
Italdesign launches its new brand awareness campaign: Be Ideneers - Engineers of Ideas

Moncalieri, October 23, 2023

Italdesign launches its **new brand awareness campaign Be Ideneers, Engineers of ideas**, to affirm its own positioning, **and chooses lightness, irony and self-irony as key characteristics of the storytelling.**

In the upcoming months, a **series of retro-futuristic video clips that look fun, quick, memorable and only seemingly 'irreverent'** will be published on **Italdesign's official social media channels. They highlight and individually reinforce the multiple values of the new Italdesign and its Ideneers.**

In black and white and set in a research laboratory, the sound-design of the videos suggests mystery and discovery.

Key element of the campaign is the egg, unexpected, with its pure shape, resilient and protective, loaded with a strong symbolic meaning.

A **curved and perfect line** that hides a **universal equation, the egg sums up the form of Italdesign's contents:** that union of design and engineering that started a never-before-seen story that has been regenerating for over fifty-five years.

Created together with Noodles®, an international creative agency, **the campaign is ready to be discovered, followed, and commented.**

See the following [link](#)

Italdesign

An avantgarde development company able to provide an organic and integrated set of methods, techniques and tools aiming to the industrialization of new products. For 55+ years, Italdesign has been collaborating with major car manufacturers and emerging national and international players in the design, engineering and prototyping worlds in the fields of mobility, product and transportation design. Headquartered in Moncalieri (Turin, Italy), Italdesign counts over 1000 employees working in Italy, Spain, China and the USA.

For more information, visit www.italdesign.it

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