



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

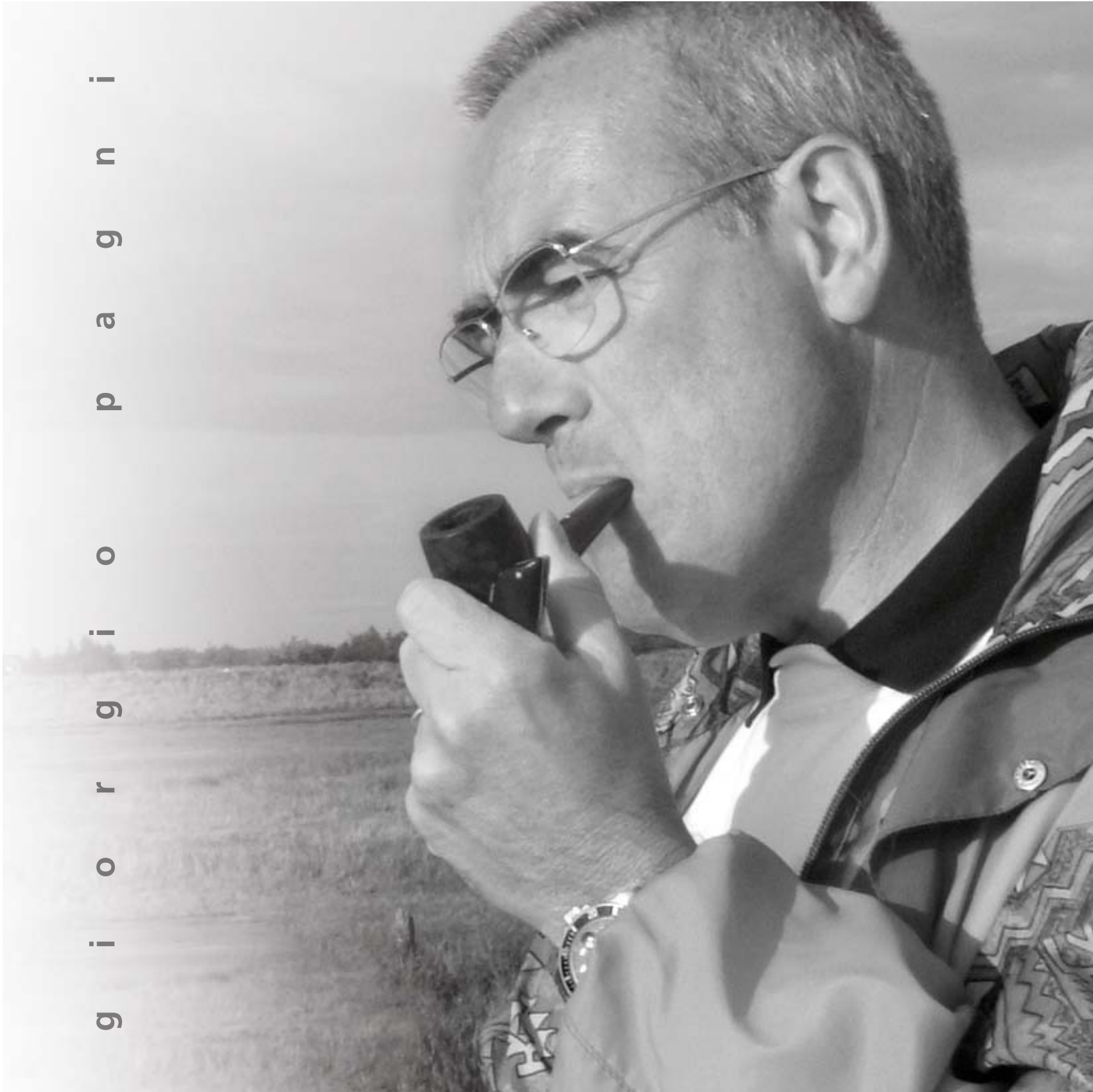
"Let me not to the marriage of true minds Admit impediments." It is easy to be romantic when your name is William Shakespeare. Perhaps a little less so when you share your working life with your partner. And yet, as a married couple, we achieved a successful enterprise thanks to our passion for design,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

