

ATELIER BRÜCKNER

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THE GRAND EGYPTIAN MUSEUM LOGO LAUNCH

The Grand Egyptian Museum launched its new logo. It will be a key tool for the museums' branding and marketing. The branding and exhibition graphics have been commissioned to ATELIER BRÜCKNER as part of the overall design concept for the world's largest museum of Egyptian art and culture, which is currently under construction at Giza, close to Cairo, Egypt. The exhibition designers, based in Stuttgart, Germany, chose the well-known Arabic graphic designer Tarek Atrissi to develop an impactful, contemporary brand identity that is representative of ancient Egyptian culture, Arab heritage and influences, and the strong, international authority of the museum.

The design refers to the architecture of the building (by Heneghan Peng Architects) as well as its natural surroundings. The warm colour is inspired by the sun, which was a significant symbol in ancient Egyptian culture, and is still a relevant and powerful representation of modern Egyptian society and landscape. As Tarek Atrissi explains: "The colours were inspired by the natural colour palette of the environment surrounding the museum. It was carefully chosen to have a unique colour to stand out as a brand in comparison to local and international museum brands." Concerning the form, he added: "As for the significance of the logo: the shape of the logo is inspired by the unique shape of the building seen from a top view. The top view of the architecture – considered as the fifth facade – was replicated in a graphic form that included a custom made contemporary Arabic calligraphy with the name of the museum. The positioning of the logo shape is dynamic and constantly changes when it is used, reflecting how the museum has been designed to create connections to the landscape around it – including the pyramids, the city of Cairo and the Nile. The Logo design reflects the different historic perspectives seen from within the museum building, and symbolises the connections made between the interior versus the exterior space of the building's unique location and design."

Tarek Atrissi Design worked for a period of six months to develop the identity design for the Grand Egyptian Museum. The project consists of a complete visual identity, including a logo mark, brand colouring and illustrative approach, and their respective applications. The final design was chosen after a rigorous collaborative process that included Tarek Atrissi Design and the management from the Grand Egyptian Museum. Tarek Atrissi Design is a design studio, specialising in projects in the Arab region. Arabic Typography is at the core of the studio's design expertise.

More information:

www.atelier-brueckner.com/en/press/gem-grand-egyptian-museum
www.atrissi.com/grand-egyptian-museum-branding

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