Vienna — Ciudad de Austria

© 2021

Diseño de Marca Ciudad

Nivel Marcario

N1

VIENNA

Una ciudad que une mundos.

El nuevo milenio trajo nuevas construcciones de una **arquitectura posmoderna** a la clásica ciudad de Vienna, ciudad natal de Beethoven y Mozart.

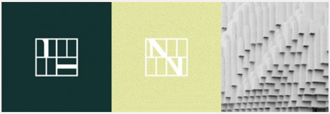
La urbanización interrumpe con lo **clásico y antiguo** para darle un nuevo aire a la ciudad. Esta se construye bajo el orden y la organización. La suma de las partes componen el todo de la ciudad.

Barroco
Clasicismo
Posmodernismo

® Vienna

Tipografías institucionales

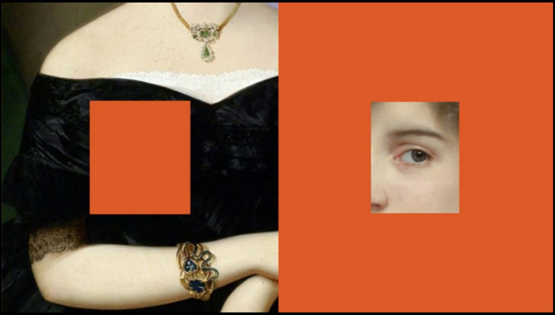
VIENNA



Iskiry

AUSTRIA

Sequel Sans



2022

CITY

VIENNA
WELCOME
WILLKOMMEN
2022
NEUE
IDENTITÄT
VIENNA
VIEN
NA

VIENNA
ELCOME
ILLKOMMEN
2022
UE
NTITÄT
VIENNA
Y OF
TRIA
Wiener Regierung
For more information visit our website www.vienna.org
VIENNA | CITY OF AUSTRIA
www.vienna.org
© 2022
Government
Wiener Regierung

VIENNA
CITY OF
AUSTRIA
CITY COUNCIL
© 2021
For more found information visit our website

VIENNA
CITY OF
AUSTRIA
NEUE
IDENTITÄT
VIENNA
CITY OF
AUSTRIA
2022
AUSTRIA
VIENNA
City of Vienna - Austria

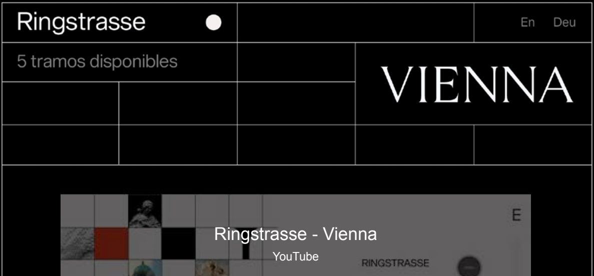
Nivel Operativo

N2

RINGSTRASSE
DISCOVER
VIENNA
AUSTRIA

La ciudad de Viena propone un panel interactivo para el recorrido de Ringstrasse, avenida de circunvalación que rodea el centro de la ciudad y en donde se encuentran los principales edificios de la capital austríaca. Esta es una zona para pasear, un lugar de encuentro, una calle de compras y un testimonio de acontecimientos históricos.

02.


Ringstrasse ●

En Deu

5 tramos disponibles

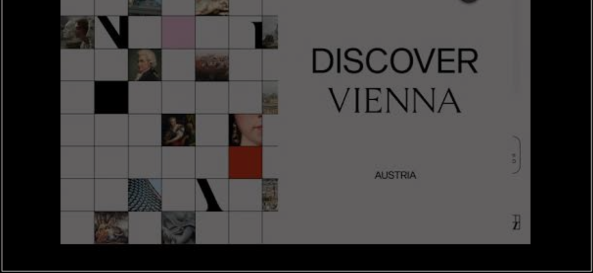
VIENNA

Ringstrasse - Vienna

YouTube

E
RINGSTRASSE

01.

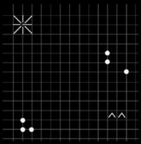


DISCOVER
VIENNA

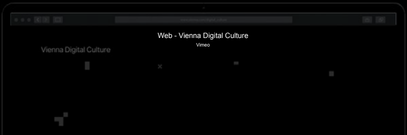
AUSTRIA

W 2022.