Dragster 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

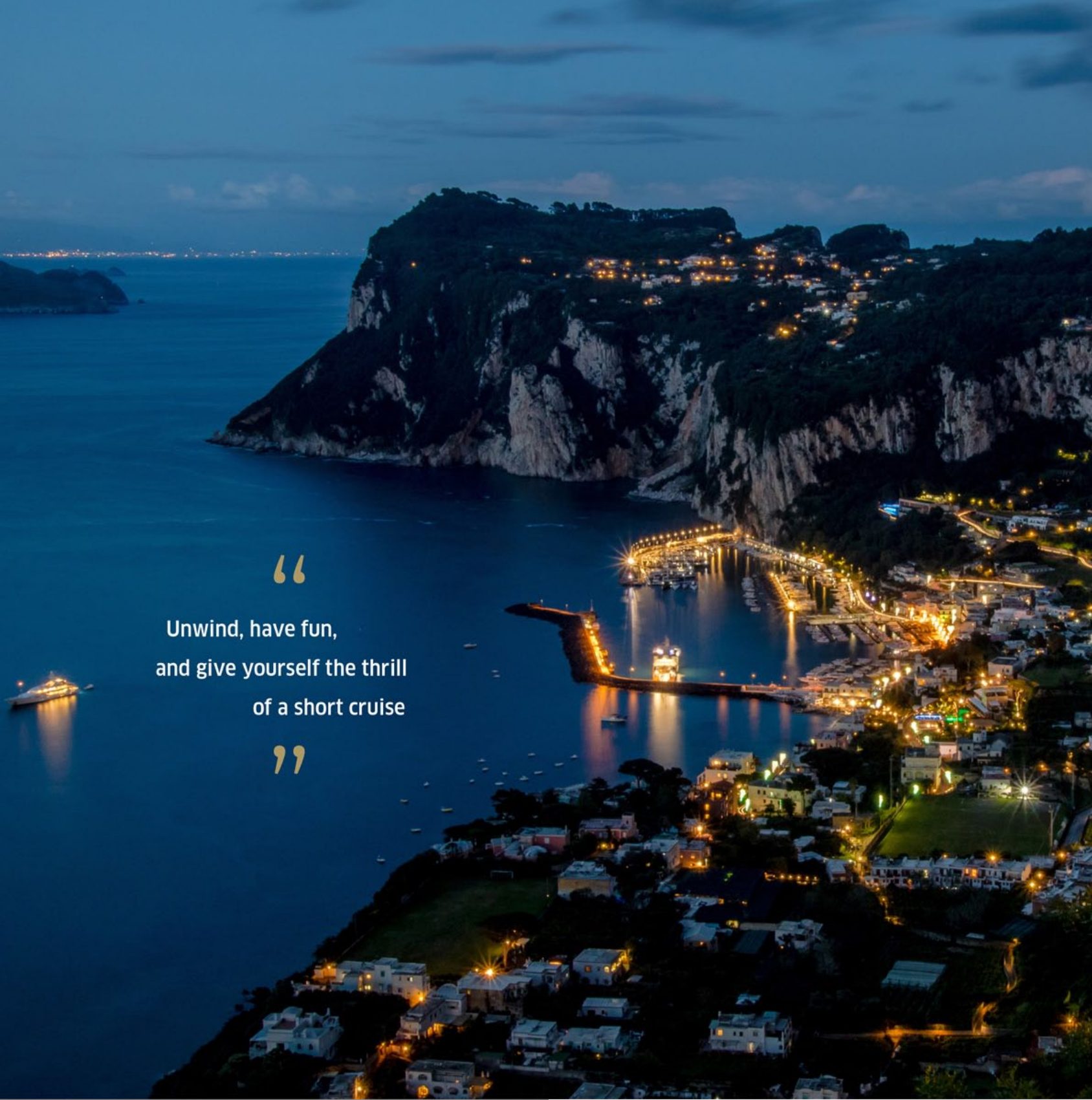
BRAKE DISCS

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.

