

LOGO COMUNE

Piccole finestre sulla napoletanità.



LOGO COMUNE

We started by thinking about the clichés that characterize Naples and Neapolitanism, we wanted to make recognizable, ironic logos, small windows on Neapolitaness into which we could peek and savor that irony that has always characterized this wonderful and complicated city.

Through popular figures that live in our memory and with which we grew up: Japanese anime, characters from famous films but also everyday objects or food, and by combining our language made up of proverbs and quotations with a spoken Neapolitan, a slang, more than written, we have met since 2022, the year in which this project with almost 100 logos was born.

Over time we realized that some figures began to dialogue with each other, as if there was a connection that slowly emerged and which perhaps lies at the basis of the entire project, a hidden meaning, larger like a suggested, whispered discourse about a different Naples or a truly new city just waiting to be revealed.





scetammeca!

loggiamenti



scettaminece!

Scettaminece



scettaminece!

Logo: 2000/01/01



scettaminece!

logosworld

e cose

NUM STANN KUON!



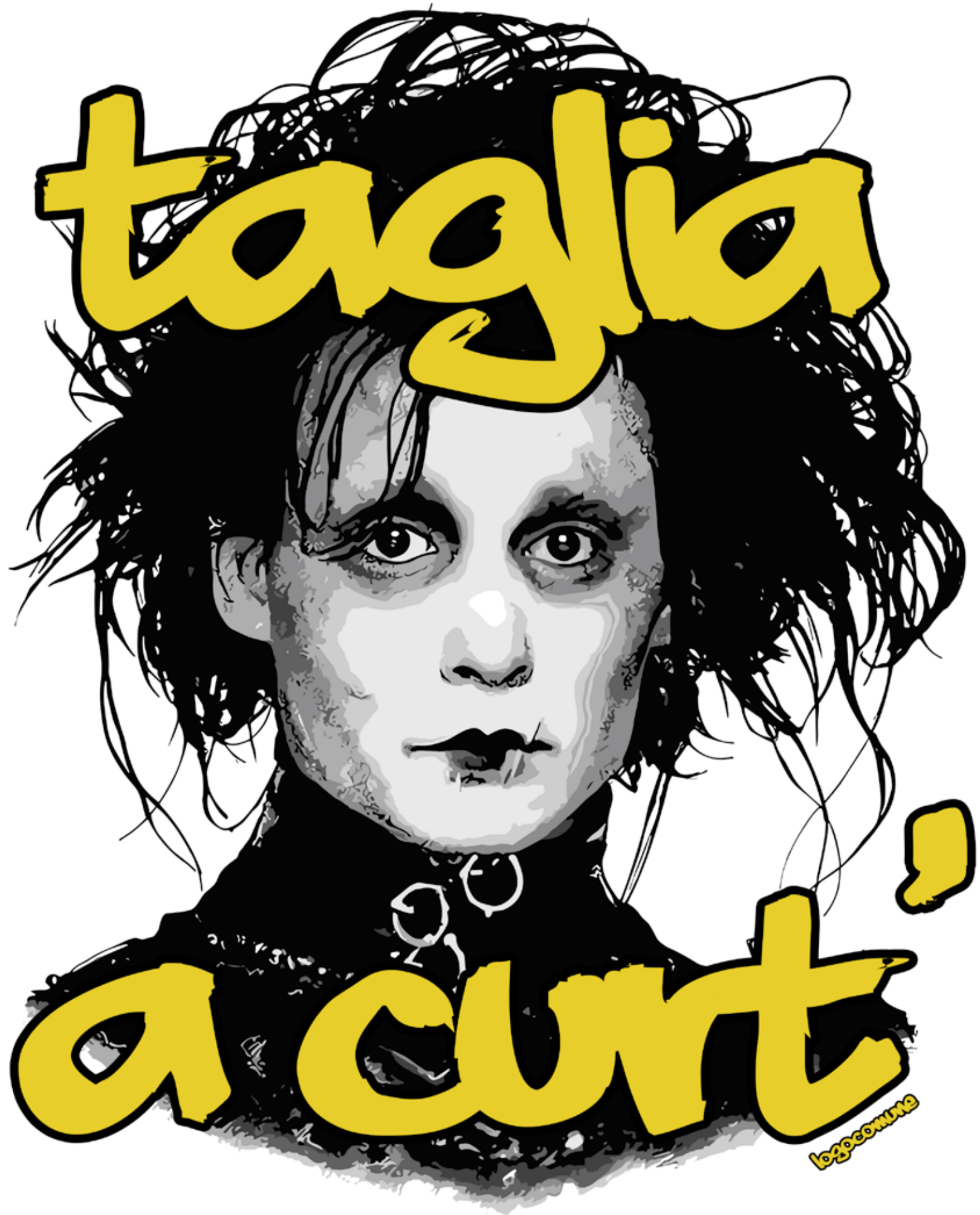
appizza



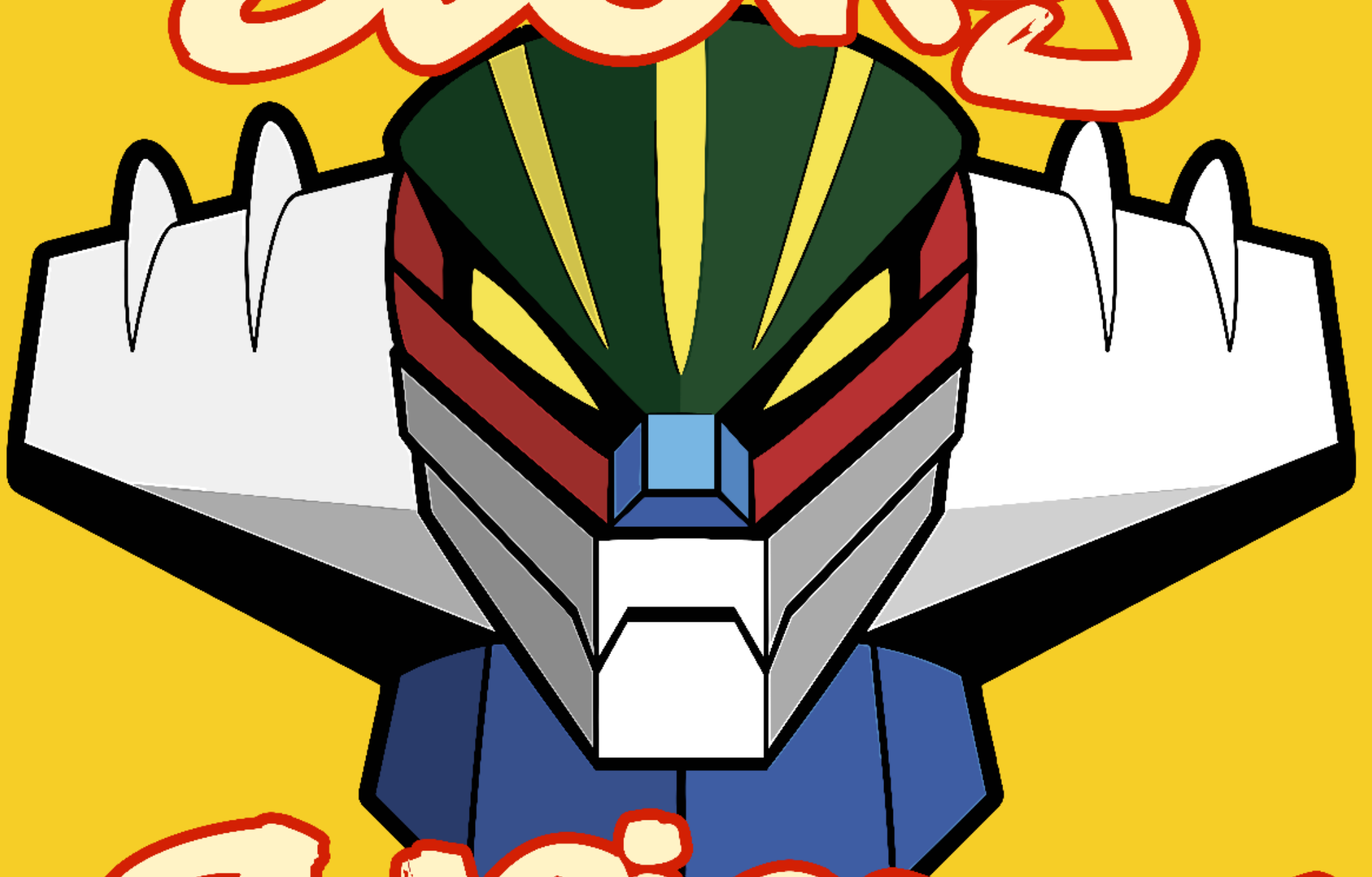
e recchie!



'original'



stomato



a pizza!

logocomune

tarrantelle



in naples

logocow.it



chi vo' o male e l'ate

o sujo sta areta' a port!

ha da passà



'a wuttata!

damme
'o documento!

