

ON THE ROAD BOB NOORDA IL GRAFICO DEL VIAGGIO



a cura di
Cinzia Ferrara
Francesco E. Guida

Un progetto di AIAP
in collaborazione con
Touring Club Italiano
e Studio Noorda

Il progetto di identità visiva
di Bob Noorda per il Touring Club Italiano,
accolta in due sedi espositive

Galleria Aiap

via Amilcare Ponchielli 3
Milan

3rd march – 29th april 2011
mon - tue, h 14.00 – 18.00

opening 2nd march, h 18.00

Touring Club Italiano

c.so Italia 10
Milan

1st – 19th march 2011
mon – fri, h 10.00 – 17.00

inaugurazione 1 marzo,
ore 18.00

Free entry
Catalogue Edizioni Aiap

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On the road

Bob Noorda, travelling with a graphic designer

Bob Noorda, one of the great Italian graphic designers (although Dutch by birth) passed away about one year ago. Through his work he created the visual image of some of the most important Italian brands – Eni, Regione Lombardia, Coop, Feltrinelli, Mondadori, to name but a few. Among the industrial and institutional brands Noorda has designed or redesigned stands out that of Touring Club Italiano (TCI).

The exhibition “On the road. Bob Noorda, travelling with a graphic designer” organised by **AIAP** – the Italian Association of Design for Visual Communication established 1945 – in collaboration with the TCI - wishes to pay a tribute to Noorda by exploring and exhibiting the major work he produced for the TCI. The project includes two parallel exhibitions which will be set up, respectively, at the Aiap Gallery in via Amilcare Ponchielli - Milan, and in the prestigious offices of Touring Club Italiano in Corso Italia, also in Milan.

Bob Noorda started his collaboration with the Touring Club in the late Seventies, called by its president Franco Brambilla after winning a contest sponsored by the Club and open to the best graphic and product designers: the idea was to renovate the image of the Club, starting from its brand. Noorda's idea was to re-interpret the historical logo in a more up-to-date fashion: the bicycle wheel was kept (the Touring Club was established in 1894 as the Italian Cycling Touring Club), though entirely redesigned; the acronym was changed from CTi to the more logical and rational TCI.

The collaboration between Bob Noorda and the TCI wasn't limited to the logo and its applications through the manual, however: the whole publishing and graphic style was redesigned, including the covers of guidebooks and illustrated books and the inside of many volumes. The style was maintained for about twenty years, with the graphic designer feeling very much ‘at home’ in the Milan offices of via Adamello, where he would spend long hours, at times whole days. Noorda's graphics has characterised the Guide Rosse (Red Guidebooks) since the Eighties and the Guide Verdi d'Europa e del Mondo (Green Guidebooks of Europe and the World), the series Attraverso l'Italia, maps and atlases (the famous Atlante 1:200.000 with the new green cover) as well as many volumes included in what used to be called the Paccosoci (Memberpack) – now Kit Touring – such as Città da scoprire, Città d'Europa and Regioni e mete d'Europa.

Noorda's work has given an identity to the Touring Club. More than that, he has made it immediately recognisable to millions of Italians across generations.

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Bob Noorda (Amsterdam, 1927 – Milan, 2010), an adopted Italian, was one of the most important actors in the Italian Graphic Design renovation.

After working for Pirelli and La Rinascente, in 1964 he contributed to the foundation of Unimark International with Massimo Vignelli.

He realized some of the most famous Italian brands, such as those for Coop, Arnoldo Mondadori Editore and for the Lombardy Region. He curated the graphic image of Agip, Banca Commerciale Italiana, Dreher, Chiari & Forti, Fusital, Max Meyer, Richard Ginori, Total, Ermenegildo Zegna and Mitsubishi. In the editorial field he collaborated with Vallecchi, Sansoni, Feltrinelli and the Italian Touring Club. He designed the signage systems of the underground in Milan, New York and Sao Paulo in Brazil.

He obtained many recognitions, including four Compasso d'Oro prizes and an honorary degree in Industrial Design from the Milan Polytechnic.

In 2007, for his 80th birthday, Aiap made him an honorary member of the association.

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