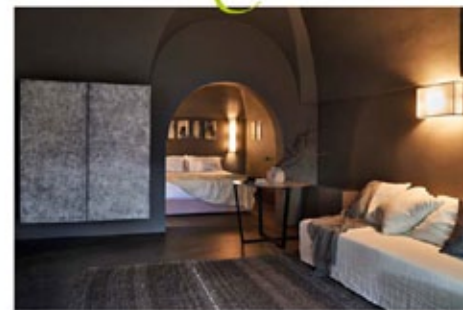
ABOUT US



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



- 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

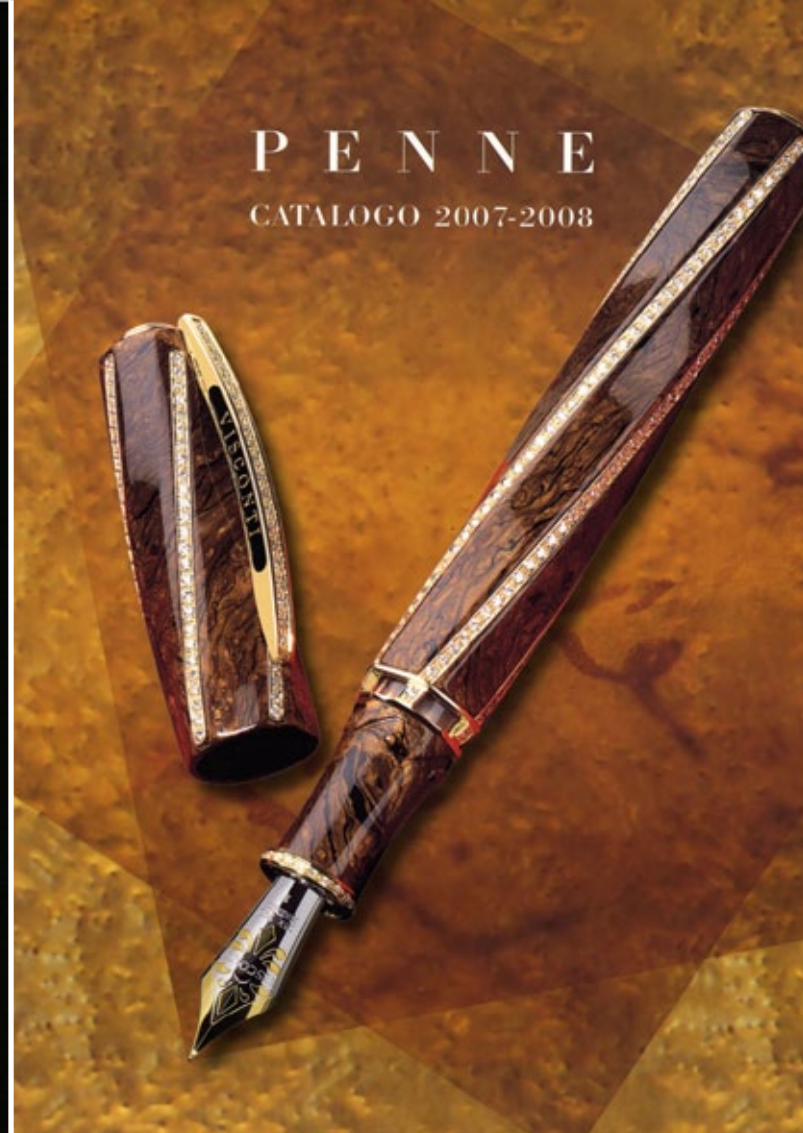
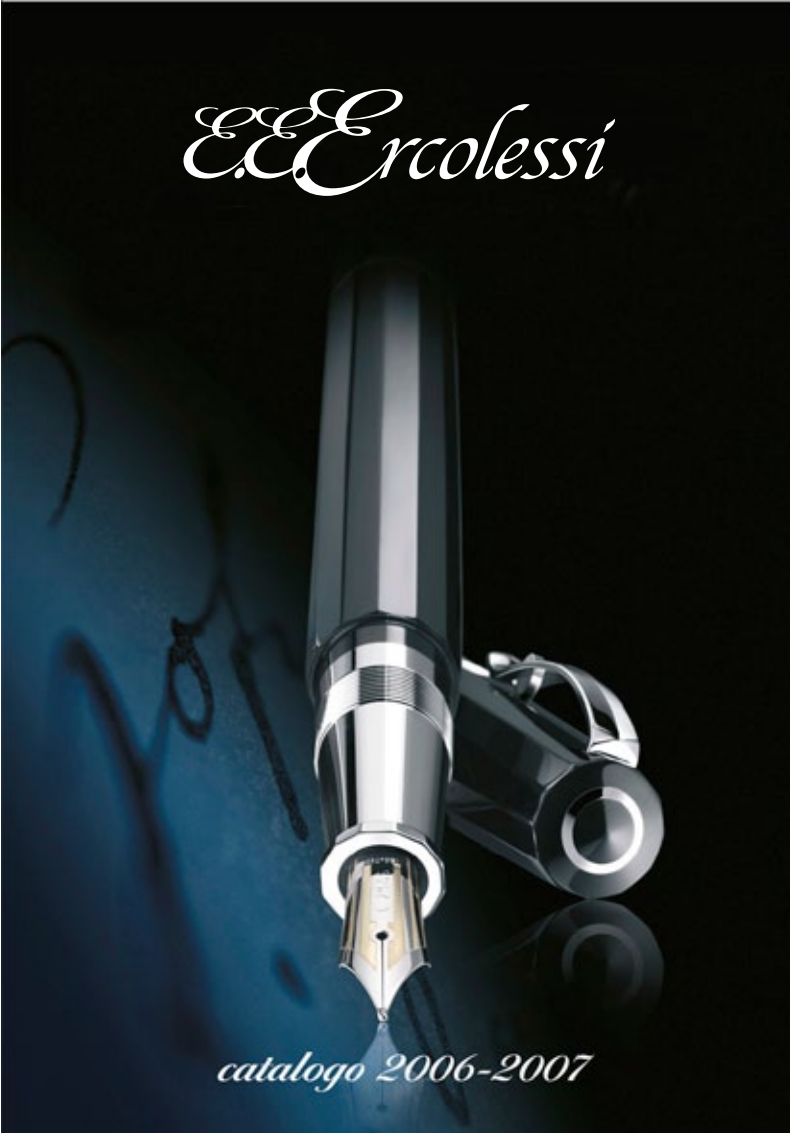
Far from tourist hotspots and urban living, the mountains provide unrivalled peace and serenity as well as adventure. Whether it is a romantic getaway, an exciting weekend or a family holiday, that special place is hiding somewhere in an idyllic mountain setting, awaiting discovery. The Italian Alps, where four languages are spoken and diverse cultures meet, are home to some of the world's most spectacular scenery. La Cornisa 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.



