

➤ dal 23
ottobre
2018

Brand
!New!
City

una mostra
sul city branding
in Europa

a cura di



in collaborazione con



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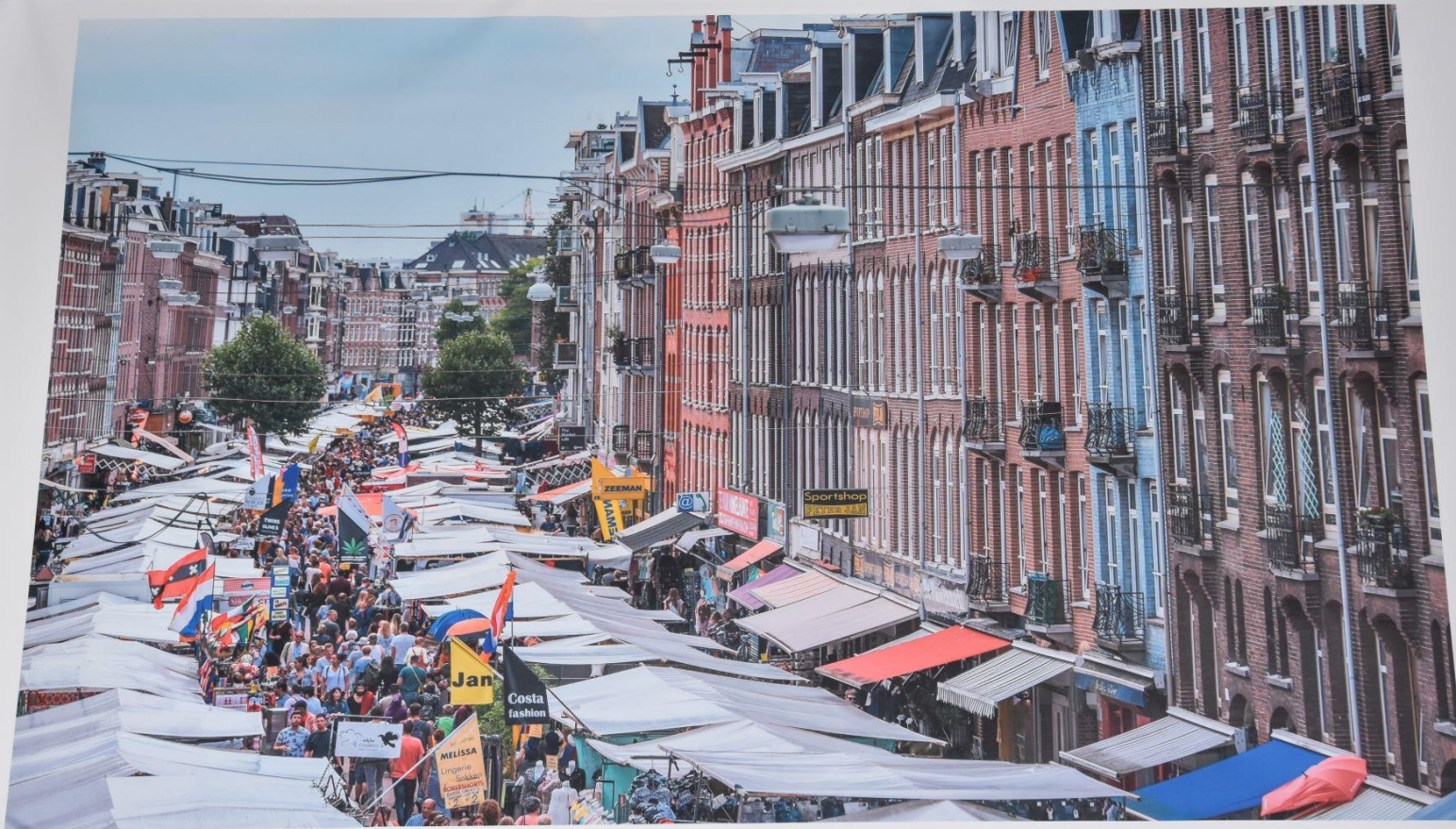


This project has received funding from
the European Union's Horizon 2020
research and innovation programme
under grant agreement No 730290.



**Are we extracting the best
from our cities?**

**What city
when branding the city?**



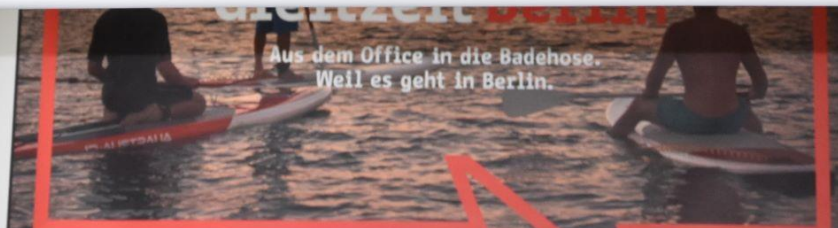
Amsterdam [NL]

www.iamsterdam.com





Amsterdam [NL]



the place to be.

For Michael Ballhaus, Berlin is the place to be.

