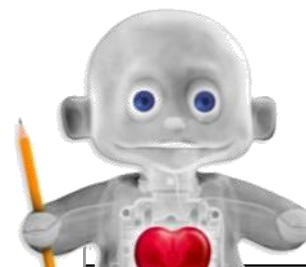


CREA International

company profile & project credentials

ITALIAN PHYSICAL BRAND DESIGN
BRINGING VALUES THROUGH INNOVATION



The background image shows a modern office space. On the left, there is a large, vibrant green living wall. In the center, a red semi-transparent rectangular overlay contains the company name and description. To the right, a glass-walled meeting room is visible, containing several black office chairs and a modern chandelier. The floor is made of light-colored wood.

CREA International

CREA International is an italian retail service design company which works with a team of professionals from different cultures and backgrounds who are not led by any “archi-star”.

our team



Alberto
Pasquini
president



Stefano
Carone
shareholder



Viola
Ladjeri
design director /
project architect



Mattia
Stabile
project manager



Francesco
Papini
project director



Daniela
Di Rosa
board assistant



Rosalba
Mele
business developer



Jean
Kim
strategy director



Gilberto
Vizzini
brand director



Carlo
Frola
graphic designer



Sebastiano
Pasculli
project leader



Michele
Pini
project leader



Massimiliano
Notarbartolo
partner



Giuseppe
Carone
partner



Carlo
Carone
partner



Ilaria
Pagano
Business Development Manager



Maria
Lagalla
marketing



Federica
Pacini
account



Cristian
Solito
designer



Roberta
Di Girolamo
account



Antonella
Golino
account



Marta
Milanesi
account



Valeria
Cioffi
account



Gabriella
Pisanò
sales assistant



Grazia
Maggi
administration



Maria
Giungato
administration



Sonia
Fava
administration



Fabiana
Rugolotto
amministrazione



Katia
Marturelli
logistic



Flavio
Gllberti
PM



Alice
Fichera
PM



Claudio
De Palma
PM



Laura
Renda
PM



Lorena
Masdea
designer



Maddalena
Battaglia
designer



Alberto
Faliva
architect



Ilaria
D'Alessandro
architect



Antonella
Grecni
architect



Cristina
Orsi
architect



Sandra
Wenzel
architect



Giuseppe
Amato
architect



Matteo
Lanfredini
architect



Andrea
Donizzetti
architect



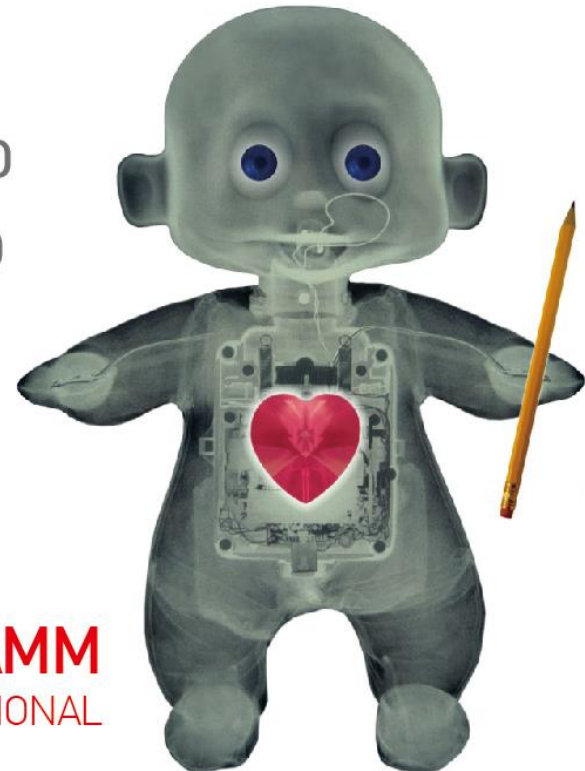
Arianna
Palano
architect

what is physical brand design®?

physical brand design®

your values our innovation

IS A PHILOSOPHY AND METHODOLOGY OF BRINGING TO
LIFE THE LANGUAGE, VALUES AND SPIRIT OF A BRAND
WITHIN A SPACE THROUGH A REAL INNOVATION IN
CUSTOMER SERVICE DESIGN



AMM

CREATIVE SPIRIT OF CREA INTERNATIONAL

our practises

SPACE DESIGN



Concept design Retail stores Office design Restaurants Temporary locations Ubiquity format declination

our practises

RESTYLING CONCEPT DESIGN



Ringiovanire un concept design impolverato, modificando sapientemente gli elementi che lo costituiscono senza alterarne la forma e l'esperienza che si vive nel luogo.