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.



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.

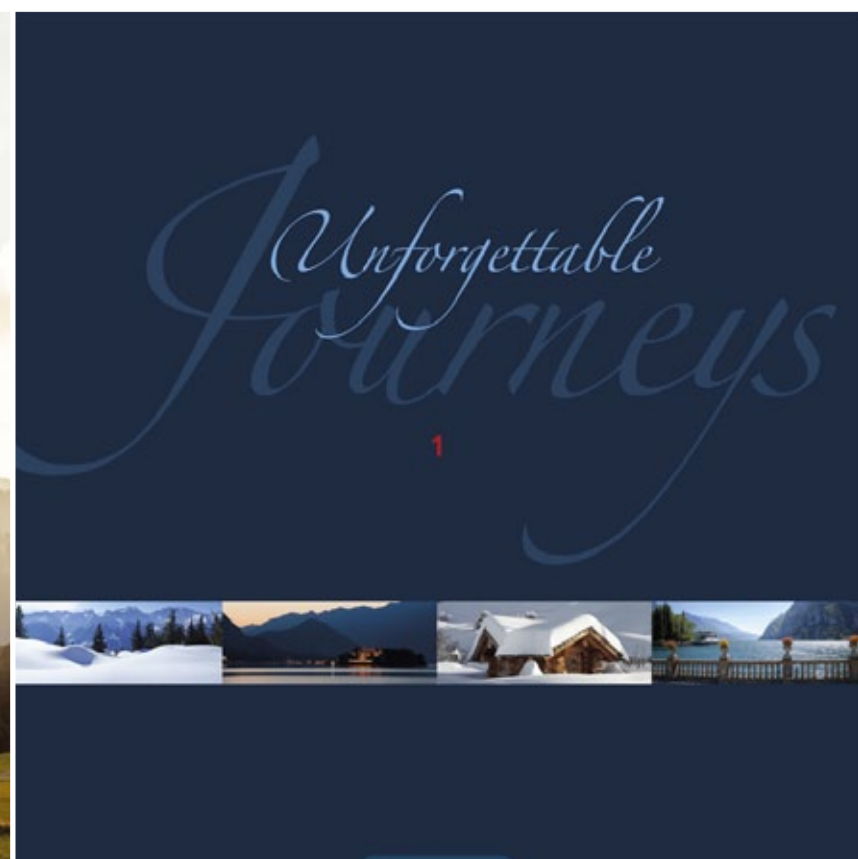




Travelling is a dream that begins before leaving. The mind wanders around places and landscapes, paths and tastes, people and traditions; the fascination of gripping texts combined with images that leave a lasting mark on your heart. Each page is a window that opens onto the world. A travel magazine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

