

ICHEP 2022

COMPETITIVE CALL FOR THE
DESIGN OF A BRAND/LOGOTYPE
AND A POSTER FOR THE
INTERNATIONAL CONFERENCE
ON HIGH ENERGY PHYSICS
(ICHEP 2022)

PROMOSSO DA



Istituto Nazionale di Fisica Nucleare

IN COLLABORAZIONE CON



AIAP

associazione italiana design
della comunicazione visiva

ICHEP 2022

COMPETITIVE CALL FOR THE DESIGN OF A BRAND/LOGOTYPE AND A POSTER FOR THE INTERNATIONAL CONFERENCE ON HIGH ENERGY PHYSICS (ICHEP 2022) WHICH WILL BE HELD IN BOLOGNA FROM THE 6TH TO THE 13TH, JULY 2022

EVALUATION COMMITTEE MINUTES

The competition was announced by the local organizing committee of the conference in collaboration with AIAP - the Italian association of visual communication design. It called for graphic proposals capable of summarizing, in single images, concepts relating to the conference (high energy physics), to scientific collaborations from a sociological point of view (inclusiveness, sharing) and to the city of Bologna that will host the conference. The deadline for submitting applications was set to 15-12-2021.

The evaluation committee, composed - as specified in the announcement – by the effective members:

- Alberto Cervelli (INFN - LOC ICHEP 2022)
- Francesca Romana Cavallo (President, INFN - LOC ICHEP 2022)
- Francesca Cuicchio (INFN - Communication Office)
- Paolo Giacomelli (INFN - Chair ICHEP 2022)
- Francesco E. Guida (AIAP)

and alternate members:

- Lorenzo Bellagamba (INFN - Chair ICHEP 2022)
- Laura Fabbri (University of Bologna - LOC ICHEP 2022)
- Isabella Garzia (University of Ferrara - LOC ICHEP 2022)
- Lorenzo Capriotti (University of Bologna - LOC ICHEP 2022)

met on 17-12-2021 and examined the list of valid applications, 325 in number, received by the deadline of the call. During this meeting, the following common criteria for the evaluation were established:

60 points to be assigned (according to the call) for the brand / logo were divided into:

- 25 points for recognizability and consistency with the contents required by the announcement
- 25 points for aesthetics and originality
- 10 points for adaptability to different formats and applications (as specified in the call)

40 points to be assigned (according to the call) for the poster were divided into:

- 30 points for originality and effectiveness
- 10 points for the contents' organization



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Each member of the committee then proceeded to evaluate the proposals on the basis of the indicated criteria. This phase took longer than expected due to the large number of proposals received. The evaluation committee and the local organizing committee express their deep appreciation for the outstanding participation.

In two subsequent meetings, held on 10-01-2022 and 12-01-2022, the individual results were compared, and the following "short list" was formed:

ADAB12721, AEII28427, AMLA23961, ANEP09620, ANGT25499, AOMF31485, AZXN81321, BAZZ30061, BCBM01518, CFMD2705, CLCC18104, CMYN99761, CTRF92024, DBGA19618, DFLP23059, E9M2G6A20, ELLA42437, EMCT83064, EMZB71102, FFCC23775, FGCE46532, FIXM66845, FLER20201, FNGZ26118, GEML75132, GGDD22813, GGWP80084, GNGA22048, HVIO60247, IO136ZS08, IOSR72921, IARS46129, KGAF94381, LANA90910, LNEF26119, LPRC34617, MVAG12032, NICL80059, OPTE20119, PABA23997, SERX29805, SIVI22873, TOCA16212, TRTA45910, UIOL19601, YMRA31631

Starting from the short list, by voting, the following five best proposals were identified:

1. AZXN81321 – first prize
by Giovanni Pantè (Bucarest, 23-08-1993)
2. GGWP80084 (proposal 1)
by Tommaso Boccheni (Torino, 07-11-1995), Gabriele Boggio
(Torino, 27-07-1995), Carlo Candido-Todesco (Torino, 21-05-1995)
3. SIVI22873
by Silvia Virgilio (Torino, 22-03-1987)
4. CLCC18104 – special prize for young participants
by Emilio Dalpane (Imola, 12-09-2001)
5. ANGT25499
by Clara Testa (Livorno, 25-04-1999)



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The proposals included in the short list will be exhibited in the conference venue. They will also be visible on the ICHEP 2022 website and social media pages.

Bologna, 17 January 2022

In witness whereof:

Alberto Cervelli (INFN - LOC ICHEP 2022)
Francesca Romana Cavallo (Presidente, INFN - LOC ICHEP 2022)
Francesca Cuicchio (INFN - Ufficio Comunicazione)
Paolo Giacomelli (INFN - Chair ICHEP 2022)
Francesco E. Guida (AIAP)