logocomme

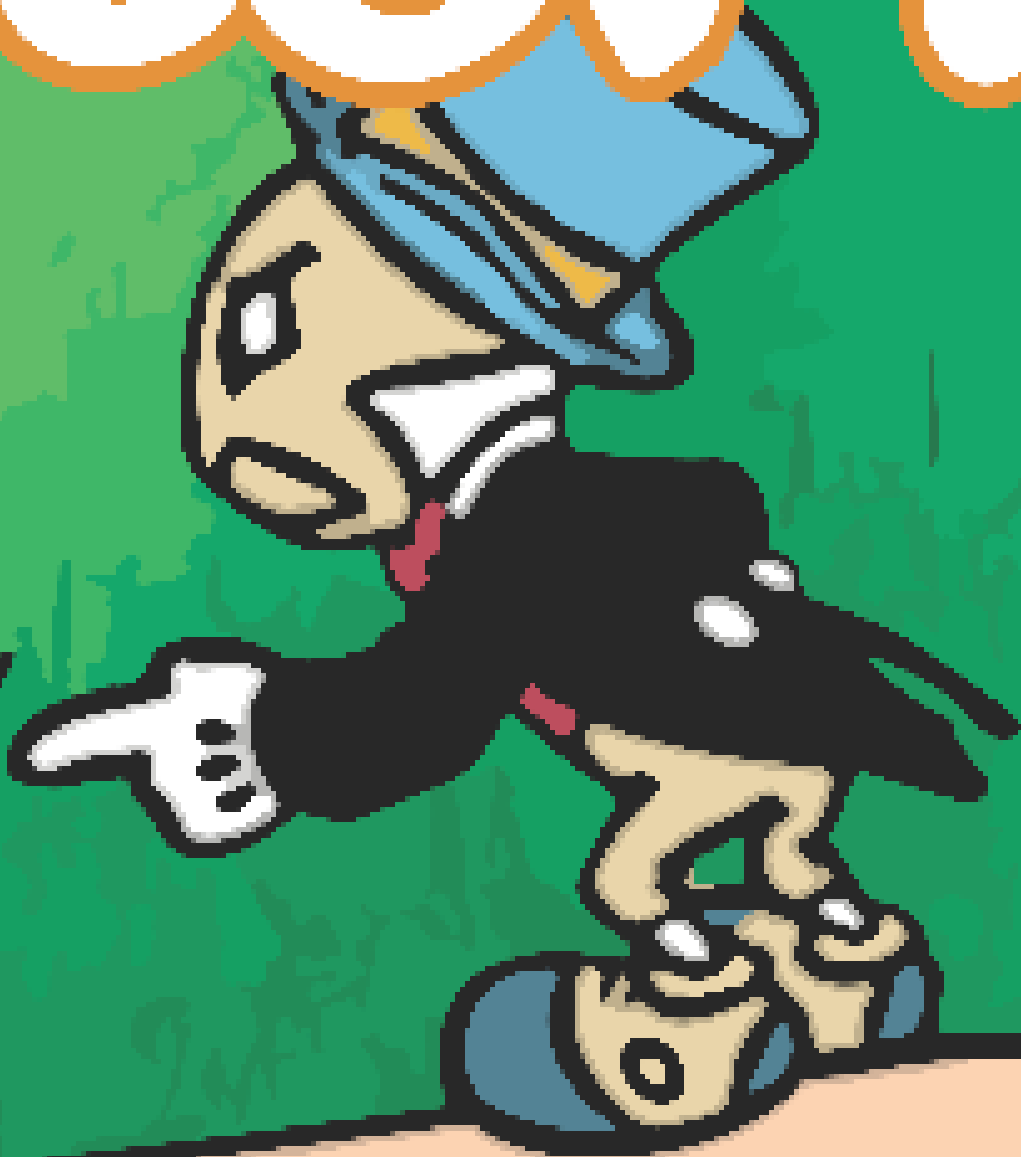


e revolution!





tuov' t



na' fatina!

cure e pauvre
cu mille culture...

robert di bella

logocomune





ogni
capa

è nu trilounale!

chat



accort!

don't worry



o mundo é o que é!



napoli

spakka

ken teng,



a vede,

logocomune

se mett' 'o core



je ce mett' 'o core

assange

'a liberta!

logocomune

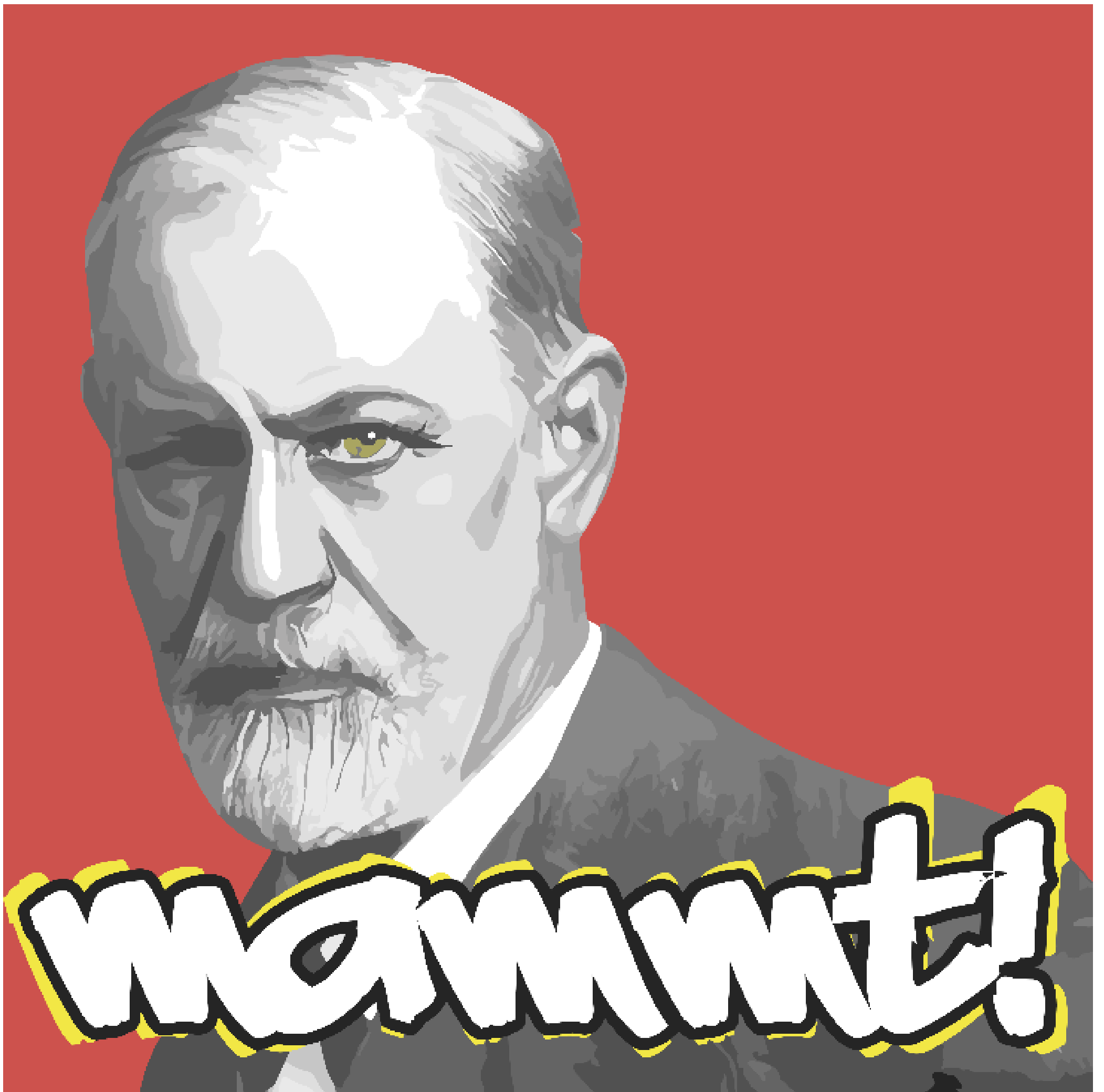
logo comune

'a gelosier!

black



frat





'
è na passione

chiù forte 'e na catena

loggionno

astregneme



chiù fort!

o puffo



a cuffaniello

logocomune.