A prima vista il ritocco estetico nel concept design non deve colpire per il suo forte cambiamento, ma per un nuovo ricordo del concept design che appare agli occhi nel consumatore come attraente è già vissuto senza sapersi spiegare il perché.

Il restyling concept design si rinnova nel suo lato estetico ma ne conserva i valori, lo spirito e l'anima del brand che lo ha generato!

BRAND DESIGN



PRODUCT DESIGN



بنك باروة
BARWA BANK



understanding the brand values



Wind tlc store chain



Automobile Club Italia service office chain



San Paolo-Imi banking chain

engaging customers

attracting	welcoming and shopping	showing	trying	supporting	gratifying
					
deliver new message	feel at ease, education, involvement, facilitating exploration	explore, select involve	explore, create awareness and knowledge, selection	assistance to personal choice	leave a pleasant memory, facilitate return.
visibility, surprise, curiosity, invite to shop	astonishment, interaction, comfort, playful dimension	discovery, composition choosing	sensorial, light education, private and clean, joyful	easy, reassuring, fun, involving, gratifying	simplicity, gratification
light sign, parking, window, door	sitting area, product display, interactive system, brochures, bar	products displays, bedroom scenario	educational board, interactive carpet, product identifier, gifts, rituals objects	cosy space, library for books, fabric display, computer sharing	gadget- order folder

customers

mix of travellers from many different cultures generates different perceptions of the brand and expectations



fascination
modernity
reassurance



loyalty to tradition and values
modernity
warmth of people

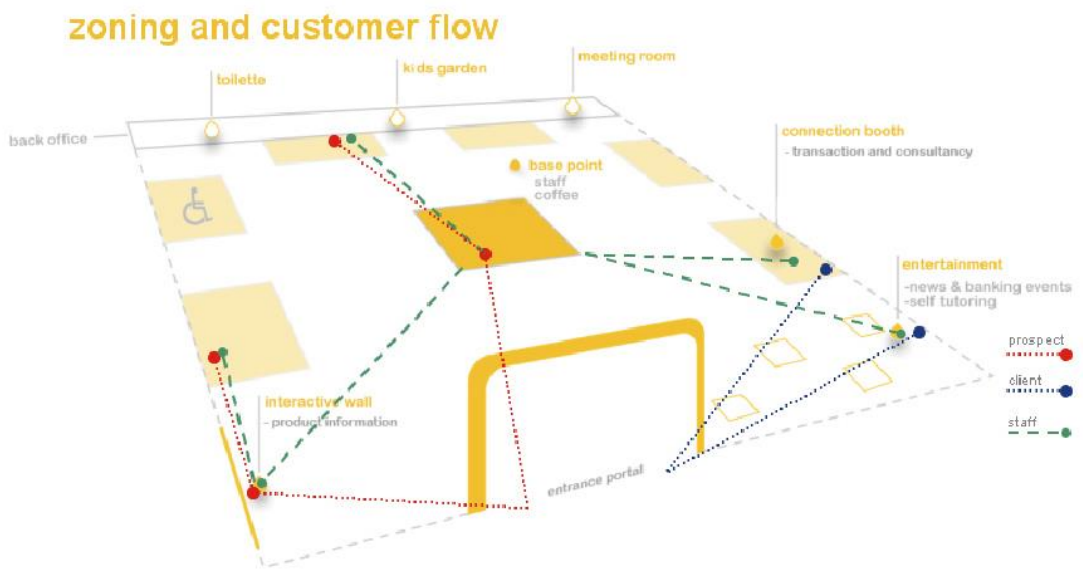


land where dreams
can become true



respect religious
traditions

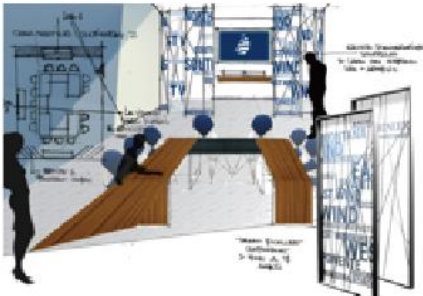
putting strategy before design



Innovative service model:

- open lay out
- fluid customer flow
- constant eye contact with store staff
- multiple task stations
- dedicated communication spaces