In his latest film, simply called "In Berlin," the world-renowned and award-winning cinematographer has created a loving homage to his home town.

To find out more about the people who are changing the face of Berlin, visit www.be.berlin.de

Michael Ballhaus in front of the "Filmhaus" at the "Sony Center".

be  **Berlin**

be open, be free, be berlin.

Berlin [DE]





Berlin [DE]

www.be.berlin.de

For Michael Ballhaus, Berlin is the place to be.

In his latest film, simply called "In Berlin," the world-renowned and award-

Filmhaus



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www.visitgenoa.it

(-E)NOVA

MORE THAN THIS

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Eindhoven [NL]

www.eindhoven.video





EINDHOVEN

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THIS IS ATHENS!

The official City of Athens guide

Athens [GR]

Are we extracting the best
from our cities?



THIS IS
ATHENS!
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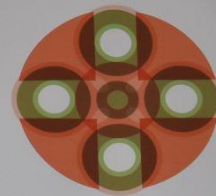
THIS IS
ATHENS!



Città Metropolitana
è Bologna



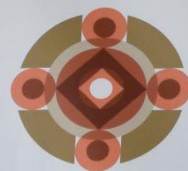
Sviluppo economico
è Bologna



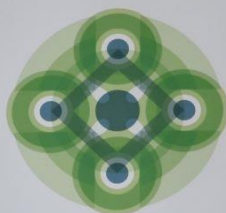
Benessere
è Bologna



Scuola
è Bologna



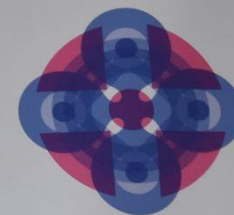
Cultura
è Bologna



Sostenibilità
è Bologna



Cura della città
è Bologna



Innovazione civica
è Bologna

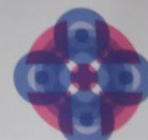
Bologna [IT]





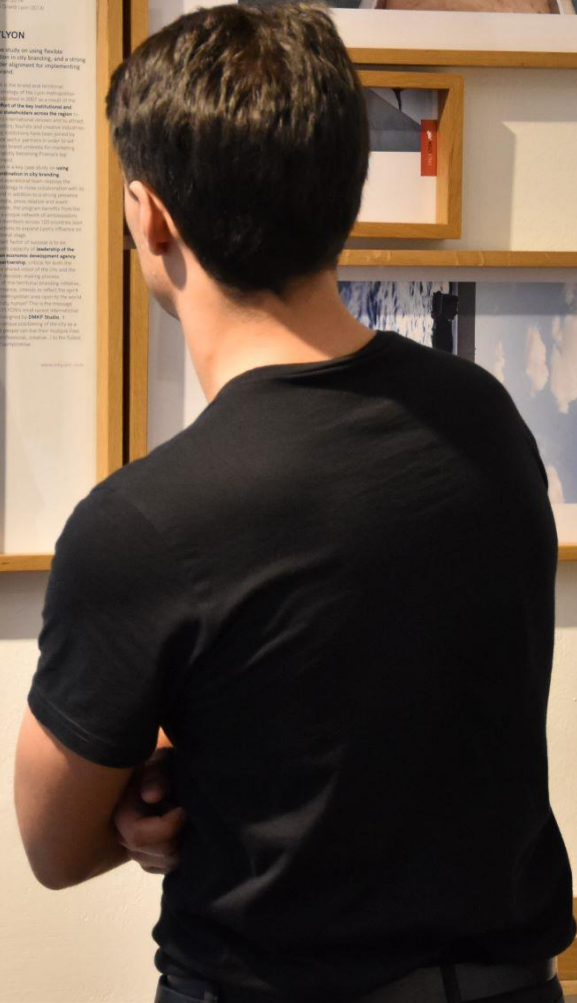
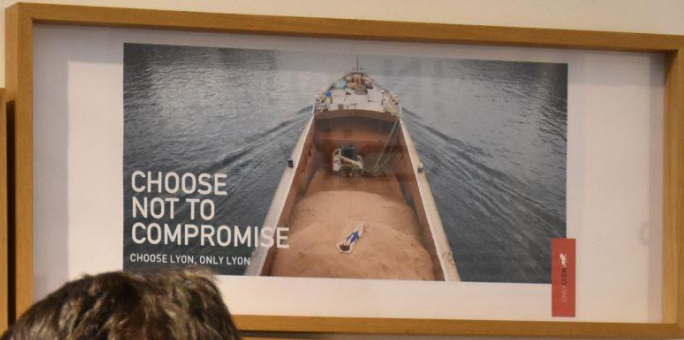
Bologna [IT]

ebologna.it



















City of Rome, the concept of
urban development action is

Portrait

1. City of Rome
2. City of Rome
3. City of Rome
4. City of Rome
5. City of Rome
6. City of Rome
7. City of Rome
8. City of Rome
9. City of Rome
10. City of Rome

Layer

Lingotto
collina

Quartiere
Italia '61











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ottobre
2018



Brand



!New!

City



una mostra
sul city branding
in Europa