



**will be one of the protagonists of the event:  
“C’era una volta in Via Monferrato”- Events & Design in Borgo Po  
Torino Sunday June 15, 2008**

Press release

Sunday June 15, starting from 10.00 am in Via Monferrato will be held the day of celebration of the neighbourhood close to Gran Madre organized by World Event with the contribution of the City of Turin - District 8.

The event is part of the timetable of Torino 2008 World Design Capital.

On the occasion of the inaugural event, there will be a public presentation of the 15 gonfalons achieved by students of the Bachelor in Advertising and Graphic Design of the Istituto d’Arte Applicata e Design – Torino which will be exhibited throughout 2008 in Via Monferrato in the neighbourhood of Gran Madre.

The project was born from the desire to make gonfalons which could represent images and concepts related to the territory of Monferrato.

The main objective: to create a union between Turin and the area of Asti famous for enogastronomy.

Students of the second year of the Bachelor in Advertising and Graphic Design of the Istituto d’Arte Applicata e Design – Torino have devised 15 gonfalons disclaim the theme “Monferrato” in its various facets: wine, the hills, the gastronomic excellence, churches, etc..

The gonfalons are real "suspended works". Each gonfalon has square shape of dim. 150x150 cm and is printed on both sides to ensure the enjoyment by both parties.

The event involves merchants of the neighbourhood and numerous artisans and producers.

Furthermore, the event involved the Authority of District 1, the chairman of the Borgo Po Merchants Association and the Director of Iaad Laura Milani, which will be a moment dedicated around 05.30 pm.

**INFO**

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