

BRANDING COMMISSION REPORT



Evropska prestolnica kulture
Capitale europea della cultura
European capital of culture

Gorizia/ Gorica, 9. 3. 2022

ZOOM meeting, 21. 3. 2022

ZOOM meeting, 30. 2022

Comission: Prof. dr. Karl Stocker (president), Ettore Concetti, Antonio Bravo, Maja Murenc, dr. Kaja Širok;

The commission met at 10.30, ZOOM participation was held for Karl Stocker and Maja Murenc. At 9.05 he. Lara Devetak provided the commission with documentation, which was coded with numbers to review the received applications. The commission selected prof. dr. Karl Stocker as President, all members confirmed.

In total, the commission evaluated 67 proposals.

In the first round, they reviewed and discussed the entire documentation and selected the best works that could represent the brand of the European Capital of Culture GO! 2025. Materials that did not follow the instructions, misspelled words, different colors or solutions of the flags used, deviations from the required conditions (...) were eliminated in the first round.

In the second round the members re-reviewed the solutions that remained in evaluation. The selected solutions for the second round:

20220124154547586
202201271518411748
202202061352174667
20220207101821876
20220208005815580
20220208164806966
202202084448698
20220208021
20220209095040230
20220209100719980
20220209103537014
20220209111304165
20220209113638253
202202091220008409
20220209121821971
20220209122159013
20220209122453043
20220209122633637

The commission decided that till the next meeting each members should select five solutions that best express the vision, goal and purpose of the brand.

The first meeting finished at 14.30;

The members sent their votes to Kaja Širok (coordinator) till 16/3/ 2022.

The solutions that move to the next round:

20220209095040230
20220209113638253
20220209122159013
20220206135217467

The members had a ZOOM meeting on 21. 3. 2022. The third review followed 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.

At the end two solutions remained:

20220209113638253
20220209122159013

The members decided to do another round and to vote the selected criteria

State of the art aesthetic standard (internationally)
Acceptance of regional stakeholders
Recognizability of the branding/logo
Flexibility for different purposes

A maximum of six points were given for the first criterion, the other categories a maximum of five. In case of an equal number of points, both finalists are invited to adjust their solutions. Till 29. 3. 2022 the members individually sent their votes to Kaja Širok, she presented the results on 30. 3. 2022:

Solution n. 20220209122159013

	STOCKER	CONCETTI	BRAVO	MURENC	ŠIROK	
Total	11	14	18	13	18	74

Solution n. 20220209113638253

	STOCKER	CONCETTI	BRAVO	MURENC	ŠIROK	
Total	20	16	16	10	13	75

(the votes of the commission and their comments are part of the attached documentation)

Prof. dr. Karl Stocker asked for a quick ZOOM meeting the same day to confirm the results. The meeting was convened on 30 March 2022 at 3.30 pm, where the commission adopted the following:

1.1. Intro

On 1 December 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 9 February 2022. 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 informations were available in Slovene, Italian and English on the website of the organizer of the public competition; Additional info/ answers to questions were published on 3/ 2/ 2022. All info were accessible on EZTS/ GECT GO web page and on the page of the GO! 2025 European Capital of Culture.

1.2. 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.

2. Final report:

Out of all submitted applications, 67 were eligible for review. The commission identified 18 inovative solutions that went through the second series of reviews. Among them, the members chose the best solution, the criteria for determining the winner from among the finalists were:

- State of art aesthetic standard (internationally)
- Acceptance of regional stakeholders
- Recognizability of the brand/ logo

- Flexibility for different purposes

The first criteria had more points than the other criteria, in order to emphasize its importance.

The solution n. 20220209113638253 received the best scores and won the Call for logotype/ brand and corporate visual identity GO! 2025.

The commission confirms that the submission of the winning team can be characterized by a high aesthetic standard. The international comparison shows that this submission is quite respectable: it fits perfectly with the idea of a European cultural capital. The Logo is also very flexible for different purposes and the recognizability of the brand is comprehensible.

Nella grafica moderna europea viene sempre più valorizzato l'uso della typography, ne sono esempio agenzie internazionali come: Experimental Jetset, Neubauberlin o Spin Studio. Nel nostro caso, il progetto prescelto vede l'utilizzo del font come mezzo di comunicazione, non marchiando un evento, ma dando una lettura europea all'evento stesso. La maleabilità della "typography" permette di adattare le stesse lettere trasformandole in "segni" grafici utili alla comunicazione o ideogrammi da utilizzare nell'eventuale brand identity. Nello specifico la scelta di un font di facile lettura come un "Grotesk" e l'uso monocromatico di rappresentazione, facilitano sia la comprensione che la ripetitività del segno.

Prof. dr. Karl Stocker (president)



Ettore Concetti



Antonio Bravo

Firmato digitalmente da: Bravo Antonio
Data: 07/04/2022 16:19:55

Maja Murenc



dr. Kaja Brok



BRANDING COMMISSION REPORT

GO! 2025
Nova Gorica • Gorizia

Evropska prestolnica kulture
Capitale europea della cultura
European capital of culture

ZOOM meeting, 14. 4. 2022

Commission: Prof. dr. Karl Stocker (president), dr. Kaja Širok;

EGTC GO: Lara Devetak, Sara Boškin

Given that:

- The Commission drew up a report, signed by all members of the Committee, with two solutions with a minimum overall score of 60/100, choosing as winning solution the number *20220209113638253*.
- The article 9 of the branding call states as follows: Following the compilation of the ranking by the Selection Committee, the President of the Selection Committee in the presence of two witnesses will receive the matching keys of the envelopes from EGTC GO and will match the names of the competitors to the ranking.

The ZOOM meeting is held to match the code of the branding solutions with the author. The meeting starts at 17.01. Lara Devetak, for the EGTC GO, opens the document containing the matching keys.

The Commission searches for the numer *20220209113638253* which matches with the author:

Michele Pastore 01244360325 PSTMHL88C08L424B

The Commission searches for the numer *20220209122159013* which matches with the author:

Pika snc di Peter Ferluga e Chiara Sepin 01304300328 01304300328

The Commission's work ends at 17.07.

Prof. dr. Karl Stocker (president)



dr. Kaja Širok



Lara Devetak



Sara Boškin