Vienna Digital Culture



Vienna Digital Culture es una iniciativa que nace desde la ciudad para convertirse en una ciudad inteligente y demostrar su capacidad de ser una ciudad moderna, emergente, y en constante evolución.

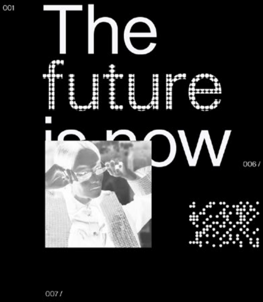


Web - Vienna Digital Culture
Vimeo

Vienna Digital Culture

Vienna Digital Culture
enter
MacBook Pro

Vienna Digital Culture
Vienna
Digital
Culture


001
The
future
is now
006 /
007 /

Vienna Digital Culture adopta nuevas tecnologías y busca innovar en los servicios para todos los ciudadanos de Vienna. Contará con un sitio web donde se podrá encontrar toda la información sobre los avances tecnológicos, como también conocer los nuevos proyectos emergentes de la ciudad.

Digital Culture
AL CULTURE

now
Vienna Digital Culture
2022
THE FUTURE IS NOW
VIENNA DIGI

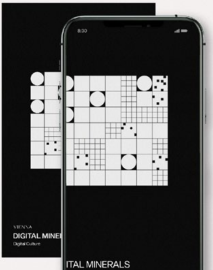
DIGITAL
WORLD.

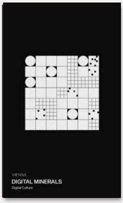
VIENNA
_CULTURE.

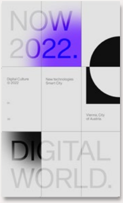
01

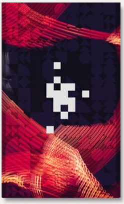
Dentro de las diferentes propuestas que nos deja Vienna Digital Culture, podremos encontrar un pack de postales que tendrán la capacidad de ser escaneadas por celular y brindar una experiencia de realidad virtual con diferentes efectos visuales.

Vienna
Digital Culture
Smart City
2022
now
DIGITAL WORLDS
Vienna Digital Culture


8:30
VIENNA
DIGITAL MINE
Digital Culture
ITAL MINERALS


VIENNA
DIGITAL MINERALS
Digital Culture


NOW
2022.
DIGITAL
WORLD.



Nivel Estratégico

N3

Eco Habit

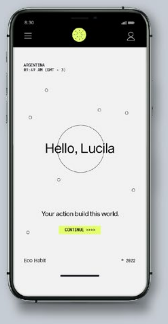
Edition

● PLASTIC·4

Eco Habit
© 2022 EDITION #1

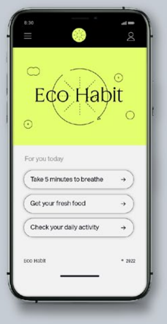
Eco Habit nace de la necesidad de repensar nuestro consumo diario en todos los aspectos que nos atraviesa como ciudadanos de Vienna. Distintos movimientos dentro de la ciudad harán posible una serie de cambios para nuestro día a día.

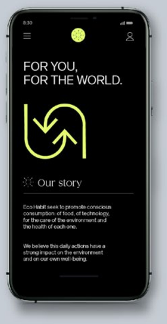
La App desarrollada “Eco Habit” te ayudará a guiar tus acciones hacia un camino más sustentable, desde nuestras elecciones en nuestro consumo alimenticio, hasta poner límites en nuestro consumo electrónico diario. Podrás personalizar tus próximos pasos, como también seguir informandote sobre dichos puntos de interés.


8:30
ARGENTINA
09:49 AM (GMT - 3)
CONTINUE >>>>
Eco Habit
* 2022

Hello, Lucila

Your action build this world.


8:30
Eco Habit
For you today
Take 5 minutes to breathe →
Get your fresh food →
Check your daily activity →
Eco Habit
* 2022

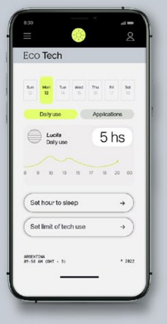


FOR YOU,
FOR THE WORLD.

