



blu

g r a p h i c d e s i g n

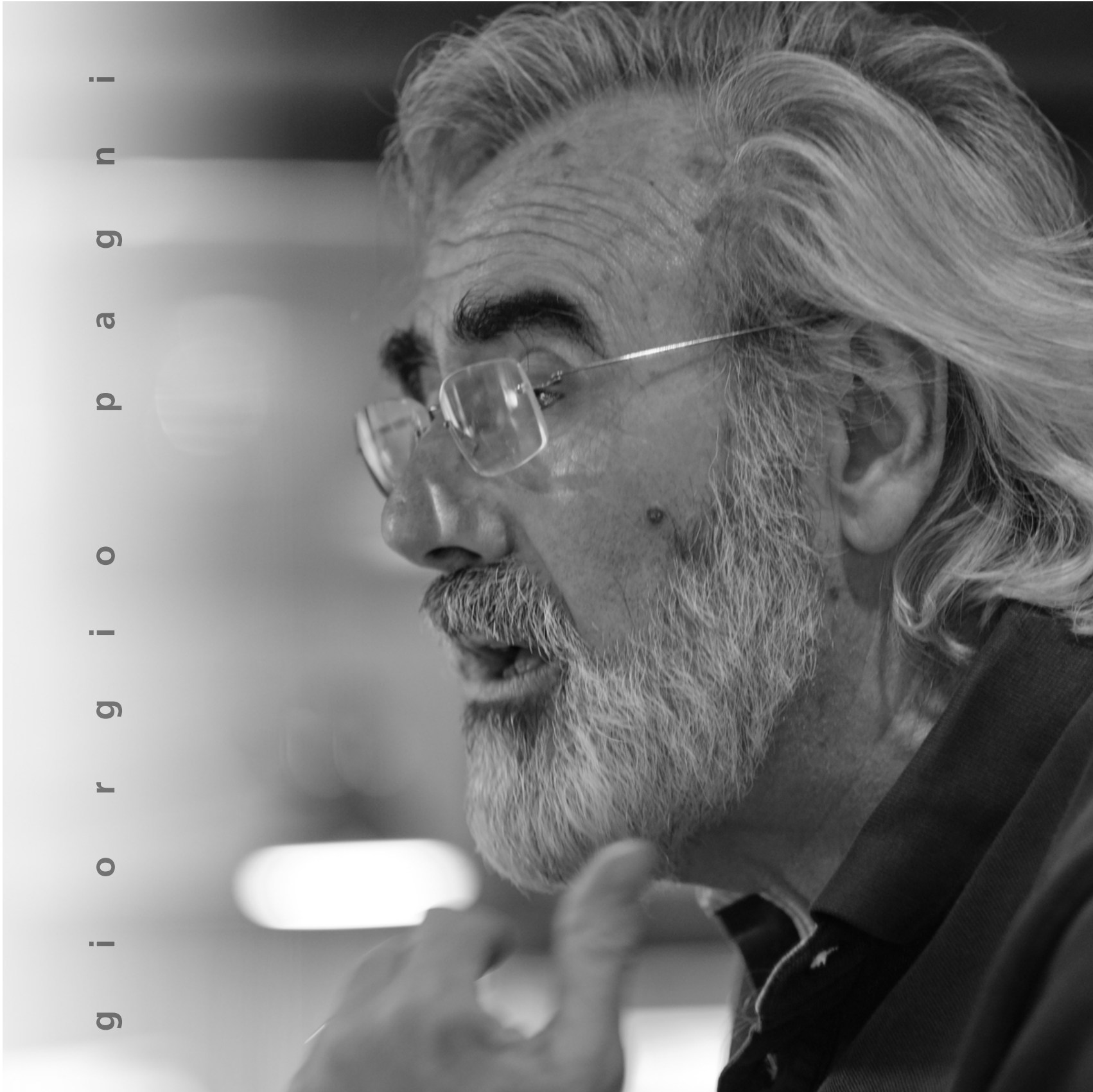
brochures & catalogues / editorial design / logotypes & corporate identity / packaging / advertising / illustration

## A B O U T U S

*"Let me not to the marriage of true minds Admit impediments."* It is easy to be romantic when your name is William Shakespeare. Perhaps a little less so when you share your working life with your partner. And yet, as a married couple, we achieved a successful enterprise thanks to our passion for design, the arts, drawing and photography.

After having graduated from the prestigious Brera Academy and SPD-Scuola Politecnica di Design in Milan, we undertook our projects and then opened **Blu**, our graphic studio, in 1993.

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Being acute listeners and observers, we clearly identify our clients' needs, taking an active, strategic role with our ideas, suggestions and our long-established expertise. We can contribute to the development of a project and individual brands alike, with custom-tailored brochures, catalogues, packaging, logotypes and editorial products.

Our creative team is always on the lookout for new, inspiring and challenging ideas, where we can show our mettle.

**LIGHT YOUR FIRE**

1997-2007  
**10**  
years

**D**ragster was created for those who have a genuine passion for music in the car. Music that can be listened to at realistic levels and with a quality of reproduction that does full justice to the concert stage. From crystal clear highs to the deepest lows, at any volume level and with no distortion. Accurate and realistic performance of all types of music.

From the beginning, Dragster was engineered as high end car audio components that will be considered "future products" from many decades to come. Using both established and revolutionary technologies to deliver an exceptional combination of performance and value. Dragster circuit designs and topology were specifically created for maximum flexibility, giving owners the option to expand and re-configure their systems should they decide to change automobiles or upgrade their car audio system.

In developing the line we worked with engineers, installers and auto manufacturers, testing and refining our products in the most rigorous and demanding environmental conditions. From the development of improved production techniques, every effort was made to achieve the ultimate combination of unparalleled reliability and relentless performance. We combined Italian inspiration and flair with advanced technology and the magical result was Dragster. Already we are exporting our car audio line to four continents and today Dragster is distributed over the world.