CheBanca! banking chain



storytelling



Saudi Arabian Airlines airline agencies

DISCOVERING
THE OTHER
SIDE OF
THE MOON

THE BANK
FOR
A PEACEFUL
GROWTH



Unicredit Banca banking chain



MediaStrom Greece interior furniture showroom



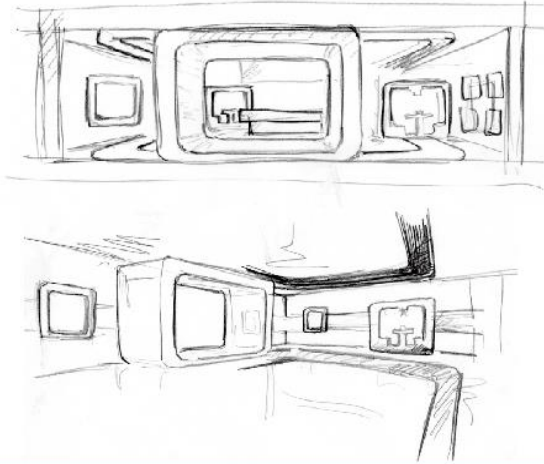
THE POWER OF IMAGINATION
YOUR LIFE YOUR STORY

MOVING
TECHNOLOGY

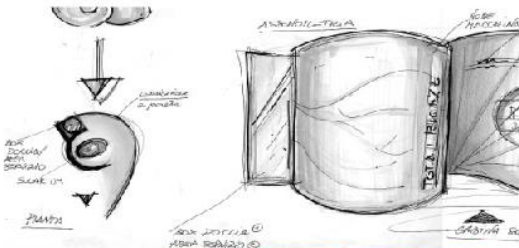


ALJawal Saudi Arabia tlc store chain

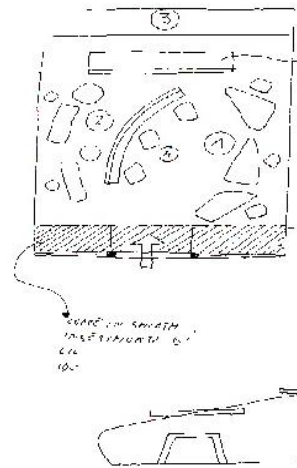
bringing concept innovation to life



CheBanca! banking chain

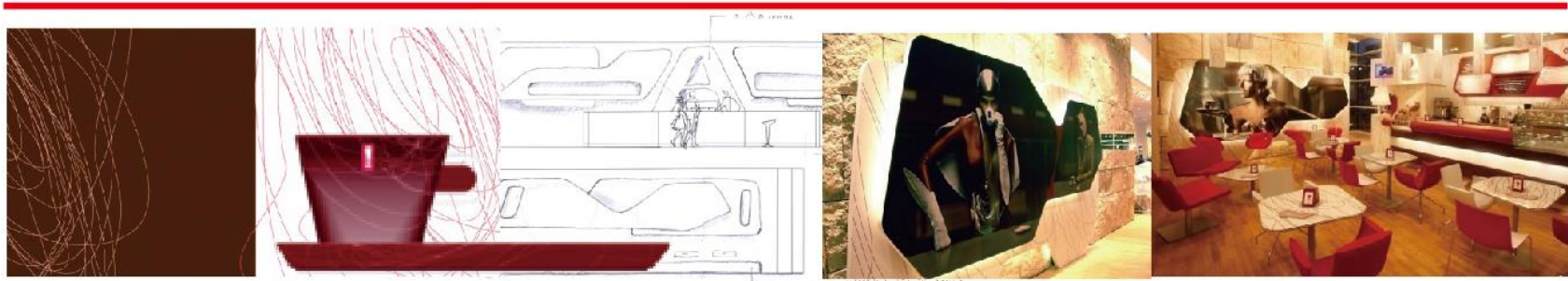


Becos Club health club chain

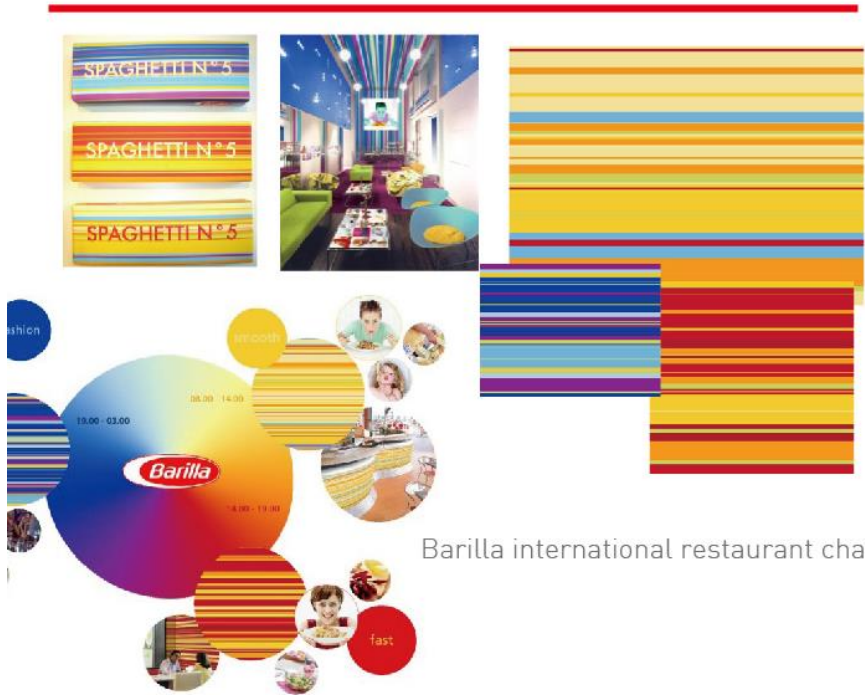


Sara Assicurazioni insurance agencies

combining italian sensitivity with international visioning



Lavazza Germany international coffee shop chain

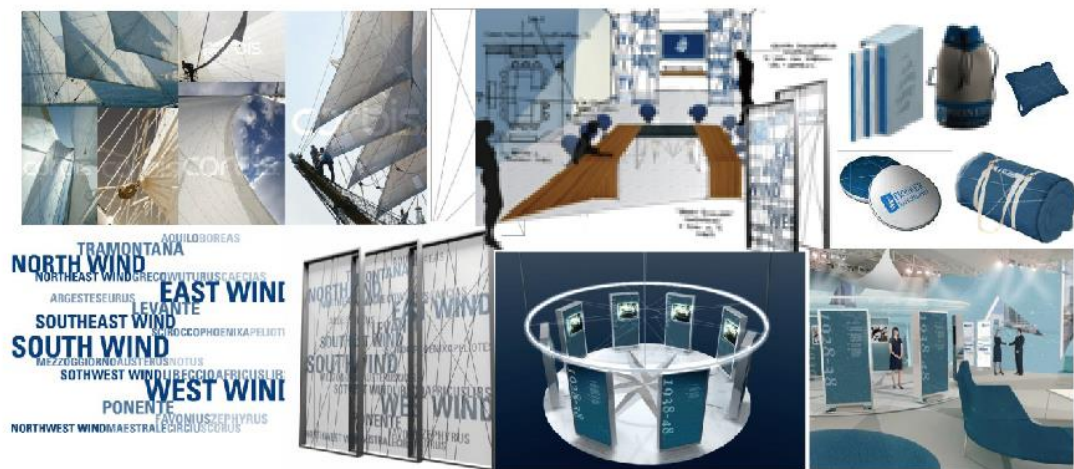


Barilla international restaurant chain



Trenitalia national railways-ticketing areas and lounge clubs

