

New logo and web site for Ascontex Promozioni

Not all journalists are probably aware of how many activities are organized by Ascontex Promozioni within the Italian textile industry. Here is a list.

Ascontex Promozioni - Activity

Ascontex Promozioni srl is a privately owned company which was established in 2000 and provides textile services. With its registered office in Milan, Viale Sarca 223, it is entirely owned by Fondazione Industrie Cotone e Lino.

1. Ascontex Promozioni provides to the **Consorzio Tessilforum** (Tessilforum Consortium), the **Consorzio Produttori Italiani Tessuti per Camiceria** (Consortium of Italian Shirting Fabrics Producers) and the **Centro Lino Italiano** (Italian Linen Centre) administration services, assistance to apply for governmental financial support, communication to members, organization of meetings, mailing of economic reports, promotional and cultural activities.

2. Ascontex Promozioni holds 60% of **Proposte**, the exhibition of European manufacturers of furnishing fabrics and curtains, and is the organizer of **Shirt Avenue**, the exhibition dedicated to top-calibre shirting fabrics.

3. Ascontex Promozioni owns part of the exhibition centre **Villa Erba S.p.A.** located in Cernobbio (Como) with its own member in the Board of Directors.

The Board of Directors of Ascontex Promozioni is formed by the president **Piercarlo Viganò**, furnishing textile producer, and the members **Aldo Ardemagni**, clothing textile producer; **Carlo Grezio**, home textile producer; **Claudio Villa**, furnishing textile producer; **Manlio Zucchi**, home textile producer.

The Director is **Massimo Mosiello**.

Image and communication are entrusted to **Studio Michelangelo**.

Ascontex Promozioni launches the new logo.

The logo is by Studio Bolduri. It is a restyling of the Ascontex-Association of textile consortia logo. The element linking to the original trademark is the ASCONTEX lettering which was simplified to make it essential and in perfect combination with the light, almost minimal font of the word "PROMOZIONI". The search for a sign with an all-positive meaning led to a "tick", a check mark used to indicate the concept "yes, I agree". By adopting the negative-positive contrast, the tick has been positioned inside the rigorous shape of the square, a perfect geometrical form.

The result is a fresh, modern and reassuring image.

www.ascontexpromozioni.it

The menu of the web site - available in Italian and English - includes: Activities, Exhibitions, Organization, Press, Contact. With its streamlined graphics and texts, it explains Ascontex Promozioni busy activity.

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