THE MAXXI NEW BRAND: A WINDOW ON THE CONTEMPORARY.

HOW TO MAKE THE COMPLICATED SIMPLE
WHO WE ARE

The first Italian national museum dedicated to contemporary arts
THE OLD LOGO

A “static” logo created over 10 years ago
THE NEW GOALS

• Relaunch and reposition the museum nationally and also in the international context

• MAXXI is not a static space housing contents, but a dynamic container contributing to their creation
THE RESULT
THE NEW LOGO

• THE ACRONYM (MA)
the museum’s strong ties with Rome

• THE FRAME (XXI)
a true window on the contemporary
COMMUNICATION ACTIVITIES: OUR INSPIRATION

“Making the complicated simple, awesomely simple, that's creativity”.

— CHARLES MINGUS
Thank you!