



Bologna

Bologna is a living color wheel spanning from red to yellow with a little brown mixed in. The colors change gradually with light, water, heat, and wind and time. And change rapidly with restoration. At any moment an infinite number of oranges and reds may be found, known traditionally as Bologna red and Modena yellow. Although Bologna has an overwhelming orange appearance, the vast collection of tones and shades actually present surprise people when they are unexpected and paired onto white paper. The selection doesn't agree with every eye's mental image of the city. This brown does not exist, they think. This musty yellow-green. This purplish color. Mixed in with all the others in continuous facades which break only along the patterns of the streets, these colors seem more or less the same throughout the center.

Bologna's nickname "la rossa" lends substance to the mental images of the city, although the name now refers to more than the colorful buildings. It first arose in the end of the 19th century, describing the color of the city. Later it was linked to Bologna's communism, a 20th century phenomenon. But this color is a relatively recent trend in the history of Bologna. Recent when considering that modern history in Italy started at the end of the Renaissance, c. 1550. Bologna was a city of red brick towers and wooden supports in medieval times. In later centuries, during Renaissance and baroque periods, buildings were often bright and fanciful, with even blue façades covered and fanciful. In the 1700's, stucco was not popular. Instead, a light veil of color coated the red bricks, giving the city a pastel appearance.



VIA
MIRASOLE, 3



VIA
SARAGOZZA, 91



VIA
DEI FACCHINI, 5



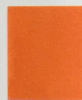
VIA
MIRASOLE, 3



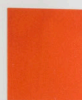
VIA
SARAGOZZA, 91



VIA
DEI FACCHINI, 5



VIA
RIALTO, 19



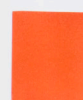
VIA
SARAGOZZA, 91



VIA
DEI FACCHINI, 5



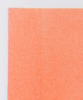
PIAZZA
S. DOMENICO, 8



VIA
GUERRAZZI, 20



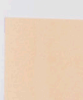
VIA
BORGONUOVO, 9



VIA
SCHIAVONIA, 13



VIA
MONTEGRAPPA, 9



VIA
DEI FACCHINI, 5

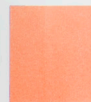
Il colore è un elemento fondamentale per la comunicazione visiva. In questo catalogo, abbiamo selezionato una gamma di colori che rappresentano le diverse sfumature del rosso, dal più intenso al più tenue. Ogni colore è associato a un luogo specifico, che ne ha influenzato la scelta e l'uso.



VIA
RIALTO, 19



PIAZZA
S. DOMENICO, 8



VIA
SCHIAVONIA, 13



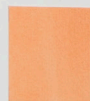
VIA
SARAGOZZA, 90



VIA
GUERRAZZI, 20



VIA
MONTEGRAPPA, 5



VIA
CASTIGLIONE, 65



VIA
BORGONUOVO, 9



VIA
DEI FACCHINI, 5

2



VIA
CASTIGLIONE, 65

VIA
BORGONUOVO, 9

VIA
DEI FACCHINI, 5

Bologna

Sample



VIA
MONTANA, 5



VIA
DELLE BELLE ARTI, 7



VICOLO
DELLA NAVE, 8



VIA
FANGO, 1



VIA
SINCRONISMO, 7



VIA
PONZACCIA, 22



VIA
DEI BIRRUINA, 17



VIA
COLLEGIO DI SPAGNA, 7



VIA
VALPURGA, 14



VIA
TANARI VECCHIA, 15



VIA
CADUTI DI CEPHALONIA, 2



VIA
GATTO, 7



VIA
1



VIA
2



VIA
3



VIA
4



VIA
MONTANA, 1



VIA
SAN VITALE, 91



VIA
DEI PELONI, 1



VIA
S. CARLO, 17



VIA
MIRAMONTE, 14



VIA
DELLE BELLE ARTI, 10



VIA
MASCARELLA, 12



VIA
MIRASOLE, 16



VIA
S. VALENTINO, 3



VIA
RIZZOLI, 16



VIA
CLAVATURE, 26



VICOLO
DEL FALCONE, 21



VIA
5



VIA
6



VIA
7



VIA
8



VIA
TELESFORO, 2



VIA
VACCARO, 2



VICOLO
CENTOFRANCHETTI, 9



VIA
DEL PECE, 1



VIA
S. CATERINA, 16



VIA
DEL QUARTO, 1



VIA
BROCCANROSSO, 26



VIA
DE' GRIFONI, 5



VIA
ZAMBONI, 47



VIA
DIMEO, 22



VIA
CARTOLINA, 16



VIA
PETRALATA, 57



VIA
9



VIA
10



VIA
11



VIA
12