Università degli Studi
della Campania
Luigi Vanvitelli

INTERNATIONAL CALL FOR IDEAS
REBRANDING AND CORPORATE IDENTITY DESIGN

Annex A – The context and future scenarios as a brief for rebranding

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della comunicazione visiva

Introduction. The reasons for change.

For the first time in Italy a University has decided to change its name, from Seconda Università degli Studi di Napoli (SUN) to Università degli Studi della Campania Luigi Vanvitelli.
The reasons behind this difficult, daring choice lie in the need for a strategic repositioning of the University in the light of its development.
The University was established in 1991 within a diffuse regional context, and since the very beginning it has been entirely autonomous from the other, older Universities for its history, culture, nature and organisation.
More than twenty years later, the University can still boast the same levels of autonomy, a widely acknowledged reputation, and the ability to be a reference point in the region both in terms of courses offered and of its consolidated diffuse nature.
Thanks to its relatively recent history and its inborn aptitude for innovation the University has become known as a competitive academic institution at the regional, national and international levels, enhancing the internal resources of excellence and setting up a repositioning strategic plan which may bring to light and value the results achieved over the years.
The reasons behind the decision to go through a rebranding process lie in the strong will to highlight the University's modern, highly dynamic nature by:

- stressing a shift of scale;
- highlighting the high reputation earned over time;
- setting the basis for a greater recognisability;
- reinforcing a renewed, contemporary identity.

1. The sense of community

Università degli Studi della Campania Luigi Vanvitelli is a contemporary reality that places great attention on the authentic relationship with its local context, its students, as well as its teaching and administrative staff. Its polycentric structure, diffuse and based in different towns within Campania, builds strong ties with the single local realities, while preserving its own autonomy and identity.
Its diffuse nature is a major strength that is traceable in the close teacher-student relationship, whose main quality is to be direct and constant. This attention to the construction of a trust-based student-teacher relationship is based on an open, uninterrupted dialogue, and into the building of an inclusive, empathic relationship.

This leads to the first remark.
To have a sense of community: to be diffuse across the territory means **to be inclusive.**

2. Diffuseness and concentration: a connected network.

Università degli Studi della Campania Luigi Vanvitelli is a University that was created thanks to the commitment of **young, highly motivated resources.** For this reason, the students see in it a peculiar **serendipity**, a welcoming atmosphere but, above all, the possibility of being in a place where the initial expectations in terms of teaching quality are usually exceeded.

This surprising data is evident in the analysis of the University's reputation, which reveals: a university that is often underestimated by the general public, where students are pleasantly surprised by the **quality of teaching,** by the level of **innovation in research**, and by the **international network** from which they can benefit.
The wide range of courses also makes it possible to include all fields of study, the main principle at the root of the University's cultural approach and guidelines being **the dialogue between scientific research and Humanities.**

This leads to the second remark.
To experience Università degli Studi della Campania Luigi Vanvitelli today means to further strengthen the well-established idea whereby innovation begins from **dissemination and multidisciplinary cross-fertilisation**, so as to stimulate new research and innovation paths that may translate them into distinctive value and competitive advantage.