We have won justly deserved and accolades from specialists in many European countries. In car audio shows and fairs all over Europe, in the installation bays of the best dealers, Dragster has quickly won universal recognition. The European press have tested Dragster amps and speakers with successful results, acknowledging their superior class and fantastic performances. Now we can say that Dragster has won the recognition and success that it deserves. Dragster chooses only specialized technical dealers who are professionals in their field and recognize quality and performance when they test and evaluate product. They will be happy to demonstrate the advanced and unique features offered by Dragster and let you experience the thrill and excitement of truly exceptional car audio.

**academy**  
DRAGSTER

a fantastic new world

We are proud to present you the new Academy range, carefully designed and produced in Italy having perfection as only goal in mind. The result is a state-of-the-art product line, superior to any other existing project.

Here below are provided the technical and functional characteristics of each component suitable for the creation of the system. We also provide you some suggestions that come from our direct experience, even though your creativity will certainly overcome any of our advice. We inform you that each pair of products is built with components having identical technical characteristics as it emerges from the strict post-production tests.

Creating an impact that leads to riveting emotions, renewed interests and boundless curiosity. A brochure must enchant and amaze, tell a story and leave room to imagination. Gripping texts, where breath-taking images and harmonious colours blend and give rise to a superlative balance.

**BROCHURES**

see more

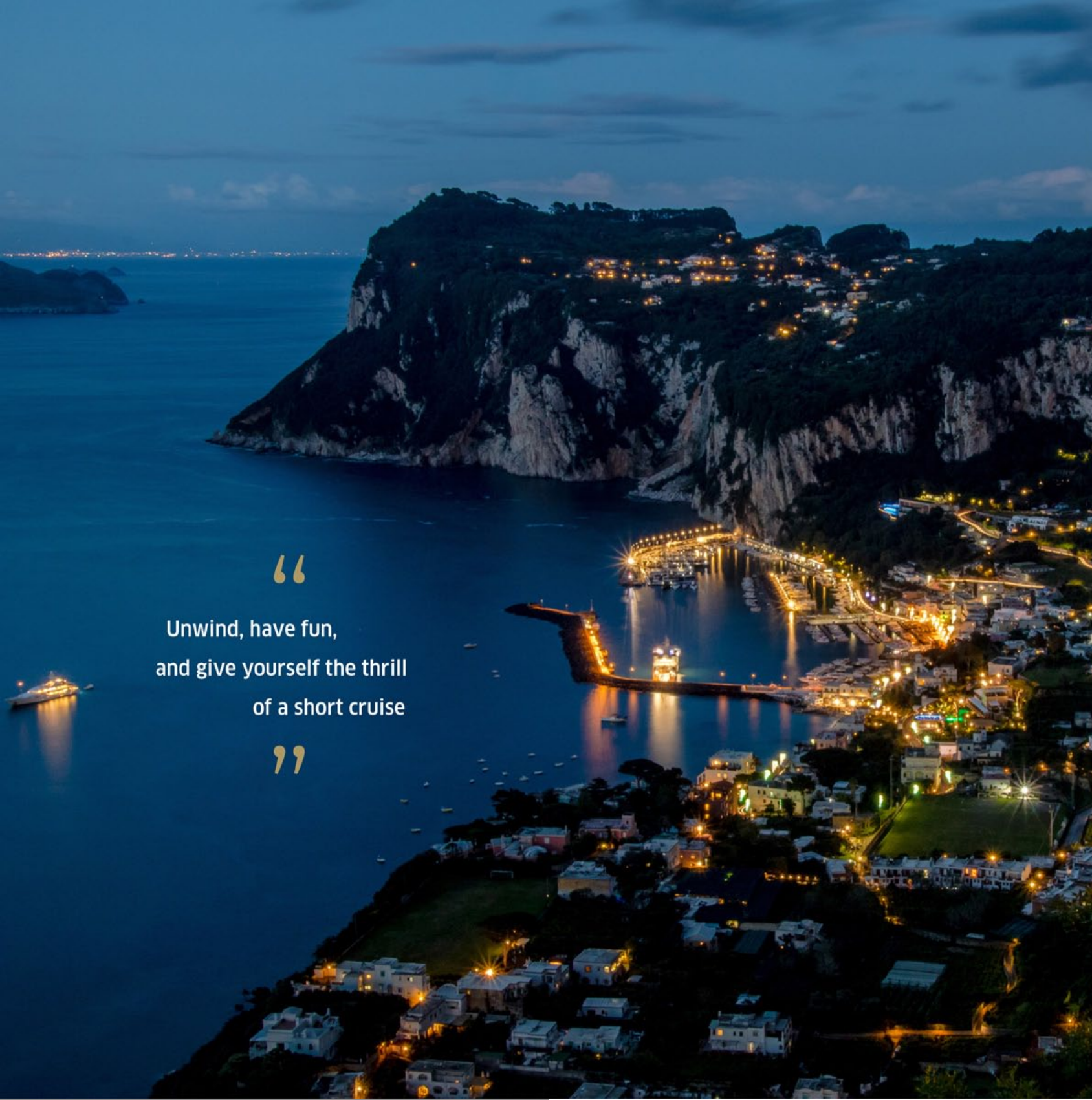
**BRAKE DISCS**

**DISCHI FRENO**

**color**

**mis**

**micro cell**



“  
Unwind, have fun,  
and give yourself the thrill  
of a short cruise  
”

“  
Impeccable service,  
logistical support,  
Itinerary planner  
and customised solutions  
”

Extensive knowledge of the area combined with expertise and a professional crew mean that at Capri on Board, nothing is left to chance. Our flexible contracts meet the needs of the most discerning travellers, offering a vast array of mini cruises and boat excursions on board luxury yachts, "door to door" transfers and yacht charter. A special wedding will be truly memorable aboard one of our yachts, along with other sensational, personalised luxury experiences. In addition to this, we organise photo shoots and events, floating platforms and fireworks for private parties, as well as land and sea services for films, TV series and commercials. All permits and authorisations will be taken care of, letting you enjoy Italy in a luxury, elegant fashion.



