



is pleased to officially present

**the beginning of the collaboration with NOUVELLE VAGUE, expressed through the brand image restyling of the well-known company of Florence**

**presentation at MIDO - Milan 9/12 May 2008**

The 2008 edition of Mido - Mostra Internazionale di Ottica, Optometria e Oftalmologia International Exhibition of Optic, Optometric and Ophthalmic, that will be held at Milan from 9<sup>th</sup> to 12<sup>th</sup> of May 2008, officially represents the beginning of the collaboration between Nouvelle Vague and the Istituto d'Arte Applicata e Design - Torino (IAAD).

## **PROJECT**

The students of the "Advertising & graphic design" Bachelor of IAAD, supervised by professor Rossana Brando, are developing a communication project for the Nouvelle Vague brand, settled to create a new brand image for the company of Florence that is a leader about products with high-innovative content, but that is still using a traditional communication.

In this study the glasses will be considered as a primary communication instrument, design object with an immediate interaction with its user: the connection between fashion and technology, character and function will represent the strategic basis of the project.

The Nouvelle Vague and e Paolo Seminara glasses have a strong character, also expressed through unusual colours, that become unique.

The main goal of the project, which is the thesis of the Bachelor in "Advertising & Graphic Design" of IAAD, is to think about all of these things and realize it into a long range advertising campaign: brand restyling, realization of the dealer's communication, realization of a new stand, realization of a brand new pair of glasses that witnesses the attention of the company for a continuum developing market.

Who knows Nouvelle Vague will surely notice the beginning of the collaboration with IAAD, that will be shown for the first time at the MIDO stand: completely re-thought and re-planned according to the new brand image.

Another important project for IAAD, that this year, according to the nominee of Turin as the World Design Capital, widens the horizons of the collaboration with the national and international world of business and enterprises.

## **INFORMATIONS**

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