Our story

Eco Habit seek to promote conscious consumption: of food, of technology, for the care of the environment and the health of each one.

We believe this daily actions have a strong impact on the environment and on our own well-being.


8:30
Eco Tech
Sun
12
Mon
13
Tue
14
Wed
Thu
Fri
17
Sat
Daily use
Applications
Lucila
Daily use
5 hs
8
9
10
13
15
17
18
20
00
Set hour to sleep →
Set limit of tech use →
ARGENTINA
09:50 AM (GMT - 3)
* 2022

8:30
ARGENTINA
09:49 AM (GMT - 3)
your finger print
Eco Habit
* 2022

recycle

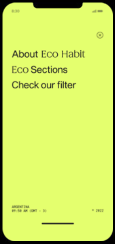
+ 200 tons

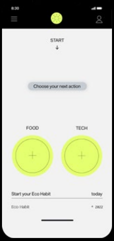
Recycled in a week in Vienna city.

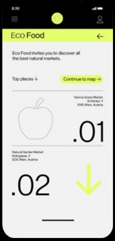
We only have one planet, so consumption as usual is not an option. As human beings. we have the power to give form to the world we want to live in.

start now

12% visual pollution	15% noise pollution	25% waste of water	35% food waste	45% plastic waste

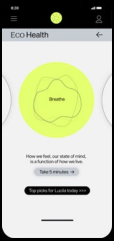

8:30
About Eco Habit
Eco Sections
Check our filter
ARGENTINA
09:50 AM (GMT - 3)
® 2022


8:30
START
Choose your next action
FOOD
TECH
Start your Eco Habit
today
Eco Habit
® 2022


8:30
Eco Food

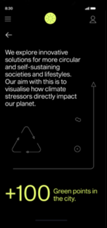
Eco Food invites you to discover all the best natural markets.

Top places
Continue to map
Vienna Green Market
Schlickpl. 4
1090 Wien, Austria
.01
Natural Garden Market
Kolingasse. 4
1230 Wien, Austria
.02


8:30
Eco Health
Breathe

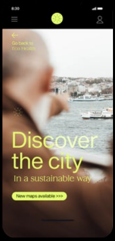
How we feel, our state of mind, is a function of how we live.

Take 5 minutes
Top picks for Lucila today >>>


8:30

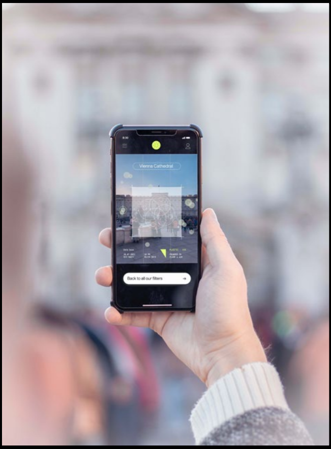
We explore innovative solutions for more circular and self-sustaining societies and lifestyles. Our aim with this is to visualise how climate stressors directly impact our planet.

+100 Green points in the city.


8:30
Go back to Eco Health
Discover the city
In a sustainable way
New maps available >>>

We explore innovative solutions for more circular and self-sustaining societies

Eco Use – Eco Tech – Eco Health – Eco Food – Eco Use – Eco tech – Eco Health – Eco Food


8:30
Vienna Cathedral
Back to all our filters

02

Nuestro objetivo con estos filtros dentro de la app "Eco Habit" es visualizar cómo los factores de estrés climático impactan directamente en nuestro planeta.

our filter
CATEGORIES
PLASTIC-4

Plastic
Glass
Tech
Food
tech
food
plastic
Your selection
Discover
Share
start now
FOOD 3
Plastic

VIENNA
City Campaign
Edition 2022
Eco Habit
EC

Take care of yourself
& the planet.
Eco Habit

VIENNA
Eco Habit
Edition 2022
VIENNA
Eco Habit 2022
We only have one planet, so consumption as usual is not longer an option.
Edition
2022
About
More circular actions
people planet centric
Our action impact now in how we feel & live
2022