ABOUT US

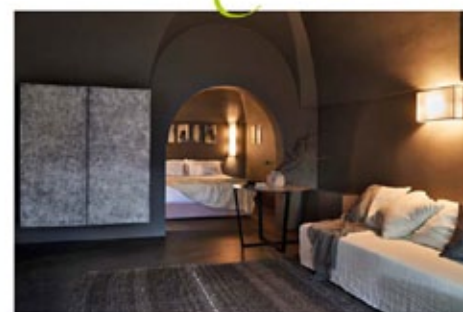
Preparing for a trip: can you think of anything more exciting? The magic of uncovering new places, new destinations, raring to go and discover towering mountains, azure waters and sandy beaches. The earth is replete with fabulous, beguiling places waiting to be discovered and admired: telling their story with captivating images and texts is the essence of an infinite allure.

**BROCHURES**  
/  
**TRAVEL**

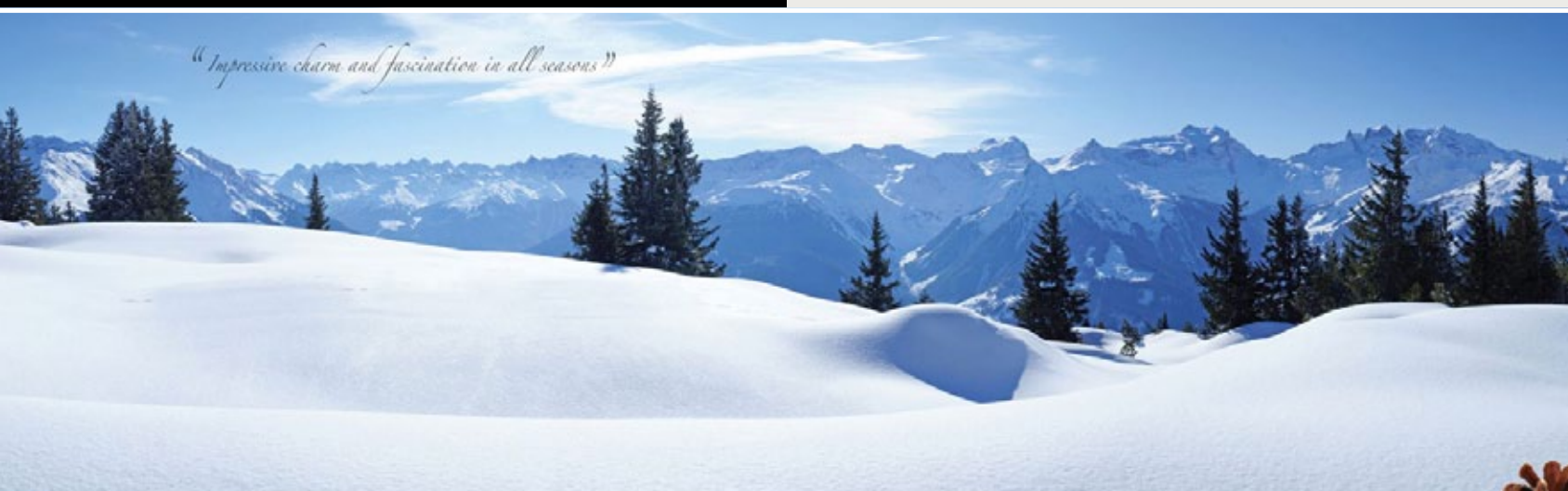
see more



Elegant and *exclusive*



- 20 luxury suites
- Hermès Luxury Amenities
- Bar & Restaurant Themis
- Lounge sitting room
- Bedding set menu
- Outdoor swimming pool
- Beauty treatments in the Giardino Pantusco
- Wine estate "Coste Ghirlanda"
- Restaurant Coste Ghirlanda
- Complimentary transfer from/to the Airport
- Unique Pantelleria Experiences