1992



1992

tutt' appost'!





chiao! chiao!

logocomune

maradona



m'è pate a me!

logocoware

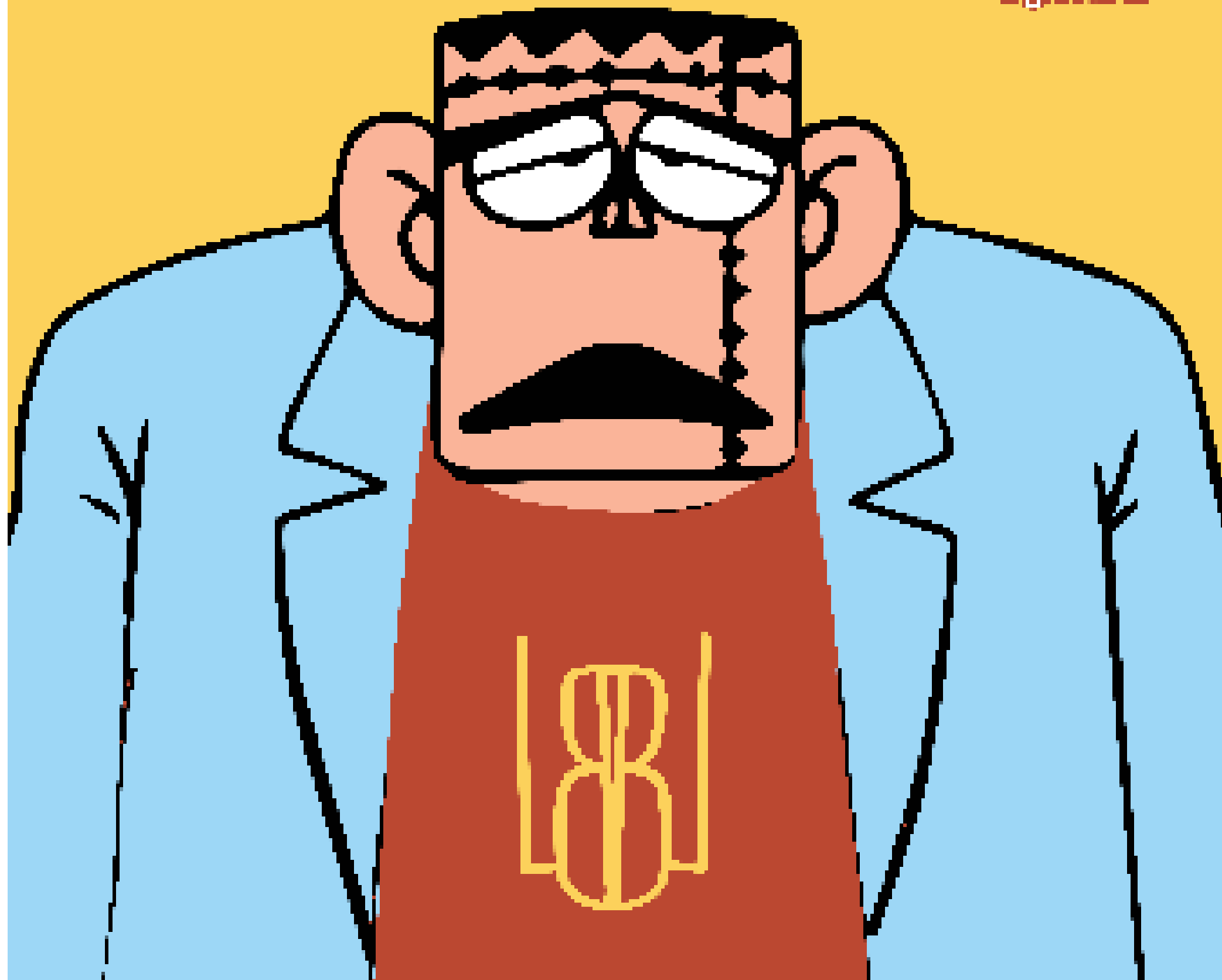
maradona



è meglio e me!

frasi o mostri!