3. Horizontal, diffuse, open.

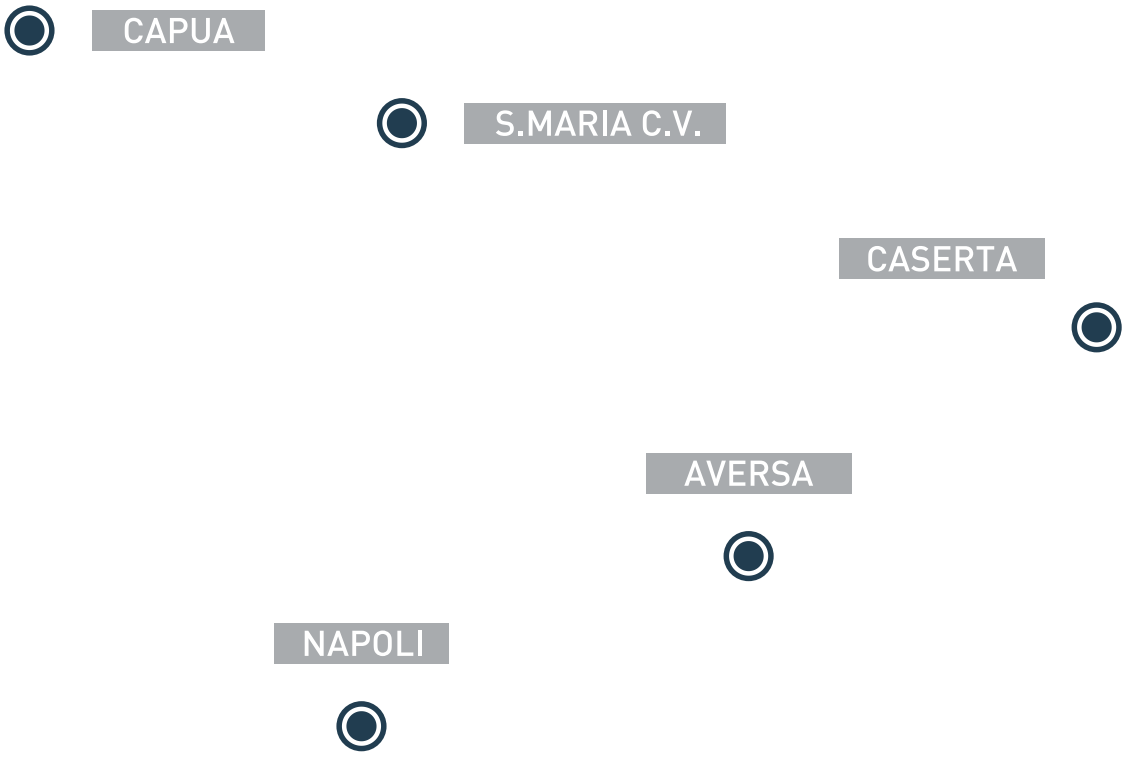
While being fully compliant with the Ministry's requirements (university / schools / departments / administration), in fact its organisation tends to favour the construction of relationships based on **multidisciplinary, exchange-based approaches and on the cross-fertilisation of knowledge.**

The student or teacher of the University find themselves immersed in a **horizontal, open, diffuse reality.** The very fact of being **scattered across the territory** (five hubs and several laboratories located in different towns of region Campania) contributes to this 'horizontal' feature of Università della Campania in both conceptual and physical terms.