*"Impressive charm and fascination in all seasons"*

MOUNTAINS

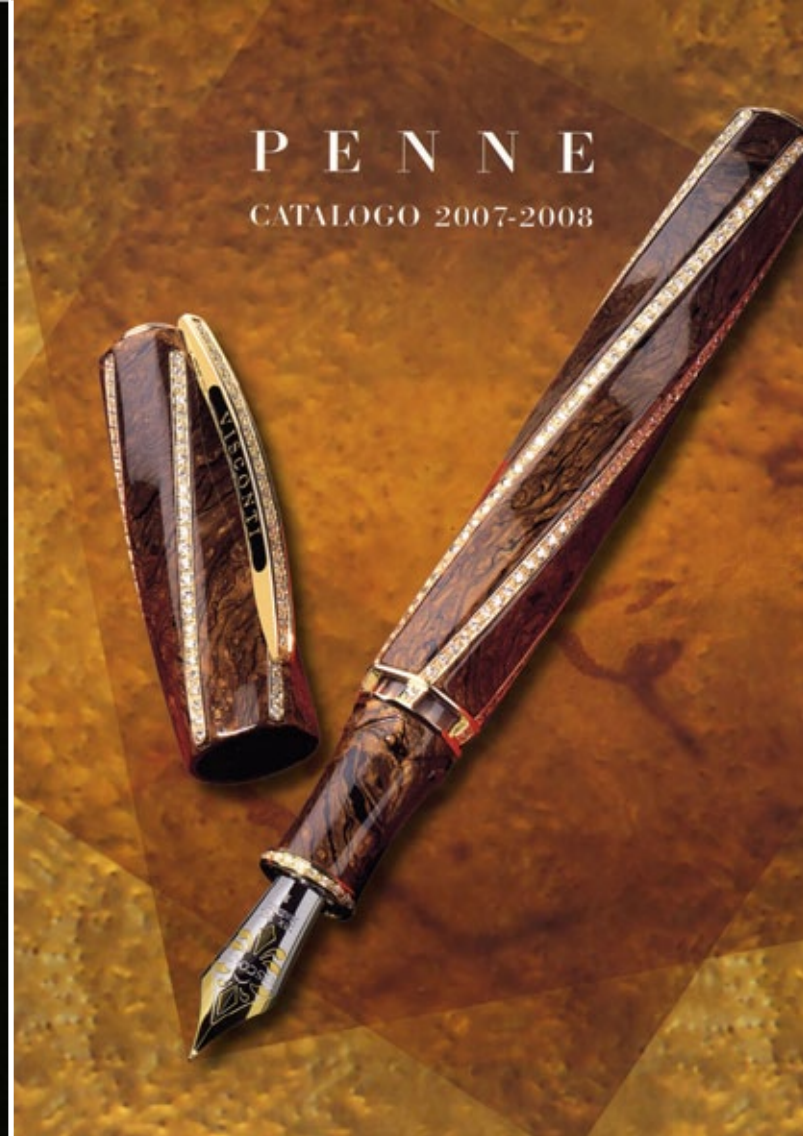
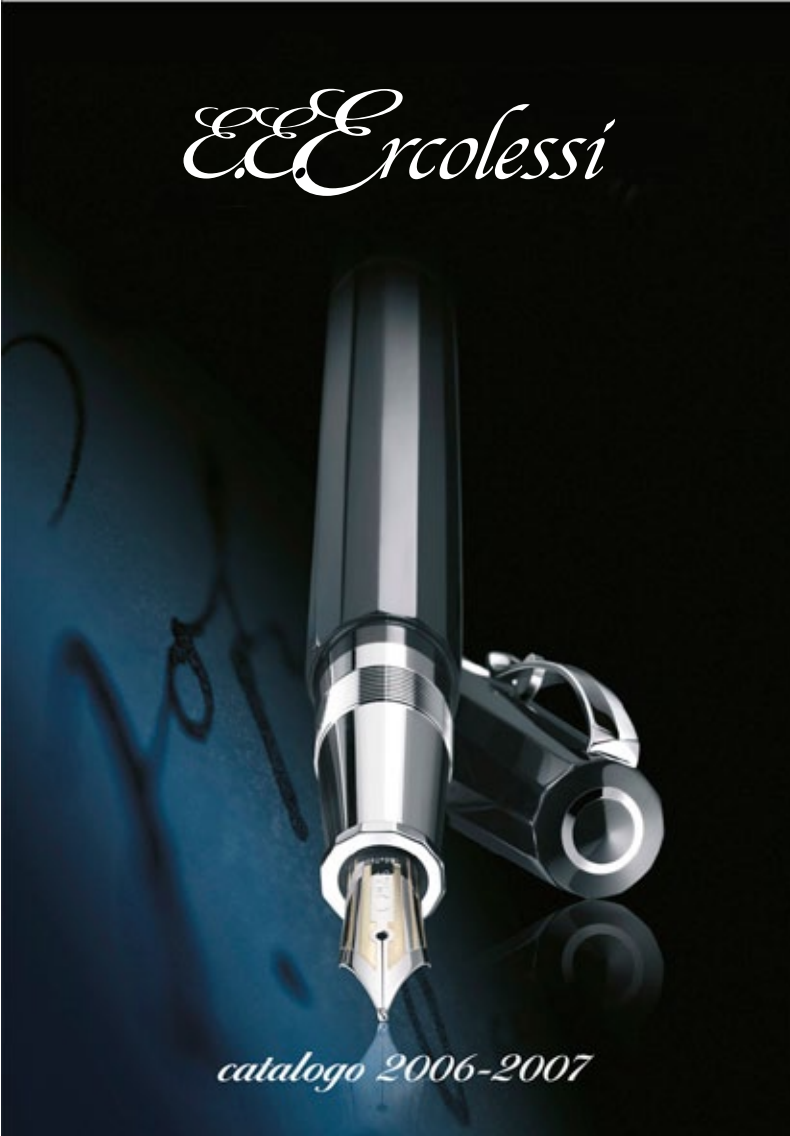
experience  
hiking, climbing, biking  
and photoshooting



Sardinia is a wonderland of crystal blue waters, spectacular rocks carved by the wind, unspoiled mountain ranges and mysterious archaeology. Active travelers will revel in the many hiking and biking trails for road and mountain bikes. Climb sensational routes overlooking the sea or enjoy horse riding by the beach. With such an extraordinary backdrop, photoshooting will be just perfect.



Far from tourist hotspots and urban living, the mountains provide unrivalled peace and serenity as well as adventure. Whether it is a romantic getaway, an exciting weekend or a family holiday, that special place is hiding somewhere in an idyllic mountain setting, awaiting discovery.  
The Italian Alps, where four languages are spoken and diverse cultures meet, are home to some of the world's most spectacular scenery. Le Corbusier saw Mont Blanc, Monte Rosa, The Cervino and the Dolomites as "the most beautiful natural architecture in the world". In all seasons they offer excitement, impressive charm and utter fascination: while fairy-tale scenery in winter and a unique variety of activities and natural beauty in summer.



**CATALOGUES** see more

A tool that combines aesthetics and substance, where precise information is displayed in a creative, impressive fashion and technical photographs enhance the quality of the product. A catalogue must speak for itself and be the first resource employed by sellers and buyers alike.



# wolf magazine

wolf magazine wolf magazine wolf magazine wolf magazine

lockford fosgate

**i nuovi punch woofer DVC**

tutto sulle migliori autoradio del mondo

vivo o morto: la grande occasione

## Il ritmo è a bordo con l'Hifi System®

Non c'è la voce. Tutti i can-  
canti sono registrati digitalmente  
in un formato di alta qualità.  
Il sistema Hifi System® è un  
sistema di audio innovativo  
che ti fa vivere la musica come  
mai prima. Con un suono  
più nitido e un'ampiezza di  
suono che ti fa sentire come  
se fossi in un concerto.  
Il sistema Hifi System® è  
disponibile in varie versioni  
per soddisfare le diverse  
esigenze di ogni cliente.

Il piacere del Visiodrive... allo Zenith!