leggendina





wisciumo

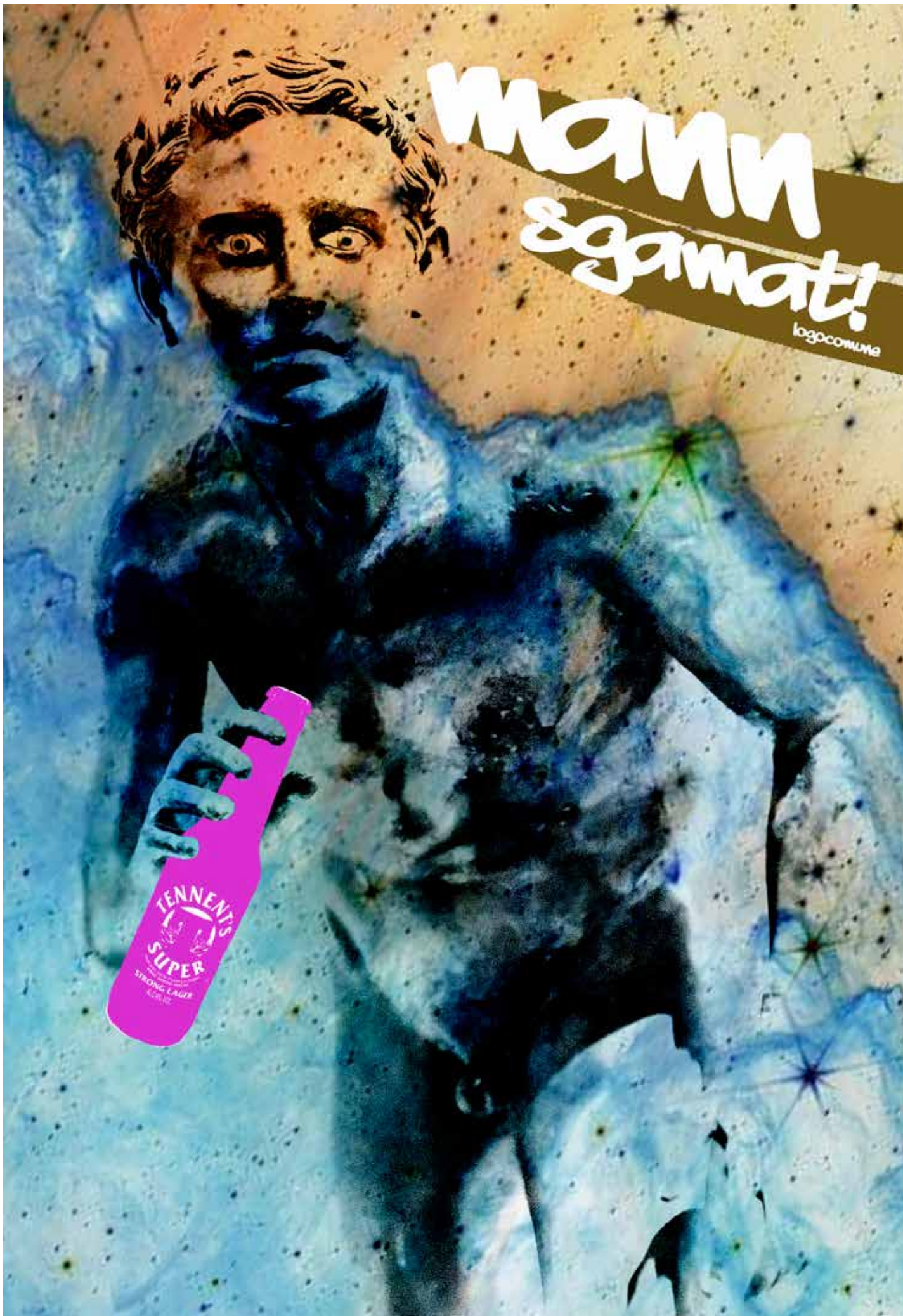


we creere

ammunat



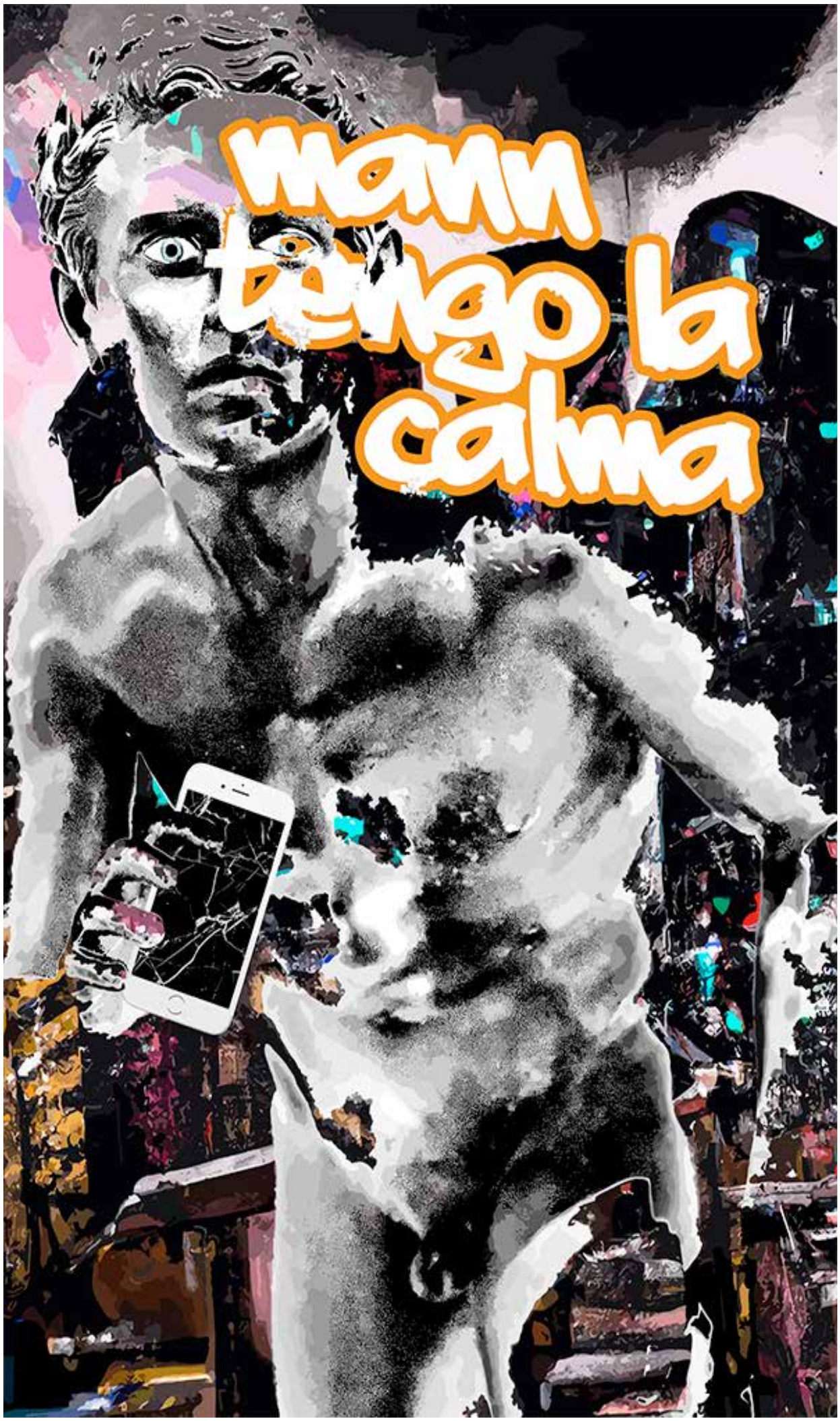
e lolovono!