showing in every project our passion for details



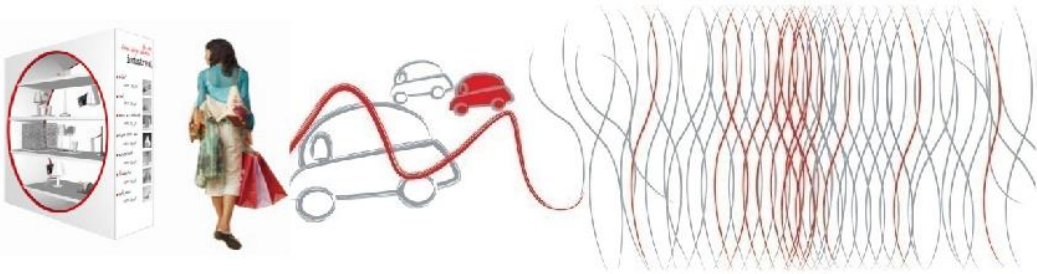
Pioneer Investments physical brand design concept














































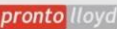












Vogue Greece jewels



MediaStrom Greece interior furniture showroom



We been trusted by:

banche & assicurazioni				fashion & beauty		trasporti	
							
							
		telecomunicazioni				altri	
				alimentare			
							
							
							
							

IF YOU HAVE A DREAM...
COME WITH US !

WHISPER US YOUR HEART'S THOUGHTS AND GUIDE OUR HANDS AND
MINDS TO DESIGN THE CONCEPT OF THE BRAND'S DREAMS

crea international srl
sedi operative italia
via olmetto 9
20123 milano

via Dei Gracchi 39
00192 roma

operativo svizzera
Avenue d'Aire 93F
1203 genève CH

info@creainternational.com
www.creainternational.com
t. +39 02 36563870
p.iva 03230440962

ITALIAN PHYSICAL BRAND DESIGN
BRINGING VALUES THROUGH INNOVATION

