



ph. Maurizio Camagna

Above: Giovanni, Ada, Andrea Brunazzi, Principals and Creative Directors

A modular structure, international (with partner in Europe, USA, Canada and South America), specialized in communication, design, packaging and architectural design.

Set up in 1985 upon the initiative of Giovanni Brunazzi, one of the company communications and corporate image pioneers in Italy, Brunazzi&Associati provides highly professional exclusive services in the integrated communications and image strategy fields to which a specialization in corporate identity, editorial web design and packaging is added.

Over the years Brunazzi&Associati has become one of the most creative and innovative agencies in the Italian market among other things. As a matter of fact it has been selected as the Italian partner of Ideal. Ideal is an international network uniting some of the most important independent agencies working on a global scale with partners in Europe, the USA. and Canada in the fields of design, corporate and brand identity, packaging and global communications. Brunazzi&Associati is also associated with EPDA (The European Packaging Design Association). Brunazzi&Associati for the years 2010/2013 has been selected among seven other world wide agencies, as testimonial for The Black Box Project of the Swedish paper mill Iggesund. The projects were presented in Paris, London, Amsterdam, New York, Hamburg, Stockholm, Milan, Göteborg and Moscow. The project design by Brunazzi&Associati was awarded many prizes like the Freccia d'Oro and the Brand Identity Grand Prix. Many of the Brunazzi&Associati projects have received prestigious awards and recognitions, also internationally, among which: the ADI Compasso d'Oro, Targa d'Oro for Advertising communication, Pubblicità & Successo, Brand Identity Grand Prix, Bio Lubiana, Agorà, Freccia d'Oro, Mediastars, First International Festival (Public Service Communication), Grandesign (Signed Design), GrandesignEtico and MediaEye.

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Brunazzi&Associati



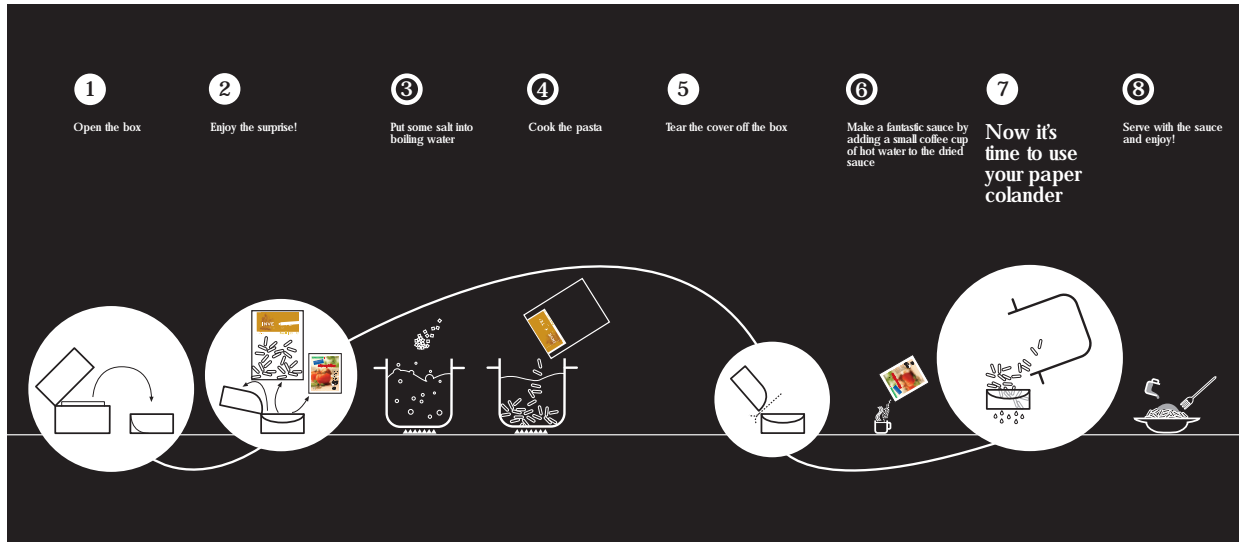
Innovationpark
at Interpack 2011
European Packaging Design
Association, Basel (CH)

“Catch the Apple” is a can dispenser for the fridge. The shape of the box is simple and functional, allowing it to be hung on the inside of the fridge door where it serves as a can dispenser. The graphics are minimal: the image of the box is an apple and there is a picture of a cut apple with seeds on the can. A typeface suggesting “juiciness” is used throughout.



Iggesund (Holmen Group), Sweden
Product: Invercote Paper
Project: Eat More Pasta





The Black Box Project

How many things can be done with paperboard? Not only printed matter, but really useful items as well, says Ada Brunazzi. Her project is a "play" on a typical Italian dish: pasta with tomato sauce. Inside the pack are homemade "fusilli" (a typical pasta shape), the tomato sauce (dried) and a colander for draining, made from Iggesund's Invercote Bio paperboard. Just cook the pasta, drain it in the colander and add the sauce: Enjoy Italy

The Fragrance

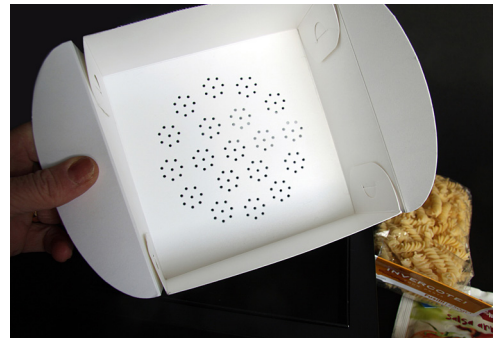
The fragrance of Italy, its land, its flowers, the very different environments making up its territory, the bright, warm, dark, dazzling colours, the sinuous, hard, soft forms of its landscapes. Its culinary culture, based on infinite ways of cooking, which differ from one town to another, steeped in the spirit of the place, the suggestions imparted by the surrounding land, by an environment that is harsh and gentle at the same time depending on light and temperature. Each dish is a surprise for the eyes, nose and palate.

The Pasta

Pasta, the foremost dish of the Italian culinary culture, is a staple food in the Italian diet. We could define a plate of pasta as a synthesis of the Italian landscape: it is cooked in a sea of salt water and when drained and put on a plate it forms a pale mountain, covered with sauce (sauces prepared in a thousand different ways). The whole releases a fragrance without equal. Every Italian can recognise the scent of pasta as it floats in its boiling sea. Every child is overjoyed at the idea of a nice dish of pasta.

The Packaging

The packaging pasta strainer is the link between the territory and the culinary culture. The paper pasta strainer is the element of design that each of us was secretly yearning to be able to take along on a voyage in a sailboat, on a mountaineering expedition or simply take home.



Gerla, Italy
Coordinated packaging
for a leading
confectionery in Turin.





Crai, Italy
Packaging for Bruegel
Bear, a brand of
supermarket chain

Above
Monetti, Italy
Brand: Melform
Packages for
containers made of
polycarbonate.

City of Turin, Italy
 Objecto
 Some merchandising
 items for tourists
 and display for P.o.p





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