Il Visiodrive è un sistema di  
autoradio che ti permette di  
vedere la musica mentre la  
ascolti. Il sistema è composto  
da un display a colori che  
mostra la copertina dell'album  
e il titolo della canzone. Il  
sistema è anche dotato di  
funzioni di ricerca e di  
memoria. Il Visiodrive è  
disponibile in varie versioni  
per soddisfare le diverse  
esigenze di ogni cliente.

Prestazioni dinamiche e attente all'ambiente

## EDITORIAL DESIGN

see more

Words and images, where readability is paramount and is heightened by the choice of photos and the harmony of colours. Every magazine sets its tone and requires a diverse graphic awareness.

It is important to fashion various reading layers, as well as the main text, via contents, captions and asides: this is how readers channel their attention.

# ZeroUno

LUGLIO/AGOSTO 2004 - 270/271

LA NUOVA INFORMATICA PER COMPETERE MEGLIO

PER DARE ALL'AZIENDA LA REATTIVITÀ CHE L'ATTUALE SITUAZIONE COMPETITIVA IMPONE, OCCORRE DISPORRE DI UNA INFRASTRUTTURA IT FLESSIBILE E GOVERNABILE IN FUNZIONE DEI PROCESSI DI BUSINESS. A QUESTO LA TECNOLOGIA PUÒ GIÀ DARE UNA RISPOSTA, MA VA SOSTENUTA DA UNA PARALLELA EVOLUZIONE DELL'ORGANIZZAZIONE D'IMPRESA

## FLESSIBILITA'

PAG 86 E IT GOVERNANCE PER DARE

## rosse di stagione

Frangole & Ciliegie. Mature in giugno, sono succose delizie per il palato, ma anche simboli della tentazione

di Mariarosa Schiaffino

Una coppa trasparente piena di fragole freschissime. Un canestrino di ciliegie appena cotte. Le manie e incanti. I due frutti rossi di giugno, da che mondo è mondo, sono simboli della tentazione e hanno chiaro richiamo erotico. Quale scegliere? Una tra l'altra, dice il proverbio sulla ciliegia, ma anche per le fragole, che hanno in più un profumo delizioso, e impossibile resistere alla voglia di mangiarne una dopo l'altra. Il colore, nelle diverse sfumature, è gran parte del loro fascino. Rosso, attrazione, passione, pericolo. Il rosso cattura l'attenzione e infatti ciliegie e fragole che occhieggiano tra il verde segnalano l'estate che è tornata. Le polpe succose, morbide e croccanti, sono ricche di vitamine, un piccolo tesoro di salute racchiuso nella patina lucida e ammantata della ciliegia, nel canestrino grigio e tutto puntinato della fragola. La prima cresce in alto, sui rami del suo albero, snello ed elegante. La seconda quasi sul terreno, piccole e umide nel bosco, grosse e succosissime in coltivazione. Oltre che per il rosso lucente, la ciliegia invita per le dimensioni di bacconone, i gambi sottili e spesso appaiati che suggeriscono di usarla come gadget, ornamento, crechchino. Un po' in tutta Italia la breve stagione del frutto è salutato con sagre che diventano occasione per allegre ricamognie, dove potremo mangiarci finalmente a sazietà.

**Strawberries & Cherries**

The red fruits that ripen in June have always been a symbol of the most natural temptation and have clear erotic references. One follows another, as the proverb of the cherry says, as well as the strawberry, which is also blessed with such a delicious smell, making it impossible to resist popping into your mouth. The colour in all its shades holds the most appealing, fine, attraction, passion, sex, danger... red is an attention-grabber. Strawberries and cherries herald the return of summer. The juicy, softer cherry pulp is a rich source of vitamins and antioxidants, a small gem of health. The former grows high on the branches of the tree. The latter sinks its roots into the earth. The wood fruit grows small, but when formed, it can grow up to five and even ten times bigger.

## Batman Forever

Val Kilmer, Nicole Kidman

## signs

settembre '08

PALAZZANI news

2. Non si muove soltanto il design. Nel Pal non sempre il design è solo.

4. Tutto un tempo di design. Tutto è Pal di design.

Mi ha fatto delirare. Mi ha spremuto il cuore.

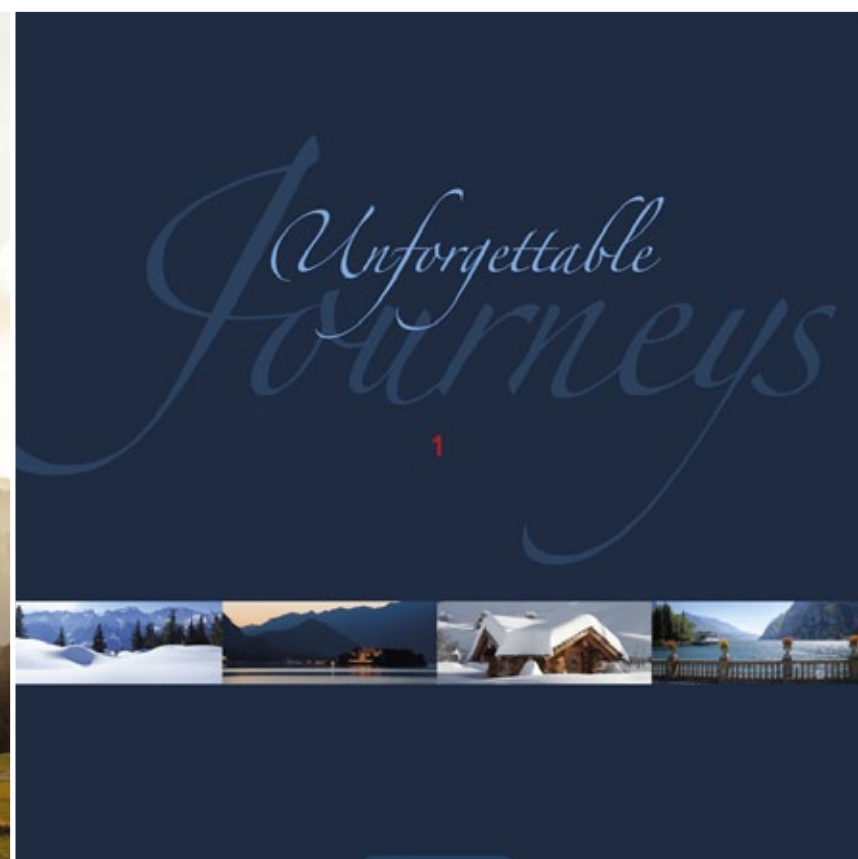
Mi ha fatto delirare. Mi ha spremuto il cuore.



