

Antonio Gardoni

MA!

MA!/Brand image, graphics and communication/2007

Completion of a oblique project based on the idea for a innovative concept-ice-cream shop, where the consume experience and the brand strength support the scarce knowledge of the product in the market of reference.

In the brand's idea and meaning related to Chinese growing market the MA! logo, expressly thought, turns to be repeated in a obsessive way on every communication tool and object, from the table place-mat to the free-test coupon, underlining an idea of hand-made ice-cream free of traditional "made in Italy" food stereotypes in foreign countries and more inspired by the international mood typical of areas as design and fashion.

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