Nivel

Cultural

N4

VIENNA
IS MUSIC

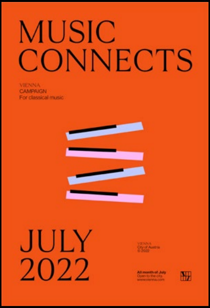
VIENNA City
Campaign © 2022

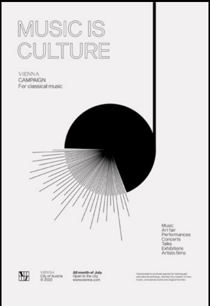
La música clásica corre en las venas de la ciudad. Vienna te invita a que te inmersas en la cultura clásica mediante una serie de actividades públicas y conciertos abiertos. Esta iniciativa nace de la importancia de revalorizar la música clásica en la ciudad, para así también atraer a un público jóven y que sea un atractivo para cualquier ciudadano de Vienna.

Teaser- Vienna is music
Vimeo

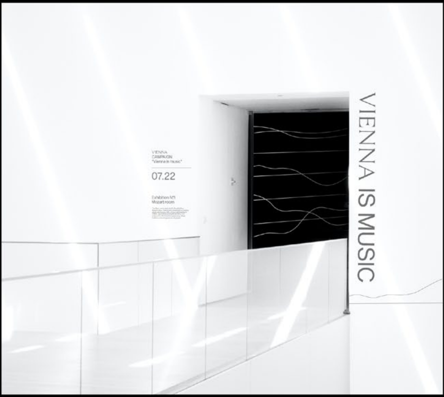
VIENNA
IS MUSIC

VIENNA
City of Austria
Government
All month of July
Open to the city
www.vienna.com
CAMPAIGN
© 2022
For classical music
VIENNA
IS MUSIC
JULY © 2022 | VIENNA CITY OF AUSTRIA
Clear Channel


MUSIC
CONNECTS
VIENNA
CAMPAIGN
For classical music
JULY
2022
VIENNA
City of Austria
© 2022
All month of July
Open to the city.
www.vienna.com


MUSIC IS
CULTURE
VIENNA
CAMPAIGN
For classical music
Music
Art fair
Performances
Concerts
Talks
Exhibitions
Artists films
VIENNA
City of Austria
© 2022
All month of July
Open to the city.
www.vienna.com

VIENNA
CAMPAIGN
For classical music
stay
in
the
rythm
City of Austria
Government


VIENNA
CAMPAIGN
"Vienna is music"
07.22
Exhibition N°1
Mozart room
VIENNA IS MUSIC

VIENNA
IS MUSIC
CITY OF AUSTRIA
2022
EDITION
Vienna is music. Supporting music,
improving culture.
PROGRAMM
PROGR
PROG
VIENNA
City of Austria
Government
July © 2022

Vienna is Music
JULY EDITION

“Vienna is Music” contará con un editorial de información general sobre la campaña que se podrá encontrar en varios puntos de la ciudad. Este mismo traerá un folleto para conocer el programa con el amplio repertorio de conciertos y actividades públicas que se esperarán a lo largo del mes de Julio en la ciudad. El programa contará con un mapa para ver las principales atracciones y recorridos que se podrán realizar en los diferentes días. Todo esto podrá ser encontrado en el sitio oficial de Vienna.

FEEL THE MUSIC & ENJOY.
VIENNA — CITY OF AUSTRIA

FEEL THE MUSIC & RELAX.
VIENNA — CITY OF AUSTRIA

VIENNA IS MUSIC

Vienna invites you to immerse yourself in classical culture.

VIENNA
City of Austria
Government
July © 2022
www.vienna.com

Classical music runs in the veins of the city. In July we invite you to immerse yourself in classical culture through a series of public activities and open concerts.

Edition
N.º 1

2022

VIENNA IS MUSIC
SUPPORTING MUSIC,
IMPROVING CULTURE.

MUSIC IS CULTURE
MUSIC CONNECTS
& IT'S LIFE.

Concert:
Welcome Back

The Painting Sessions:
Mozart & his work

JULY — 2022
VIENNA IS MUSIC

ART
MUSIC
DESIGN
ARCHITECTURE

About

Special Events

JULY 03 — JULY 10

VIENNA MUSIC & FOOD WEEK

MUSIC TOUR

MOZART FALL

MUSIC FOR VIENNA

Vienna State Opera

2022

VIENNA RESIDENT ORCHESTRA "MUSIC FOR THE SOUL"

THE VIENNA RESIDENT ORCHESTRA TAKES YOU TO THE WORLD OF CLASSICAL MUSIC BY A UNIQUE WAY.