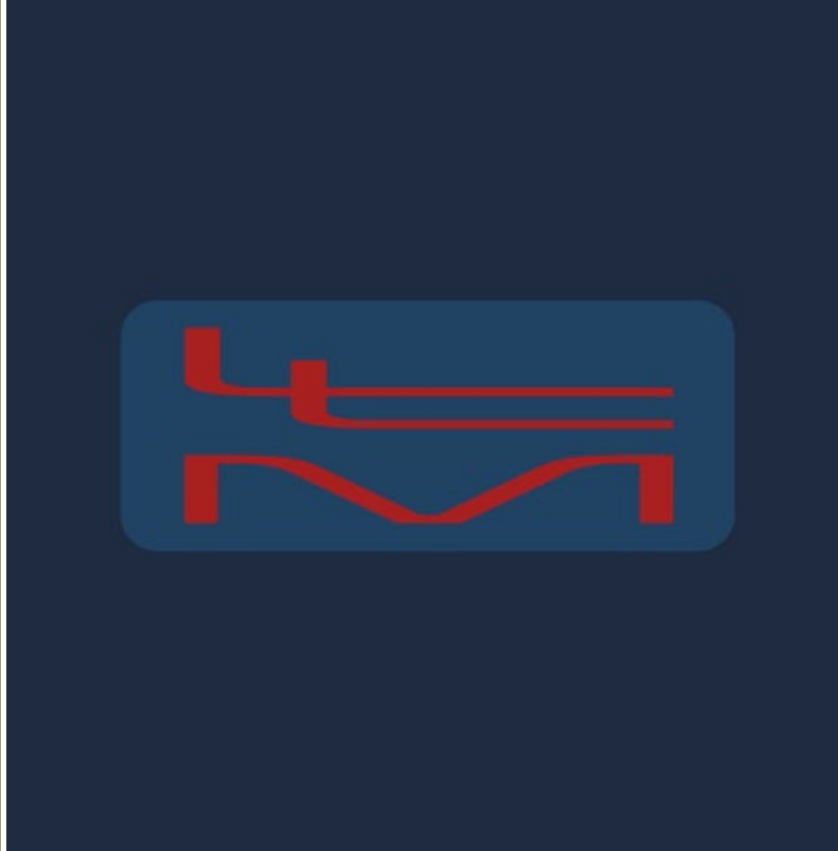
EDITORIAL
DESIGN
/
TRAVEL

see more

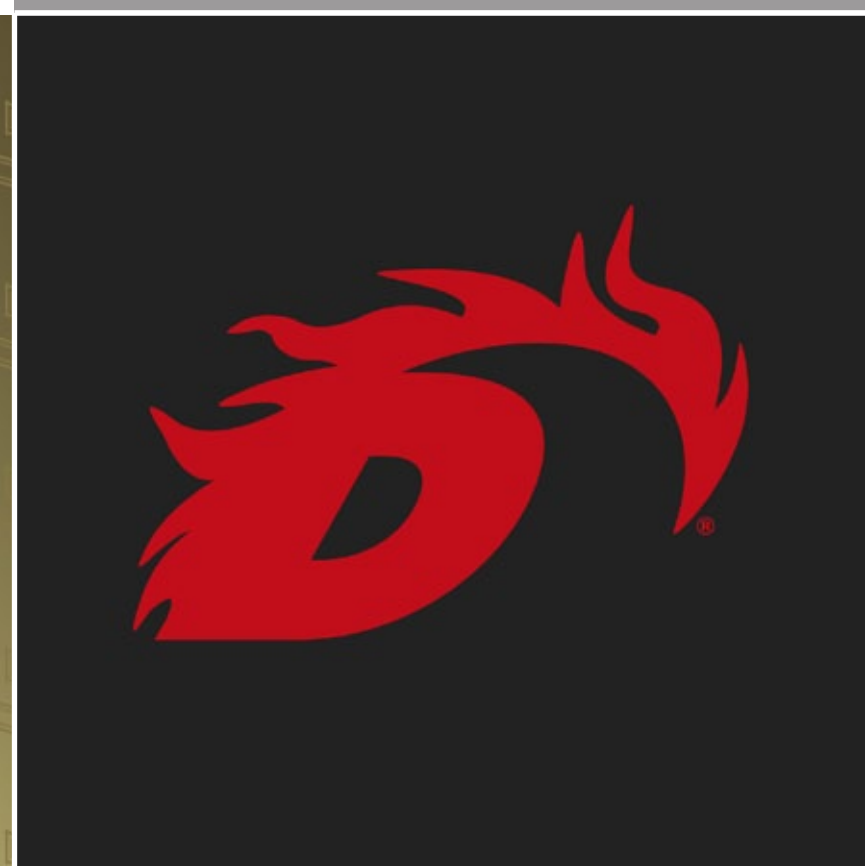


**LOGOTYPES
&
CORPORATE
IDENTITY**

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



Bioabitare il pianeta

PALAZZANI

MILANO / ISTANBUL / MIAMI / SAO PAULO / AUCKLAND



