



german  
brand  
award  
'19



### Projekt . Project

Die Erweiterung der *Carabinieri*-Kaserne von Saluzzo wurde erreicht, indem neben dem bestehenden Gebäude ein neues Gebäude in »L«-Form auf zwei Stockwerken errichtet wurde. Ein Gebäude von beruhigender Solidität, gekennzeichnet durch eine Fassadenstruktur in vertikalen Bahnen unterschiedlicher Breite, um die Front zu dynamisieren. Ein kleines zeitgenössisches Objekt im historischen Saluzzo. The expansion of the Saluzzo *carabinieri* headquarters has been achieved by building a new, L-shaped two storey building adjacent to the existing one. It's a building of reassuring solidity, characterised by a façade comprised of vertical sections of different widths which dynamise the front of the building. The misalignment of the doors and windows, almost slits, is intended to characterise contemporary geometries: a small contemporary building in historical Saluzzo.

## Carabinieri Headquarter, Saluzzo, Italy

Firmengebäude . Corporate building

### Design

Studio Bradaschia srl, Trieste, Italy, [www.studiobradaschia.it](http://www.studiobradaschia.it)

### Auftraggeber . Client

Comune di Saluzzo, Saluzzo, Italy, [www.comune.saluzzo.cn.it](http://www.comune.saluzzo.cn.it)



**6** Vorwort . Preface

[ Andrej Kupetz ] Hauptgeschäftsführer Rat für Formgebung . CEO German Design Council

**8** Die Jury . The jury

**12** Brand Manager of the Year  
[ Dr. Annette Becker ]

**22** [ Best of Best ] Agency of the Year

**24** [ Winner ]

**26** [ Special Mention ]

**30** [ Best of Best ] Brand Effect of the Year

**32** [ Winner ]

**34** [ Best of Best ] Brand Experience of the Year

**36** [ Winner ]

**44** [ Special Mention ]

**52** [ Best of Best ] Employer Brand of the Year

**54** [ Winner ]

**58** [ Best of Best ] Lighthouse Project of the Year

**60** [ Winner ]

**62** [ Special Mention ]

**70** [ Gold ] Brand Behaviour

**74** [ Winner ]

**76** [ Special Mention ]

**78** [ Gold ] Brand Communication – Ambient Media & Outdoor Advertising

**80** [ Winner ]

**84** [ Special Mention ]

**86** [ Gold ] Brand Communication – App

**88** [ Winner ]

**92** [ Gold ] Brand Communication – Architecture & Buildings

**94** [ Winner ]

**102** [ Gold ] Brand Communication – Brand Events

**104** [ Winner ]

**113** [ Special Mention ]

**114** [ Gold ] Brand Communication – Business Model & Product Innovation

**116** [ Winner ]

**120** [ Gold ] Brand Communication – Campaign

**122** [ Winner ]

**132** [ Gold ] Brand Communication – Corporate Publishing

**138** [ Winner ]

**148** [ Gold ] Brand Communication – Dialogue & CRM

**152** [ Winner ]

**156** [ Gold ] Brand Communication – Fairs & Exhibitions

**162** [ Winner ]

**172** [ Gold ] Brand Communication – Imagefilm

**174** [ Winner ]

**181** [ Winner ] Brand Communication – Influencer Marketing