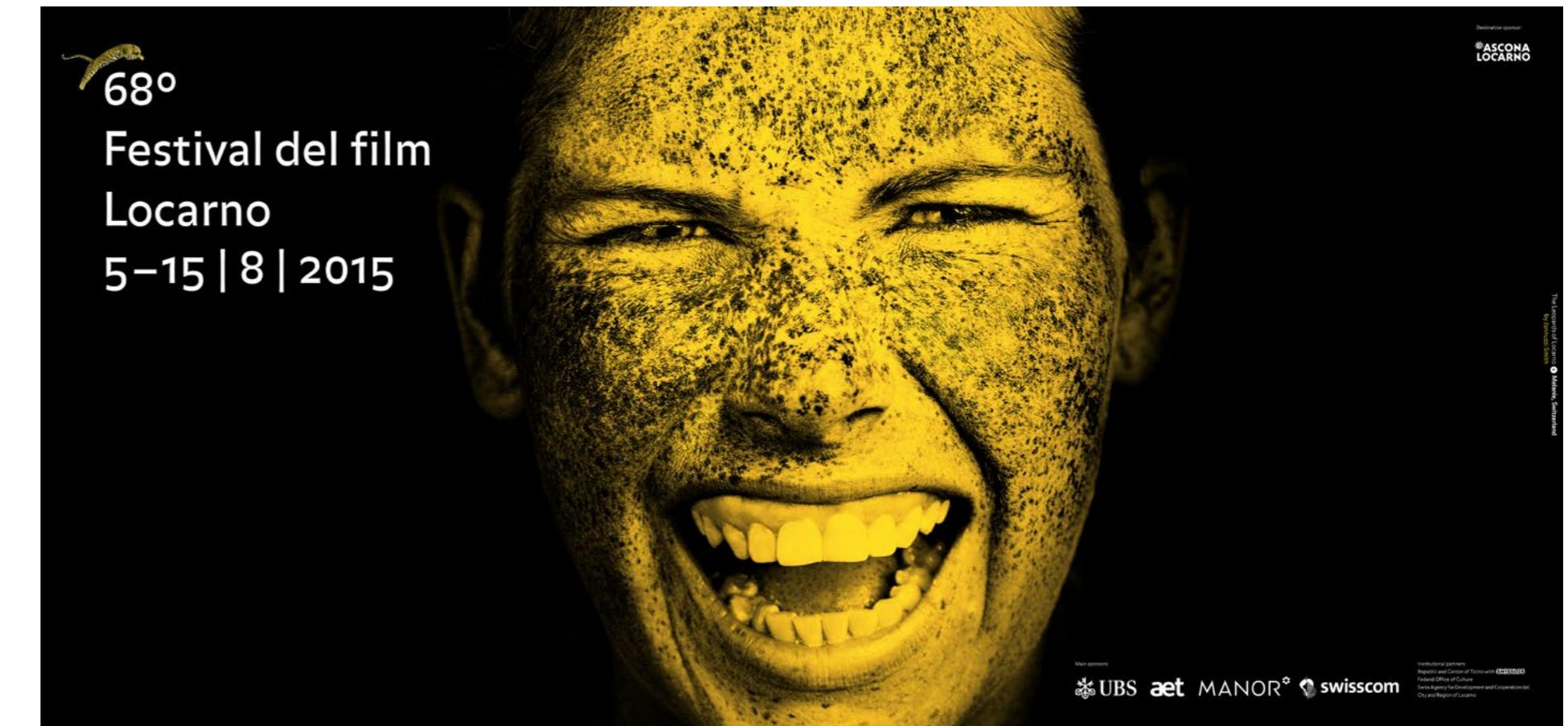
The Leopards of Locarno

Jannuzzi Smith have undertaken a photographic project to portray the people of Festival del film Locarno. During 11 days last August, Jannuzzi Smith created portraits of cinema-goers, critics, actors, directors and people from the many other walks of life who visit the Festival.

The aim is to highlight the myriad leopards circulating discretely within the Festival. From the hundreds of images produced we have shortlisted the portraits that will represent the 68th Festival del film Locarno.

- Concept and design: Jannuzzi Smith
- Photography: Ivana De Maria
- Imaging: Ivana De Maria, Flavio Milani
- Production: Luca Spinoza, Festival del film Locarno

Festival del film Locarno
The poster's programme for 2015
The Leopards of Locarno



F4
895 x 1280 mm

A2
420 x 594 mm



F12
1280 x 2685 mm



F200
1165 x 1700 mm



F24
2560 x 2685 mm



Brand identity

12 Festival del film Locarno

The re-brand

Throughout its 68 year history, the Festival del film Locarno has occupied a unique position in the landscape of the major film festivals. Every August, for eleven days the Swiss-Italian town of Locarno, right in the heart of Europe, becomes the world capital of auteur cinema. Thousands of film fans and industry professionals meet here every summer to share their thirst for new discoveries and a passion for cinema in all its diversity.