VIENNA IS MUSIC

Vienna invites you to immerse yourself in classical culture.

FEEL THE MUSIC & ENJOY
VIENNA — CITY OF AUSTRIA
FEEL THE MUSIC & RELAX
VIENNA — CITY OF AUSTRIA

Points of interest

EDITION JULY

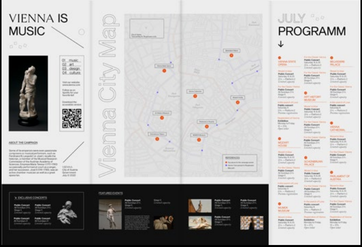
Concert: Welcome Back

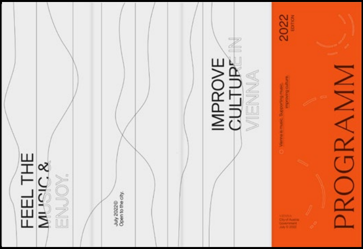
MUSIC FOR THE SOUL

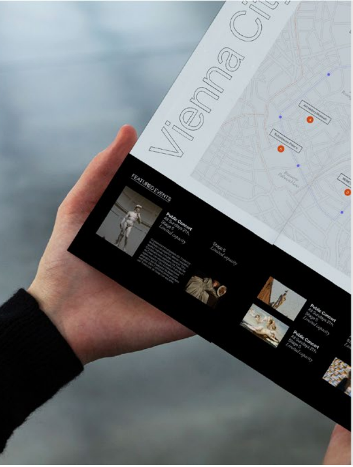
20 22

SUPPORTING MUSIC,
IMPROVING CULTURE.

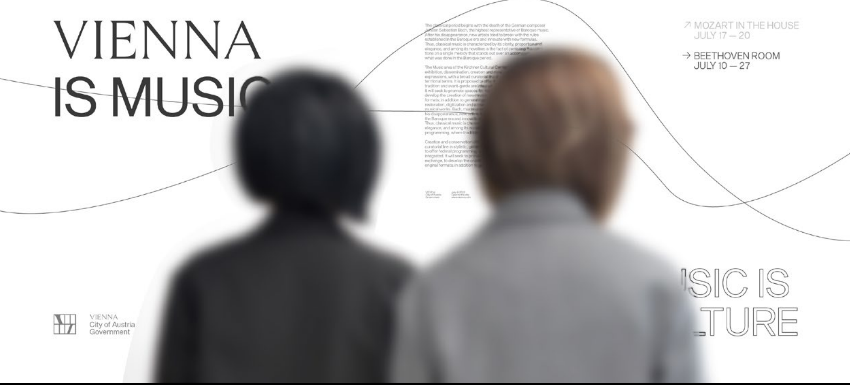
JULY 27 – 29
/ PUBLIC CONCERTS
MUSIC FOR VIENNA
MOZART FALL
/ CONCERT


VIENNA IS MUSIC
01 music
02 art
03 design
04 culture
ABOUT THE CAMPAIGN
Vienna City Map
JULY
PROGRAMM
EXCLUSIVE CONCERTS
FEATURED EVENTS


FEEL THE MUSIC & ENJOY.
July 2022©
Open to the city.
IMPROVE CULTURE IN VIENNA
2022
EDITION
PROGRAMM


Vienna City
FEATURED EVENTS
Public Concert
Public Concert
Public Concert

VIENNA
VIENNA IS MUSIC
"MUSIC FOR THE SOUL"
VIENNA IS MUSIC
"MUSIC FOR THE SOUL"


VIENNA
IS MUSIC
↗ MOZART IN THE HOUSE
JULY 17 — 20
→ BEETHOVEN ROOM
JULY 10 — 27
SIC IS
TURE
VIENNA
City of Austria
Government

VIENNA

Lucila Sutton © 2021

Diseño de identidad y sistema de comunicación
visual para la ciudad de Vienna — Austria.