MAKIN
Sgamat!

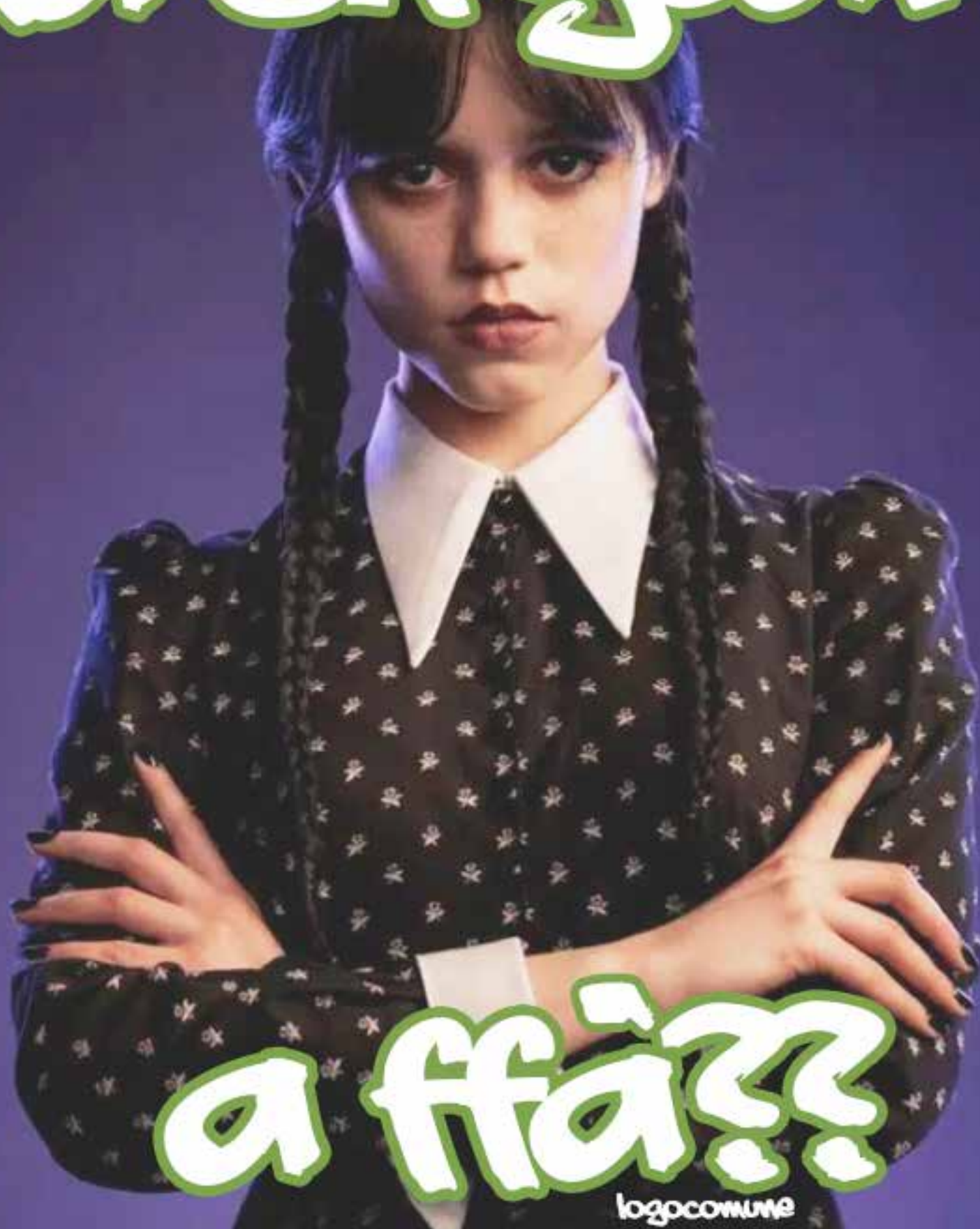
logocomune



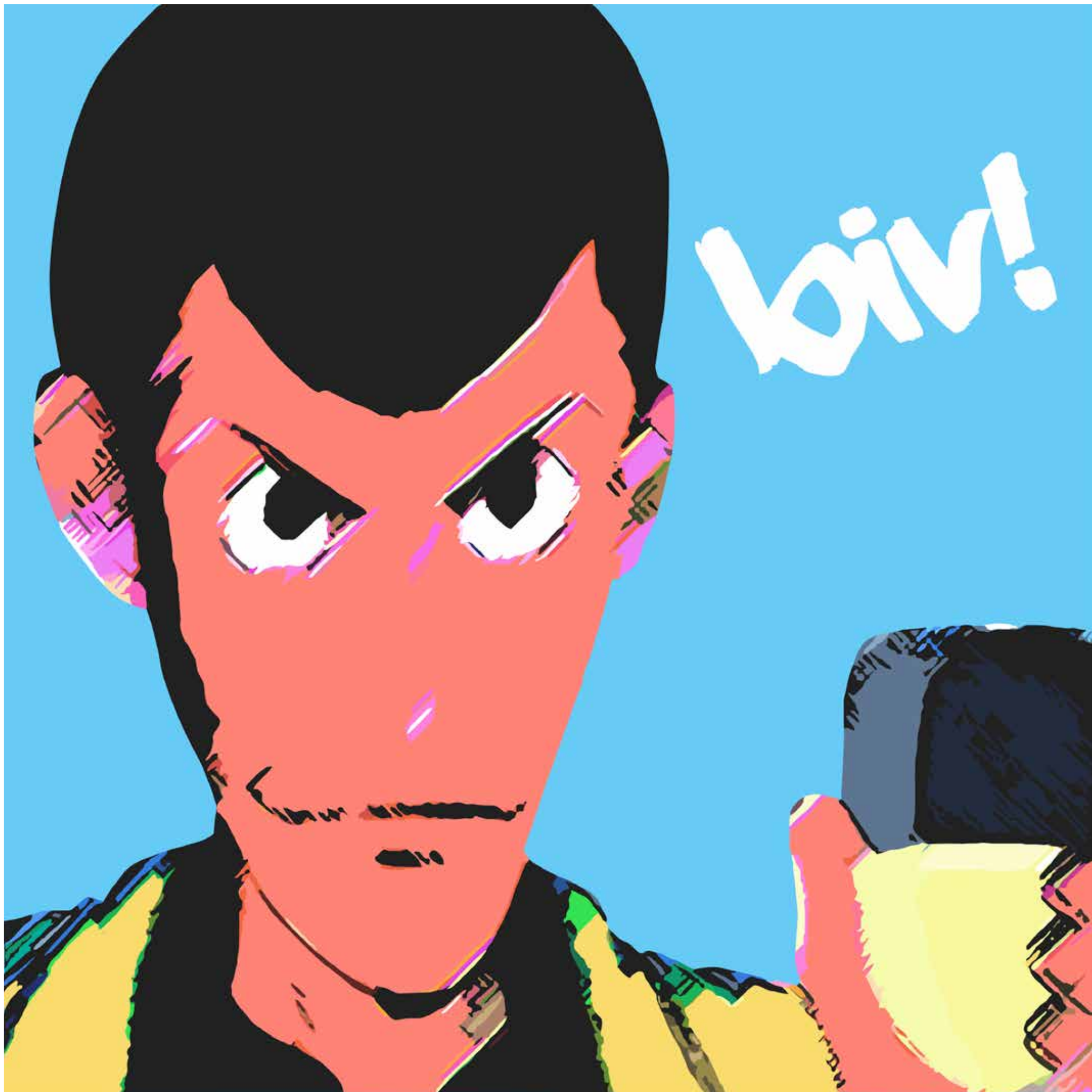


MAMM
tengo la
calma

ma ch'guard'



a ffà??



me vott' a pesc'



DAN

'a cappa sulo



pe spartere 'e n'écchie!

