

ESTUDIO MARISCAL

PRESS KIT

32 AMERICA'S CUP

Overall management of the image for the event, communication, signs, collateral events, trophies and TV commercial bumpers.

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We positioned the brand at the avant-garde of high-level competition sport and among the elite of cultural events.

The organisation of the 32nd America's Cup, with the support of the main sponsor, Louis Vuitton, commissioned Estudio Mariscal to design the communications strategy for the three years that the competitions will last. This event is at the avant-garde of high-level competition, both due to the design and the technological development applied to its boats, as well as the talent and the training of the participating teams. This was the first time in its history that it was held in Europe and it needed the support and enthusiasm of institutions, the media and the public.

The strategy created and jointly managed with the organisation of the 32nd America's Cup goes beyond the sporting area and places the brand in the elite of cultural events. The clearly artistic gestures in the development of the communication, in the external interventions and in the design of parallel events gave it the transcendence it needed and the enthusiastic support of institutions, the media and the public.

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client America's Cup

country USA

year 2005

tags image and communication, identity, communication, interiors and architecture, web and interactive, audiovisuals, exhibitions and events, merchandising, objects

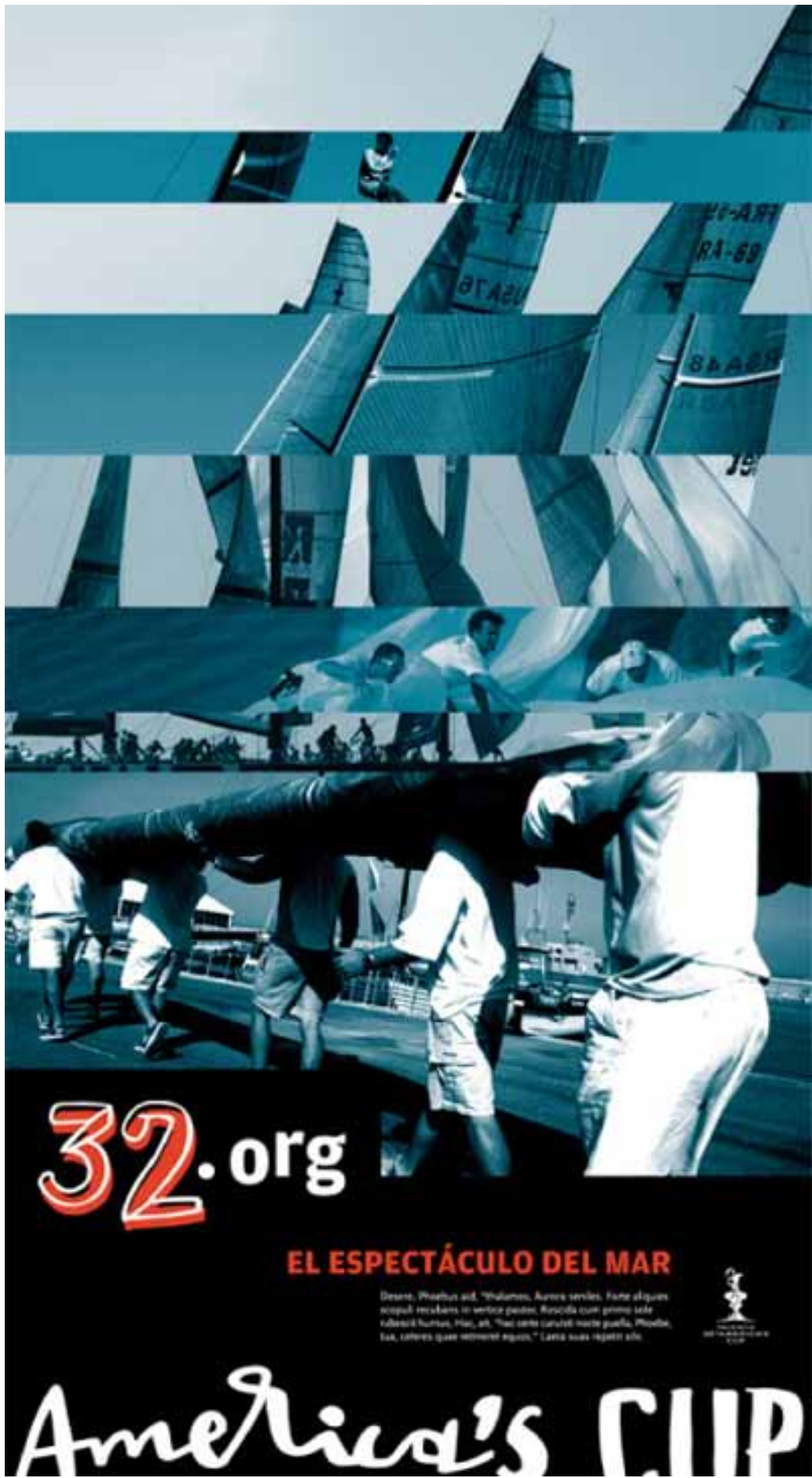
related projects salón nautico

32nd
America's
CUP









32.org

EL ESPECTÁCULO DEL MAR

De una, Phœbus ait, "Phœbus, Aurora serena. Ferte aliquos
scopuli recubans in vertice patens. Roranda cum grana uide
fulgenti huius, Phœ, ait, "Hæc certe caruisti nocte gurgis, Phœbe,
Ite, ceteris que necesse equos." Læta sua regenti ait.

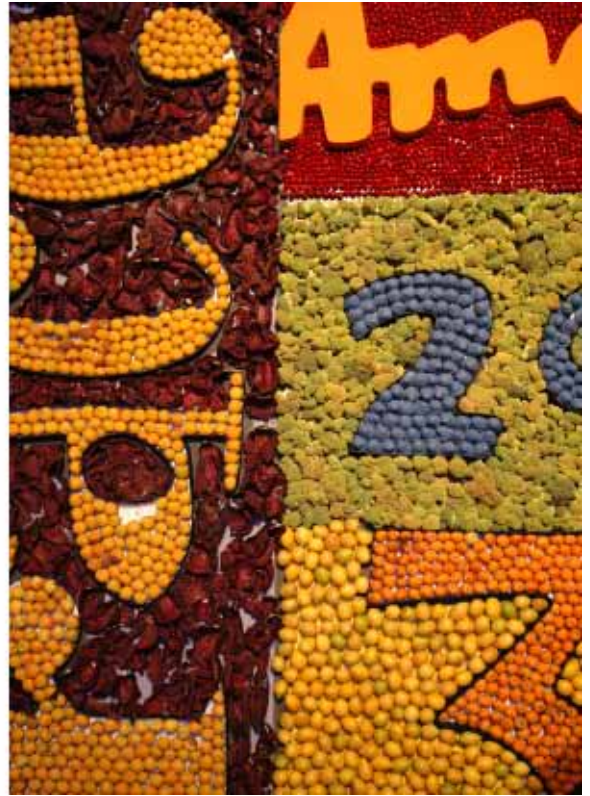


America's CUP









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