In 2007, to mark the Festival's 60th anniversary, President Marco Solari appointed Jannuzzi Smith with the task of redesigning the Festival's corporate identity.

The programme of work conducted by

Jannuzzi Smith includes:

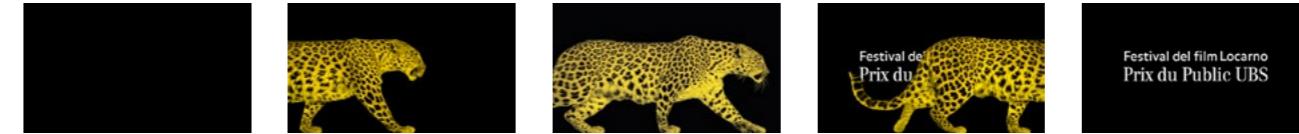
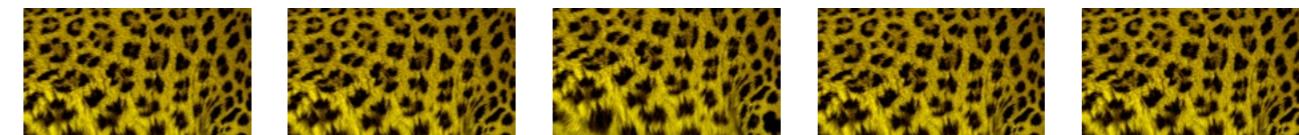
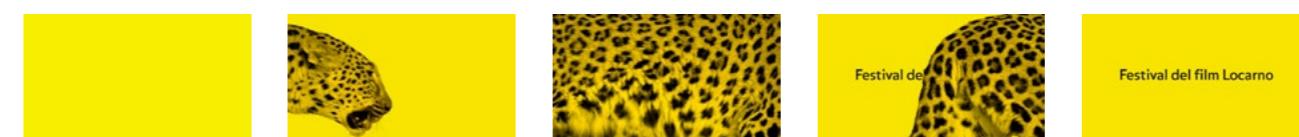
- definition of a branding and communication strategy;
- definition of co-branding rules (sponsors and partners);
- definition of a new media strategy (customised digital printing, online, mobile and web-tv);
- definition of a strategy for merchandising (Pardo Boutique) and realization of key items;
- realisation of logotypes, live action idents, symbols, typographic styles and colours' palette;
- design and production of stationery (printed and digital);
- design and production of advertising campaigns;
- database-driven application to manage hospitality processes and facilities;
- database-to-print automated content and print-production management system;
- design and production of urban furniture, guest areas, information system, signage and maps.

Case study

12.1 Festival del film Locarno Logotypes, key graphical elements and live-action ident

The project aimed at producing a visual identity strongly based on the Festival's award and the well established yellow and black colour palette. At the same time to develop a graphical mark that could be successfully applied in cinematographic language.

The initial application for the moving graphics are the cinemas screens but also very important are the possibilities offered by new digital media.



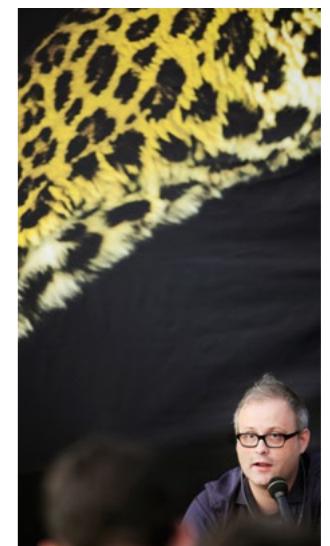
Case study

12.2 Festival del film Locarno The posters



Case study

- 12.3 Festival del film Locarno
Branding a major event for guests, media and business



Case study

12.4 Festival del film Locarno Environmental friendly

Jannuzzi Smith instigated and promoted a responsible approach developing a policy to reduce the event's environmental impact:

- use of Elettro-natura certified green energy
- selective waste collection points at many venues
- the adoption of an official fleet composed by more than 70% of hybrid cars
- use of FSC certified paper and general reduction in paper consumption
- cutting 50% of paper for the official catalogue
- abolition of casiers papers and introduction of e-casiers (e-mail notifications)
- migrating content from paper to digital new media (smartphones app)
- official bags in 100% recycled PET
- adoption of an official fleet composed by more than 70% of hybrid cars
- incentives to use public transport
- introduction of a fleet of 50 electric bikes powered by solar power.