logocomme

Neapolitan



logocomune

'o desiderio



'e geppino





maleskien

10950000000

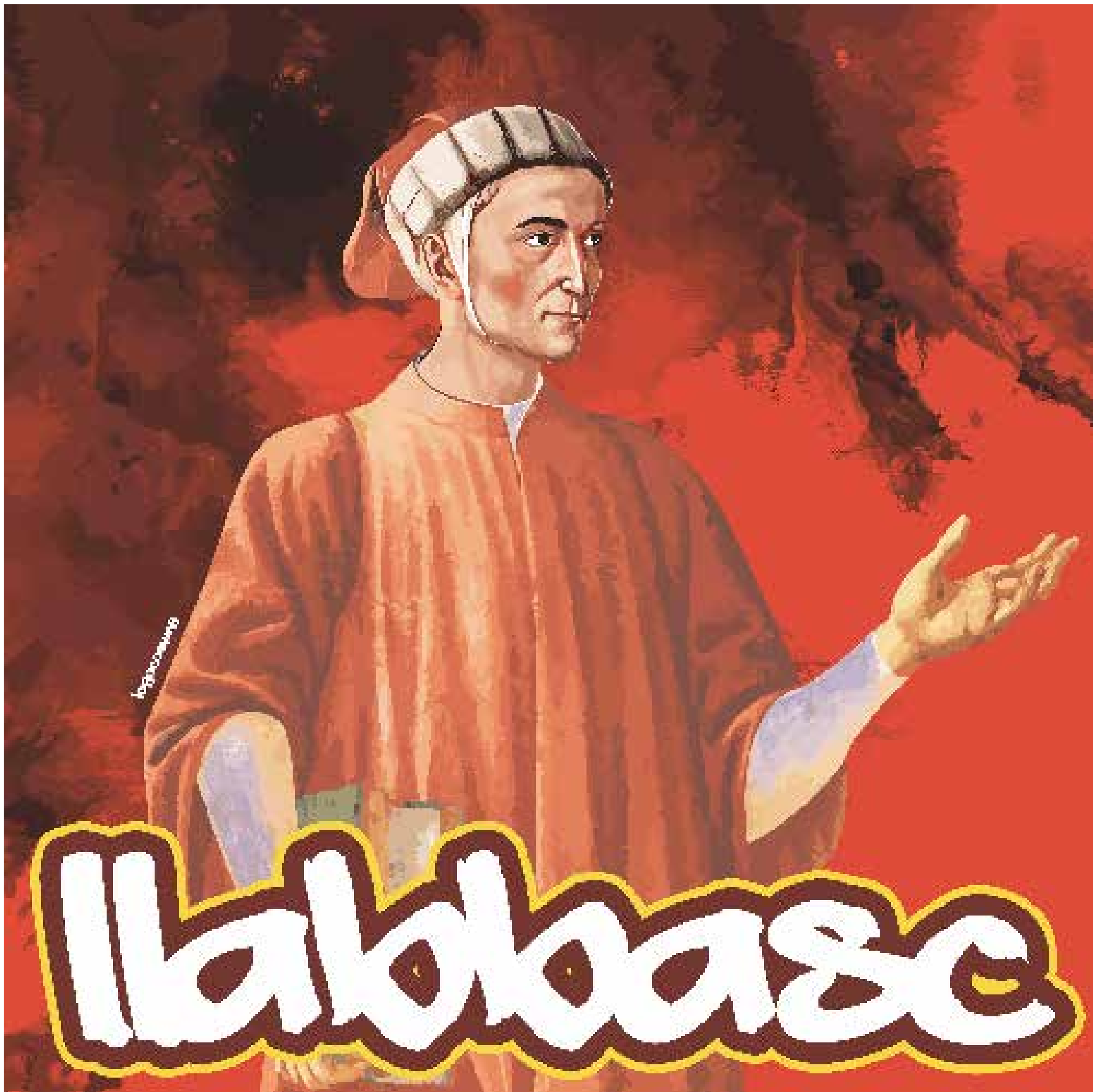


B. VIRE

ma che ce ve
foooooottt!



logocomune



we so perz



logocorona

piatt,



vacant,

Rattus!



ma chi



s'accattelan?



andy
wruoccol

logocomma

'a forza mia



è l'ammore!

wun te fa'



wast!

tre euro



a piacere!

logocomune



vienet' a piglia'