ADVERTISING

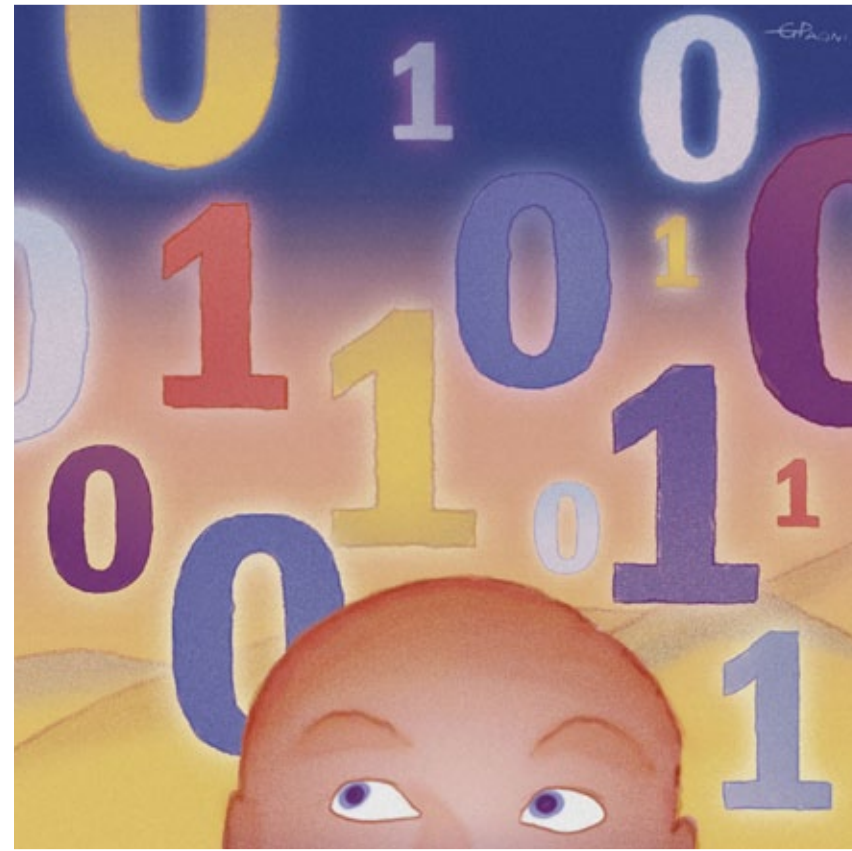
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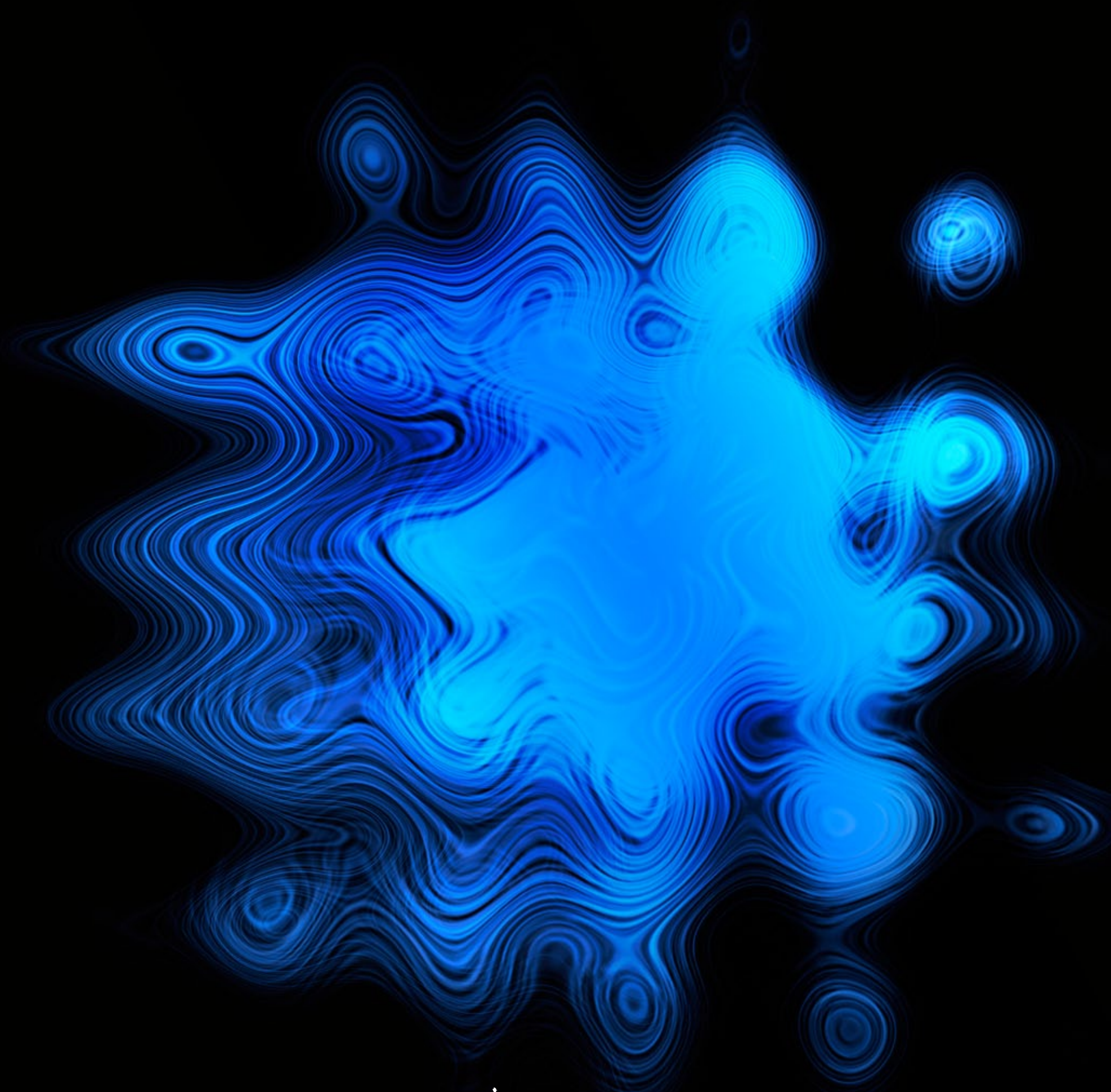


The oldest artistic creation in the world, illustration stands for the freedom to tell a story with colours and the use of imagination.

ILLUSTRATION

[see more](#)





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

strada anulare san felice 7 / 20054 segrate (milano) / Italy
giorgio pagni +39 375 6023050 / monica citro +39 375 6023052
info@blugraphicdesign.com / www.blugraphicdesign.com