Case study

12.5 Festival del film Locarno Information system, signs and urban furniture

(architects: Livio Vacchini,
Alessandro Bonalumi and
Michele Arnaboldi)



Case study

12.6 Festival del film Locarno Merchandising

Pardo Boutique
(with Manor, Basel)



Case study

12.8 Festival del film Locarno Hospitality management, database-driven applications

Industry Guide / Open Doors

The cover features a large yellow 'A' at the top left, followed by the title 'Industry Guide' in a large, bold, white font. Below the title is a section titled 'Contacts by Country' with a list of countries from Argentina to United Kingdom. At the bottom are links for 'Index of Names' and 'Index of Companies'.



A 62nd Film Festival Locarno | Industry Guide

Argentina

Contacts by Country

Buenos Aires Festival Internacional de Cine Independiente (BAFICI)

Revolver Films

Austrian Film Commission

Incalcatera Production

C 62nd Film Festival Locarno | Industry Guide

Canada

Festival du cinéma international en Abitibi-Témiscamingue

Mirá Cine

Revolver Films

Micro Scope Inc.

Molot Entertainment Inc.

Chile

International Film Festival in Chile. Latino american Work in Progress and latinoamericanic projects.

Beijing Zhihong TV & Film production company

Orange Sky Zhihong Film & tv Production Co., Ltd was founded in 2005 with a vision for independent production and co-production with foreign partners. We are dedicated to exploring all available channels of film and tv productions and pride ourselves in maintaining an extensive partnership with leading production crews and producers.

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50 Borelli, Catherine <i>Berlin International Film Festival / EFM European Film Market</i> Germany	199 Chang, Senling <i>Sanlong Chang</i> Taiwan
58 Borelli, Alessandro <i>La Sarraz Pictures Srl</i> Italy	108 Chiari, Lisa <i>Map of Creation Production</i> Italy
181 Bortoluzzi, Valère TSR	139 Chirilov, Mihai Cristian <i>Transilvania International Film Festival</i>

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Case study

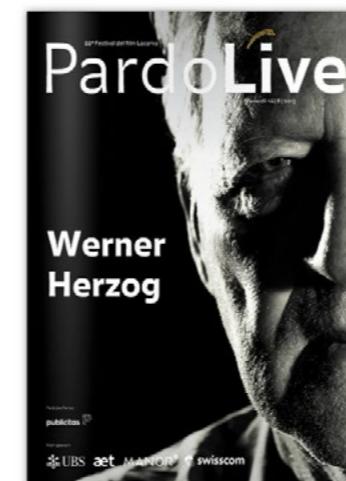
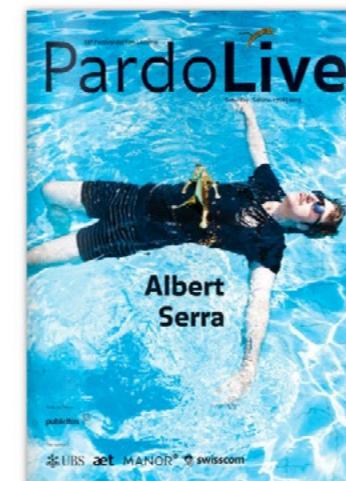
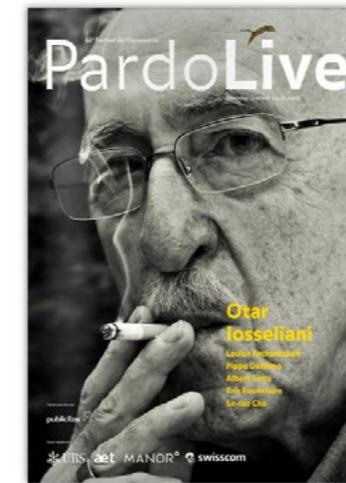
12.9 Festival del film Locarno

Pardolive, a cross-media news platform

Jannuzzi Smith has completed Pardo Live, a new cross-media news platform for Festival del film Locarno, comprising a website, TV channel and a printed magazine.