o perdono!

'mzerro



chella porta!

chiove semp!



daga

David LaChapelle



magnatelli

n'emozione!

logocomune

viene



!wzozna!

si' ddoce comme



'a sfugliatella!

logocometa

o tiempo



www.fox.com

se ne va...

scurdammece



o passato!





don't look up



che 'n faccia te torna!

 a reel!

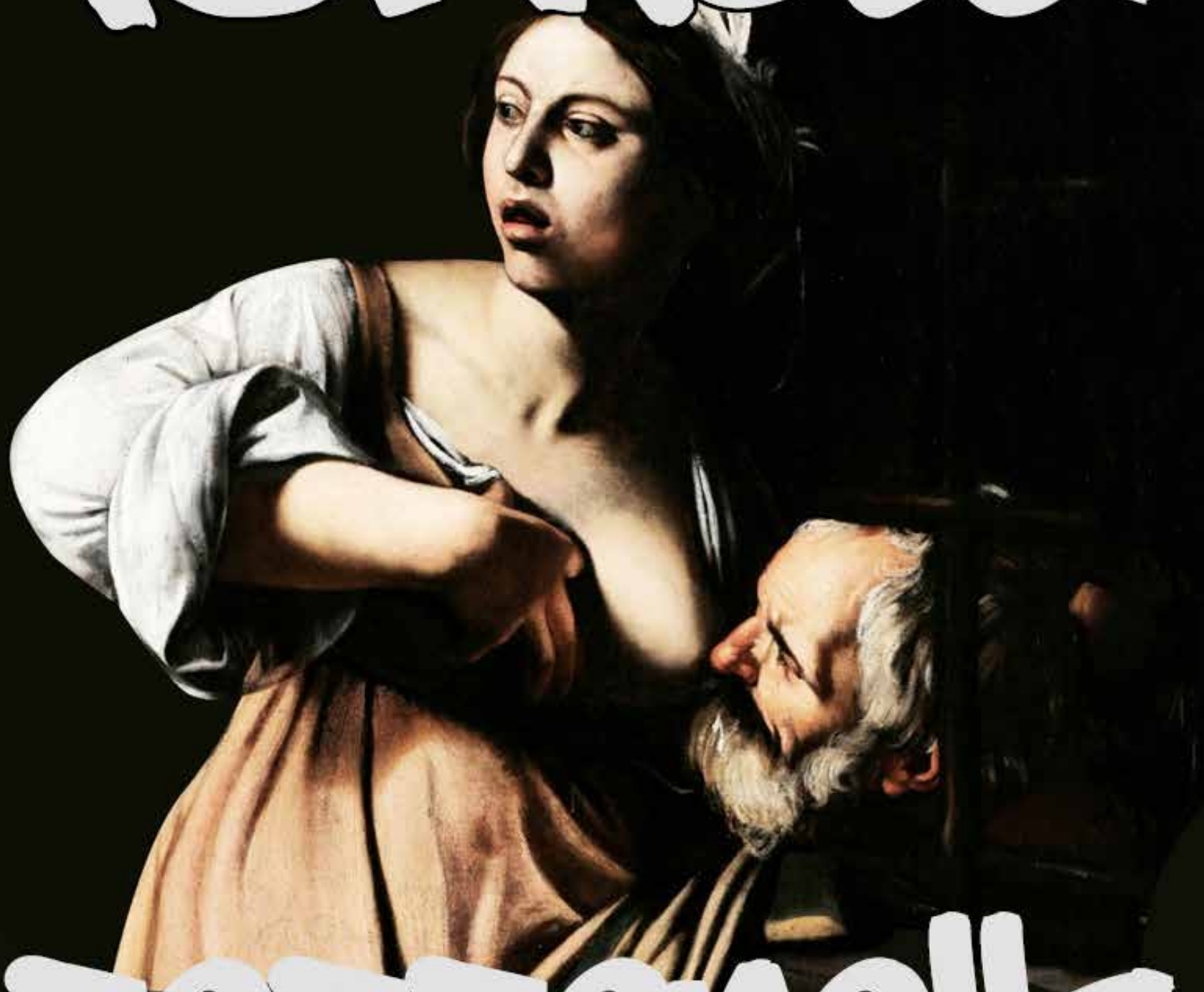
a tutt

quant!



ti chiamerò
poppella!

è fermuta



'a zezzenella

