

# BRANDING COMMISSION REPORT

**GO! 2025**  
Nova Gorica • Gorizia

Evropska prestolnica kulture  
*Capitale europea della cultura*  
European capital of culture

**Gorizia/ Gorica, 18. 10. 2021 and 19. 10. 2021**

**Present: Prof. dr. Karl Stocker (president), Ettore Concetti, Soni Makarovič, Maja Murenc, dr. Kaja Širok;**

The commission met at 9.00. At 9.05, Mrs. Tanja Curto submitted the documentation to the commission, which was numbered from 1 to 51 for the purpose of reviewing the received applications.

The commission selected Prof. Dr. Karl Stocker as the president and began working.

In the first round the entire documentation was reviewed and discussed, the second round re-reviewed the entire content, while commenting the best applications. The third review followed only on the best material, commenting on the solutions received, testing them and discussing the use of the logo according to the requirements of the call.

In its work, the Commission took into account: the content of the tender and the elements to judge material: the innovation, authenticity, the key content for the needs of the Capital of Culture, the priorities of the logo, the power of the graphic image as a recognizable sign / symbol.

Starting points:

On 10 August 2021, the EZTS/ GECT GO published a call for proposals for a new European Capital of Culture logo. To ensure transparency, the tender was held anonymously and was open until 30 September 2021 at 5 pm. Graphic / design companies, advertising / communication agencies could participate; also graphic designers, designers and architects or artists with status; graduates of public and private study programs in fine arts, graphics, design or communication. All information was available in Slovene, Italian and English on the website of the organizer of the public competition;

Tender:

The theme of the European Capital of Culture 2025 is GO! Borderless, encompassing the desire of border towns Nova Gorica and Gorizia, that together they overcome the barriers of "borders": cities divided by wars, united by cooperation and close friendship, have set themselves an ambitious goal - to become a cross-border European Capital of Culture. The central space of cooperation is the common square between the two cities, where the symbolic and physical space of meeting takes place, the center of the cultural and artistic program where the program called EPICenter will take place, the cultural earthquake, the symbolic contact of European differences: cultures, languages, traditions created us.

The aim of the competition was to create a new brand / logo, which represents the theme / space of the European Capital of Culture and serves as a starting platform and a characteristic sign for all future activities of the institution, identity building and communication.

**The brand / logo needs to be original, innovative and inclusive, it needs to represent and be a visual mirror of the European Capital of Culture.**

Final report:

Out of 50 submitted applications (one folder was empty, n.8), the commission identified only five solutions as conditionally appropriate (n. 4, n. 22, n. 37, n. 43, n. 49), but not yet satisfying. Most were poorly made, not appearing, to much details, to complicate to apply and with no information, dubious use of colors and their symbolic relation;

Most of the logos are bad copies from other European Capitals of Culture (specially Rijeka 2020), showing that there is no authenticity, too chaotic, confusing and they do show a lack in creativity.

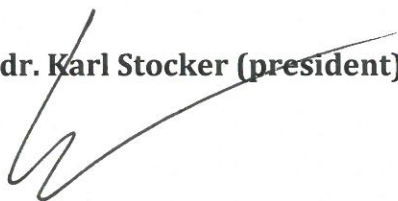
More or less they are all concentrated on the letters GO and the use of the square as the symbol, but only few did an analysis of the letters and its use). They tend to copy the already seen material and don't develop a new proposal as written in the tender.

The logotypes are totally exchangeable to any product (some do show ideas of economy and sports), not taking care of the value of the story; they should be focused more on people and communication for people, less on buildings; There are certain ideas to develop, but this is not yet what we want to show and propose as the symbol of the capital.

**The Commission proposes to repeat the call and explain to the public what is expected and what the of logo should stand for.**

The Commission did not choose any proposal because we strongly believe that the branding for Ecoc brings value to the society and is a cultural product that citizens of Goricas will look at for at least 5 years. It represents our region, our values, culture and artists all around Europe. By not choosing one just for the sake of choosing it, we also show to the people that we strive for perfection and nothing less - that should be the mission of every Ecoc.

**Prof. dr. Karl Stocker (president)**



**Ettore Concetti**



**Soni Makarovič**



**dr. Kaja Širok**



**Maja Murenc**