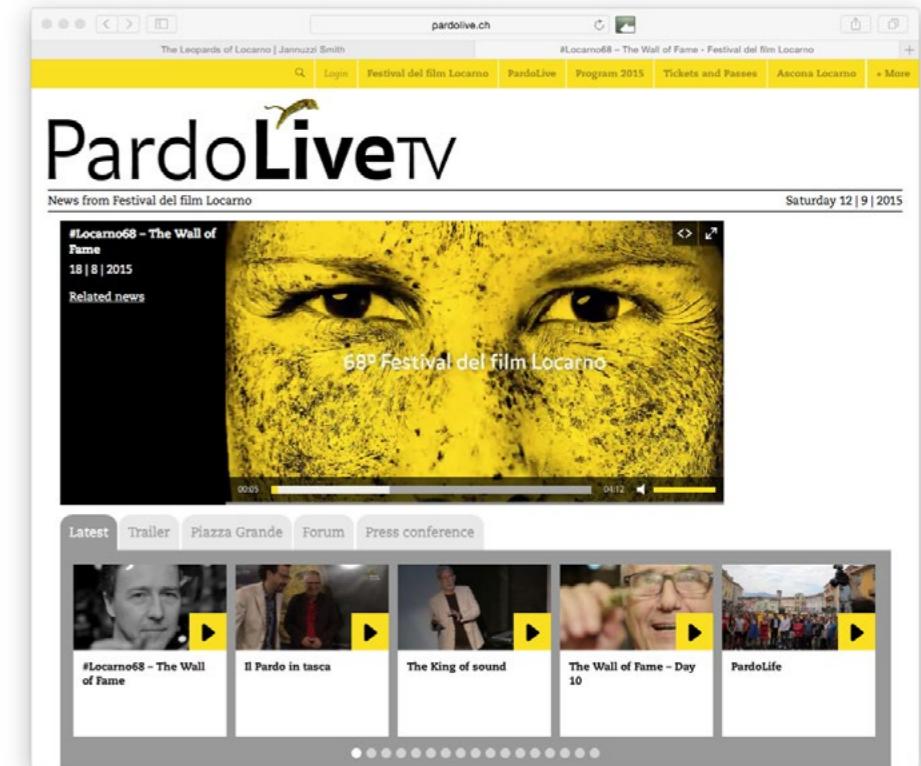
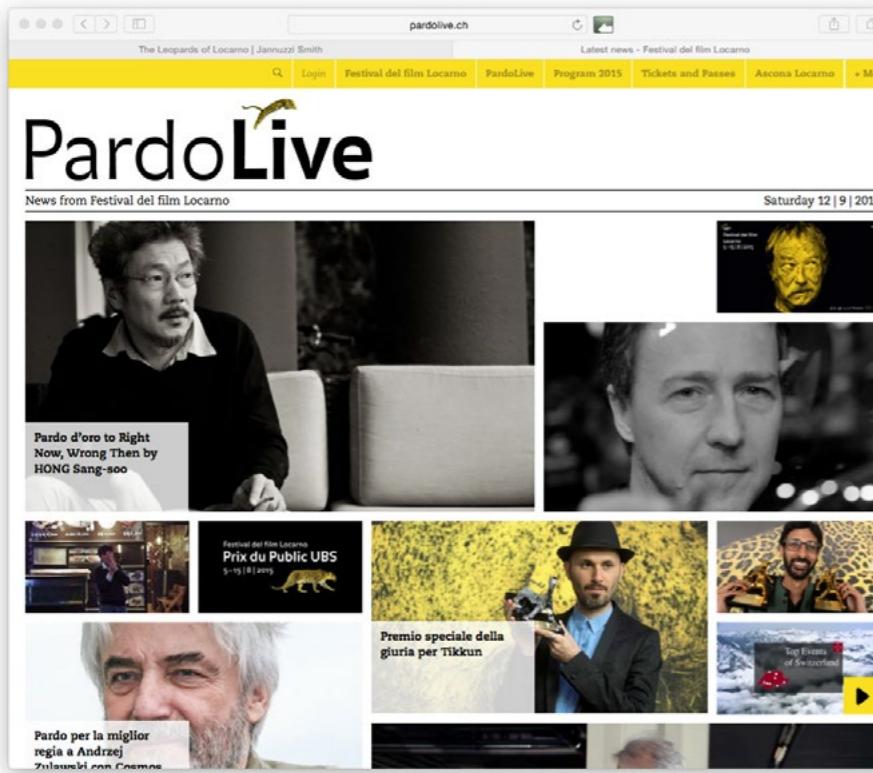
Pardo Live is edited by the journalist and film-critic Lorenzo Buccella, with the special participation of Conservatorio Internazionale di Scienze Audiovisive (CISA) and the expert guidance of Niccolò Castelli, Andrea Todaro and Giuliana Ghielmini. The portraits for the covers are by Alessio Pizzicannella and the mise-en-page is by Dimitri Bianchini.

Pardo Live is powered by Cryms Sagl with the support of Publicitas.



