



LE GALLERIE
DEGLI UFFIZI

The White Room/ la Sala Bianca
Palazzo Pitti
Florence , September 27th 2017

Press Release

The Uffizi Galleries/Le Gallerie degli Uffizi: introducing our new website, our new graphic identity, and our new communications strategy.

*Following on from the success of Le Gallerie degli Uffizi's presence on Social Media – in particular on **Instagram** where with over 78,000 followers, we are now **the “most followed” museum in Italy** – today we are delighted to present our new website and our new logo and livery for the Gallerie degli Uffizi, the fruitful result of our extensive new communications strategy.*

WHY THE NEW GRAPHIC IDENTITY AND THE NEW STRATEGY?

While the name of the “Uffizi” has a proud, centuries-old resonance, until now there hasn't been a unified visual and graphic identity to express the sum of its component parts: The Uffizi, the Vasari Corridor, Palazzo Pitti and the Boboli Gardens.

Along with the advent of the digital era – and our online presence – there has also appeared an unwelcome cuckoo in the nest: illegal online ticket touting. There are now several quite convincing-looking fake websites, which are employing aggressive but artful strategies of deception in order to avoid being prosecuted for outright plagiarism – usually with slightly altered names and surreptitious references to the Uffizi in order to con unsuspecting members of the online public into using them. These digital pirate sites are ripping off would be Uffizi visitors users with wildly inflated ticket fees – often three times the official tariffs, and are also causing considerable harm to the reputation and the prestige of Italy's foremost cultural institution.

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THE LOGO & THE LIVERY

Following the example of numerous other world-class museums and cultural foundations, the *Gallerie degli Uffizi/Uffizi Galleries* now boasts a logo which not only celebrates its initials, but does so with a graceful and instantly recognisable style which epitomizes the rebooting of the Gallery's presence. Prestigious Milan-based brand consultancy **Carmi & Ubertis** have developed for us a logo (**comprising of a G and an U**) which is both a hybrid and a unitary form, discreetly proportioned and very pleasing to the eye, which also evokes the impact of Vasari's distinctive architecture on the urban characteristics of Florence. As the designers themselves put it "we have come up with a sign which highlights the timeless ethos of the component parts of the gallery complex, drawing inspiration from those elements in common to articulate a forward-looking project". Therefore, **Tradition and Innovation** have played an equally vital role in the development of our new website and in the Galleries' new graphic identity.

THE WEBSITE

The main aim of the new website has been to "place the user at the heart of the digital experience", to create "a user-friendly tool for anyone wishing to discover the treasures of the *Gallerie degli Uffizi*, without being merely a self-referential shop window". It has been developed by the Florence-based **Cantiere Creativo** web design studio, working in close collaboration with the **Uffizi's own in house Digital Communications Department**, and for the first time ever has involved **all the Gallery's employees**, who have been invited to give their input on the project. As the Director of the *Gallerie degli Uffizi* **Eike Schmidt** puts it: "the way the new website works means that the user experience is immediate and direct, with an instantly verifiable practical result: it is wonderfully straightforward as a specialized academic research tool, but it equally offers a perfect birds-eye view as to what we are up to here at the Uffizi, in every way. So at last the *Gallerie degli Uffizi* has an up to date online presence which is worthy of the institution's venerable heritage. Oh, and at last, with the logo and livery now legally registered trademarks, we can finally put those pesky fake websites and online ticket touts out of business".

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