

**Category:** Social Affairs

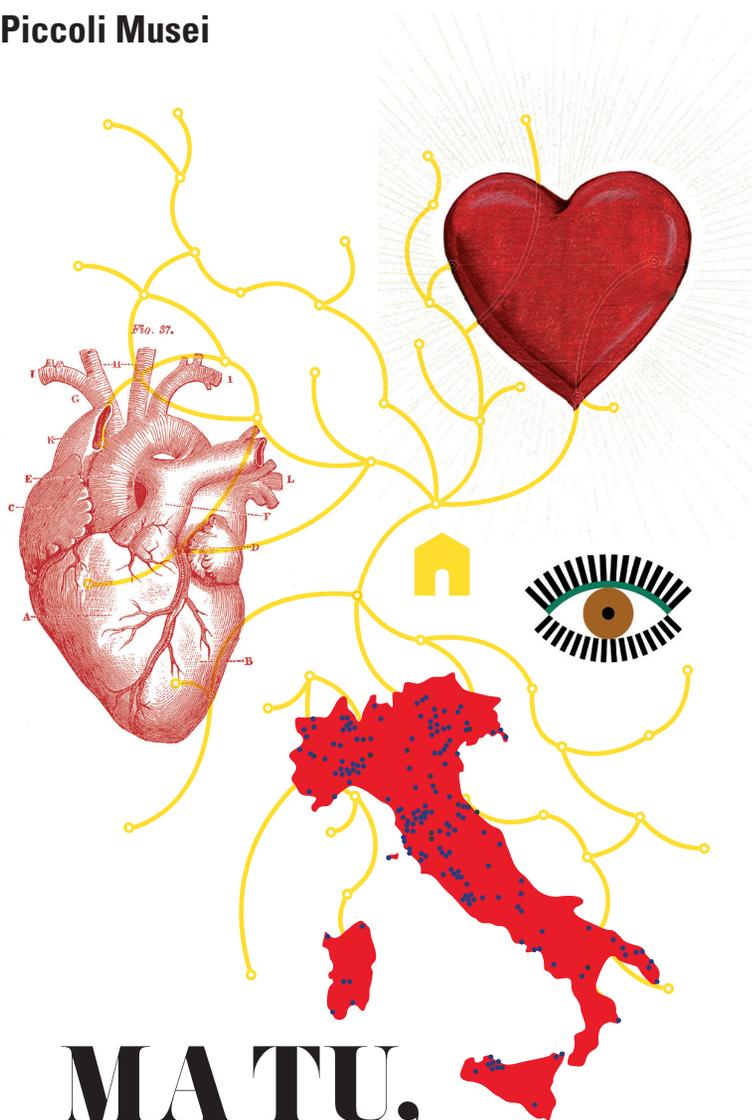
**Project:** Giornata Nazionale dei Piccoli Musei

**What was the challenge?**

Little museums are private institutions spread throughout Italy, often headed by a single person (or a small group of managers) who run them primarily for passion. The themes they deal with may be the most varied: from historical relics to now-deserted objects, from a community's memories to personal and free collections. They are living sites where the history and culture of the places is preserved, protected and promoted. Little museums are also meeting and welcoming points. The National Association of Little Museums was founded in 2007 with the aim of creating a dialogue between these realities rooted in specific territories but often isolated.

The First Little Museums National Day is the first event to attract the attention of institutions and visitors by promoting these realities, which often are excluded from touristic routes and only rely on word-of-mouth.

The task of the communication project is to make the little museums familiar to the people and to create a symbol expressing the idea of reciprocal donation implicit in their activity.



# MA TU, MINISTRO HA LA CUORE I PICCOLI MUSEI?

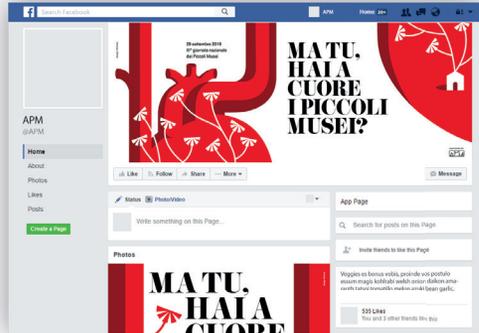


**Contact:**

name: studio +fortuna  
company/organisation: APM  
Associazione Nazionale Piccoli Musei  
e-mail: studio@piufortuna.it  
website: www.piufortuna.it

### What was the solution?

For this non-profit project the studio +fortuna has designed the visual identity, characterizing it with the illustration and the intriguing typographic claims. The heart is therefore assumed as the core where memories and passions live and from where they spread about in the shape of flowers, recalling generosity. The image was widespread all over Italy, applied, in addition to the traditional poster, to a vast range of formats and media (social media, newspapers, websites, gadgets, stickers) that extended the echo well after the very day of the event.



### What was the effect?

Since the first National Day in 2017 over two hundred museums participate in the initiative. The strongly identifying project had an extraordinary success with the public and the organizers are enthusiastically working on the 4th edition. A large and participating audience confirmed the goodness of the initiative.



### Claims

- "Do you have little museums at heart?"
- "Do you, Minister, have little museums at heart?"
- "Do you have the Memory at heart?"
- "Do you have the Territory at heart?"
- "Do you have the People at heart?"
- "A heartfelt of Thanks"