Case study

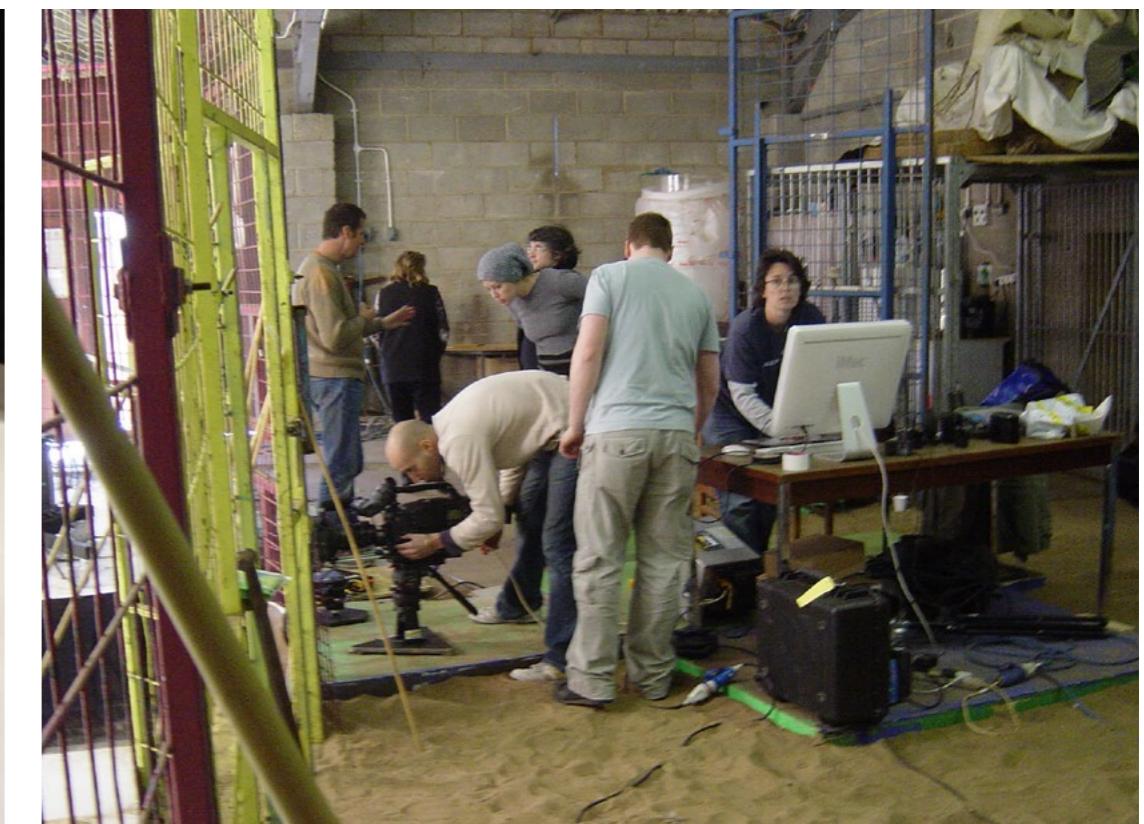
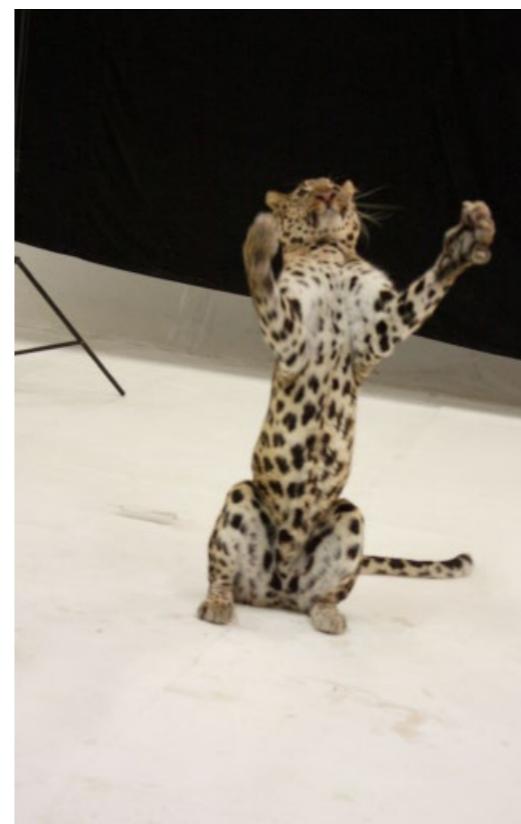
12.9 Festival del film Locarno Pardolive, a cross-media news platform



Case study

12.10 Festival del film Locarno Backstage

(photography: Tim Flach;
film: Between the Eyes)



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