Travelling is a dream that begins before leaving. The mind wanders around places and landscapes, paths and tastes, people and traditions; the fascination of gripping texts combined with images that leave a lasting mark on your heart. Each page is a window that opens onto the world. A travel magazine is not easily forgotten and is an invitation to set off and explore.

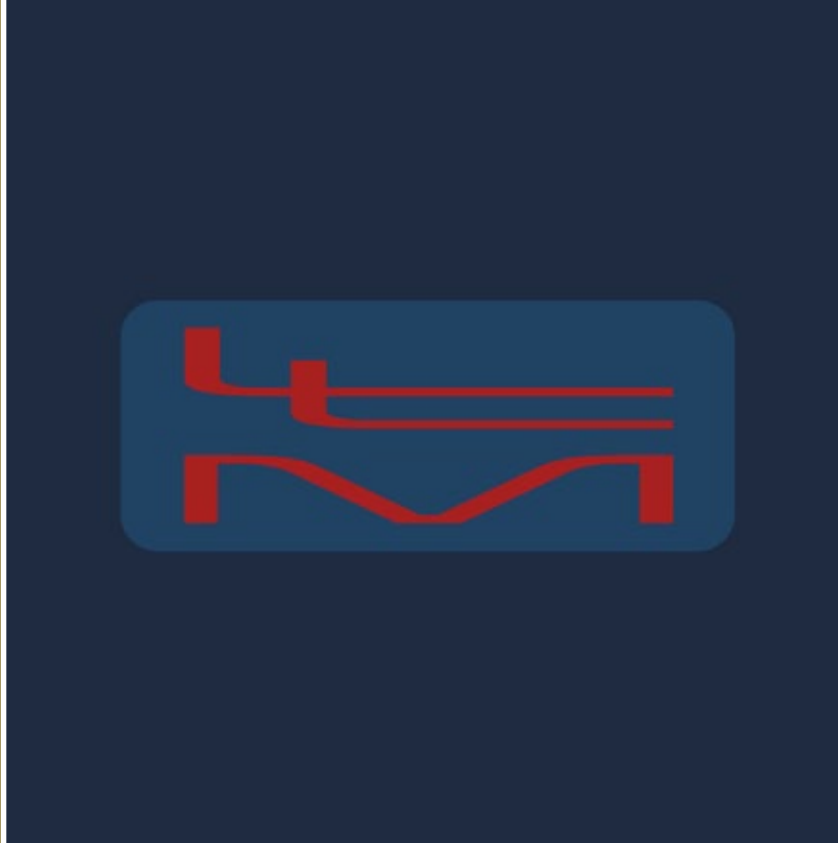
EDITORIAL  
DESIGN  
/  
TRAVEL

see more

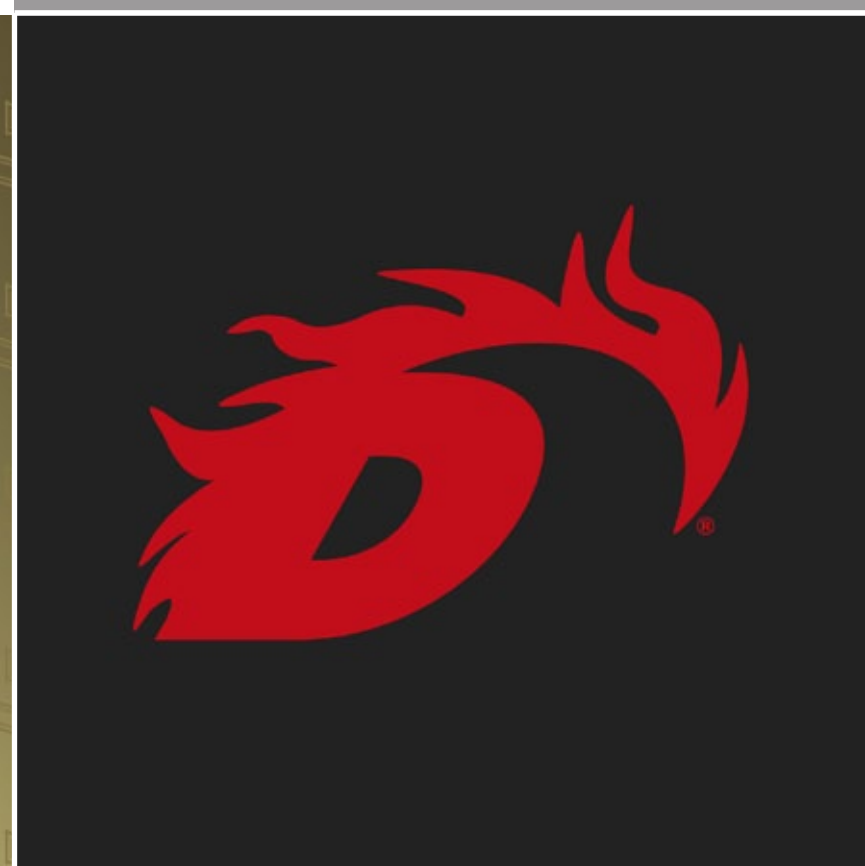
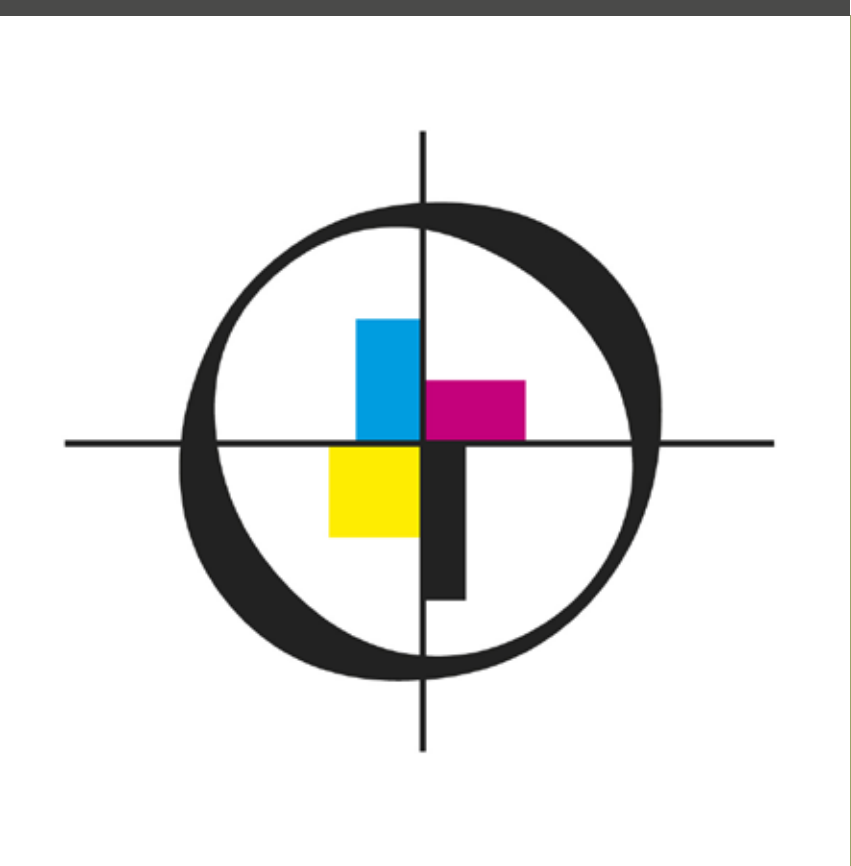


**LOGOTYPES  
&  
CORPORATE  
IDENTITY**

see more



The heart and soul of a company, it spells out its awareness thanks to a sign: a brand stands for identity, personality, shape and colour. It tells our story and graphically expresses our being unique.







# PALAZZANI PROJECT



Packaging is like a dress, adding a personal touch and recognisability to a product.

Anything can be employed -- art, design, illustrations, photography, lettering. What matters most is to make a product unique and iconic.



PACKAGING

[see more](#)

academy  
D R A G S T E R



**Dragster**  
AUDIO ART



LIGHT  
YOUR  
**FIRE**



*A matter of style*



  
WaxCap™

Strong, simple, coloured and creative.

Catch the viewer's attention with a few, essential elements: a clear, concise message combined with a gripping, declarative image.

Being memorable is the essence of it all.

Welcome to the world of Microcell



 **micro**  
**cell**  
TEC



**WOODVILLE**

*Bioabitare il pianeta*

**PALAZZANI**

MILANO / ISTANBUL / MIAMI / SAO PAULO / AUCKLAND



**ADVERTISING**

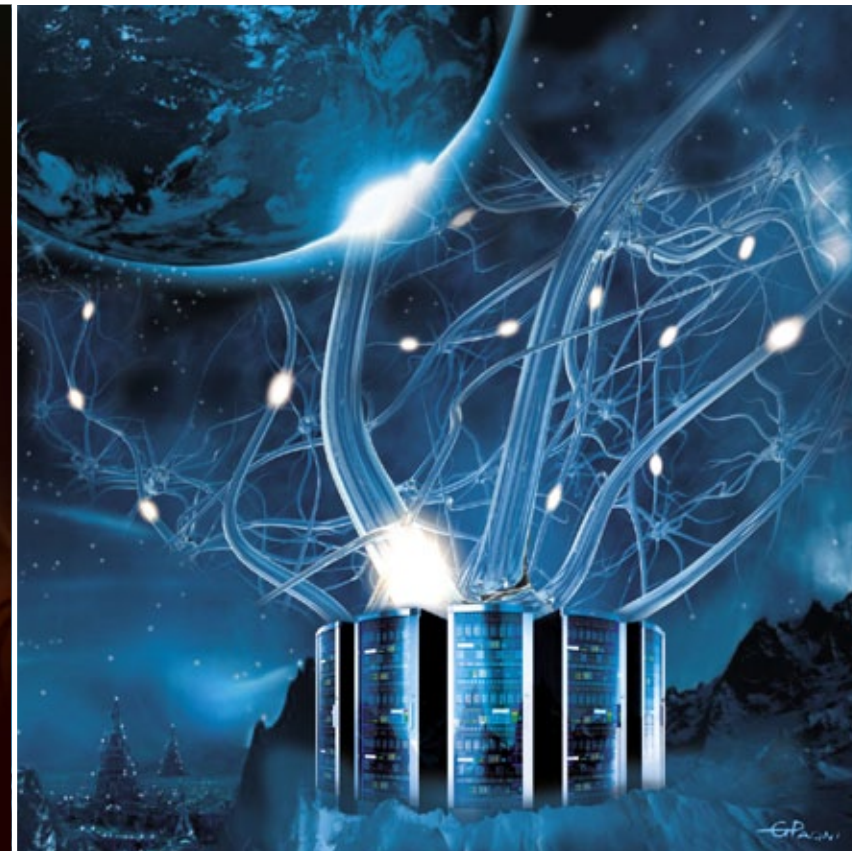
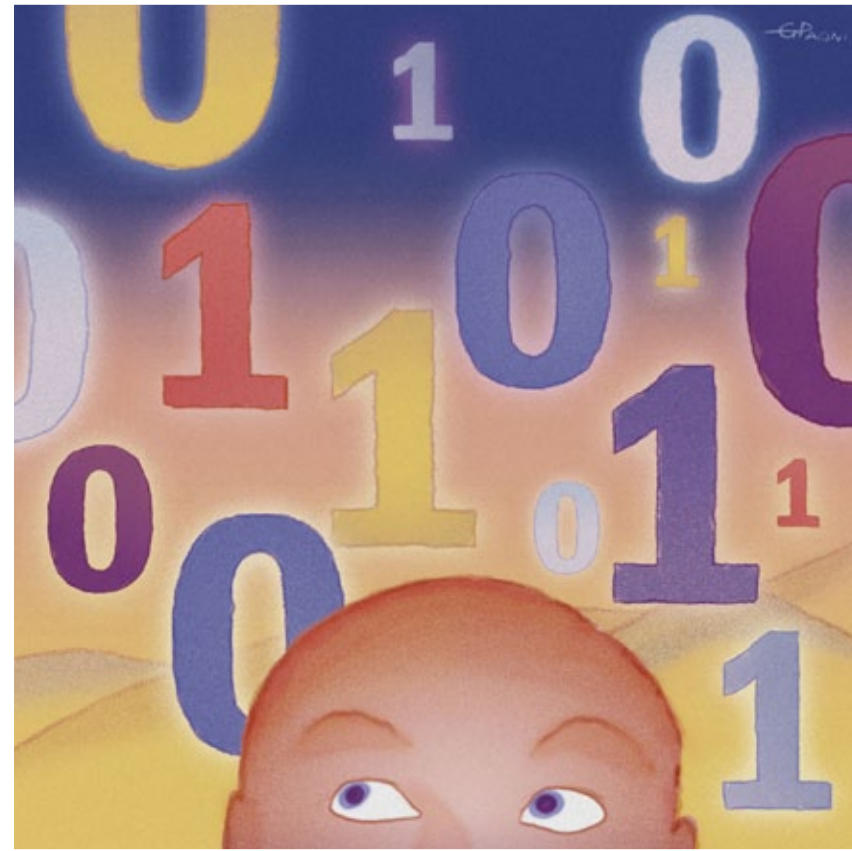
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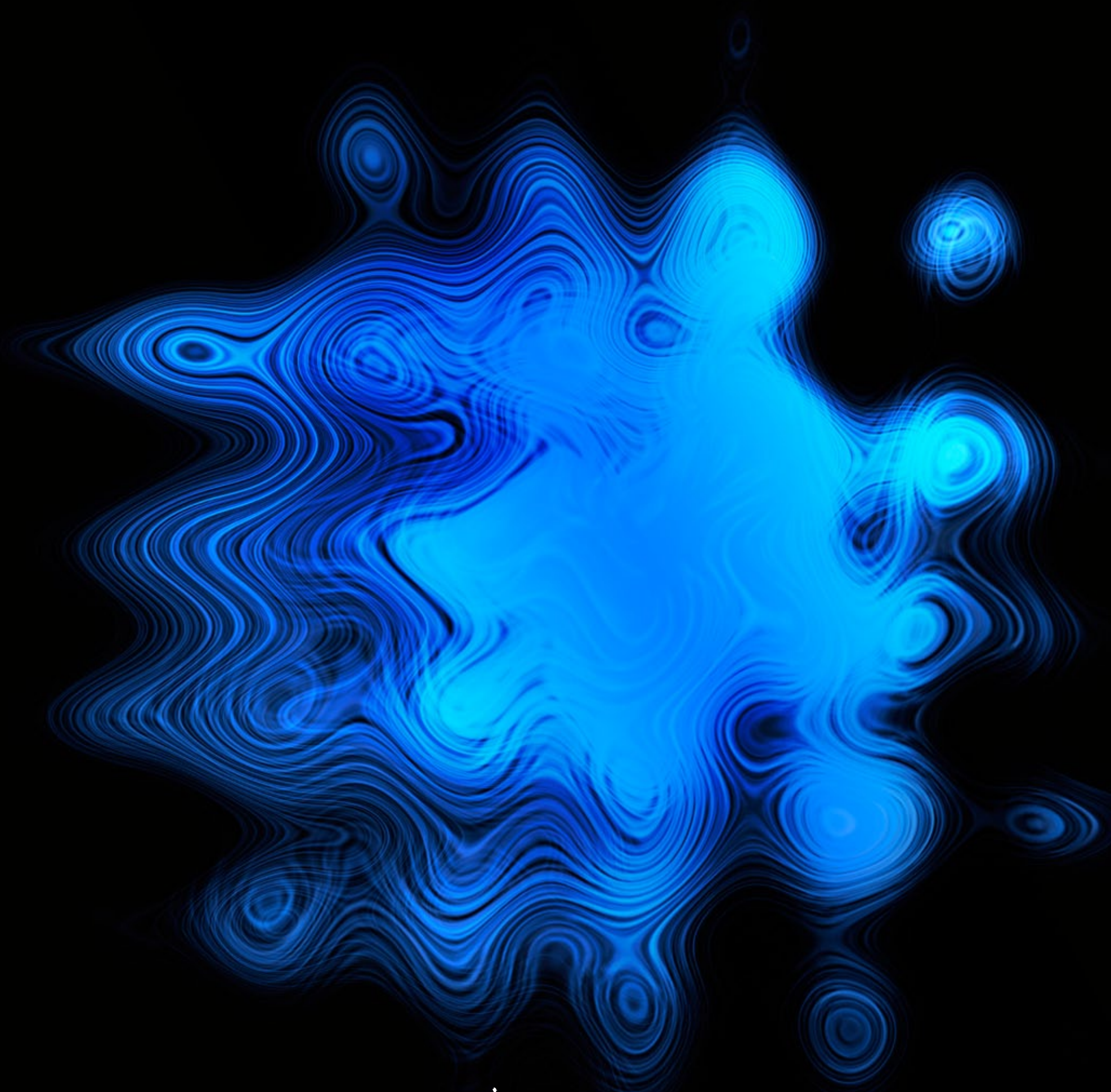


The oldest artistic creation in the world, illustration stands for the freedom to tell a story with colours and the use of imagination.

# ILLUSTRATION

[see more](#)





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