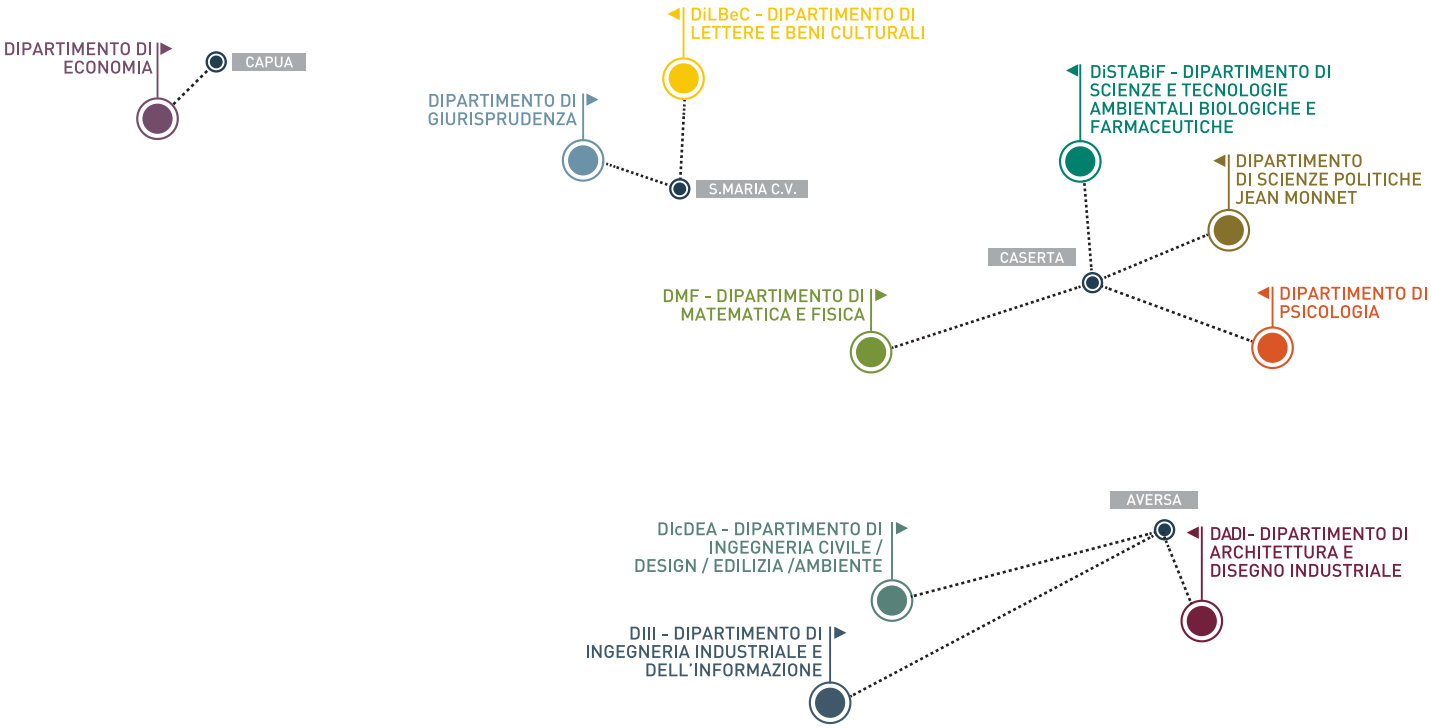
This leads to the third remark.
The issue of the **lack of borders** as a metaphorical element. The University goes beyond geographical and cultural borders to become a linking element.
Open to a bottom-up organisation style, to living together and to the exchange with different realities, in both identity and practical-logistic terms.
Open to the world of production, culture, research and work as well.
Culture and professions are open today. The lack of borders opens up to new cultural, research and employment horizons.

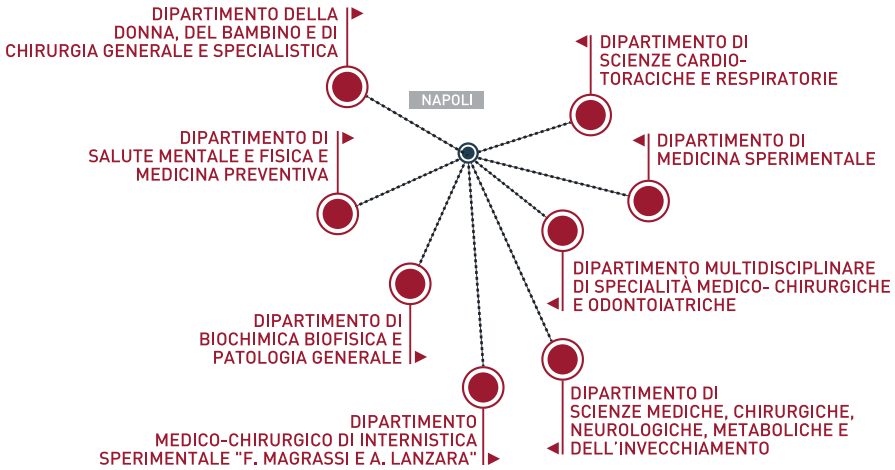
THE UNIVERSITY'S TERRITORIAL MAP

5 logistic hubs

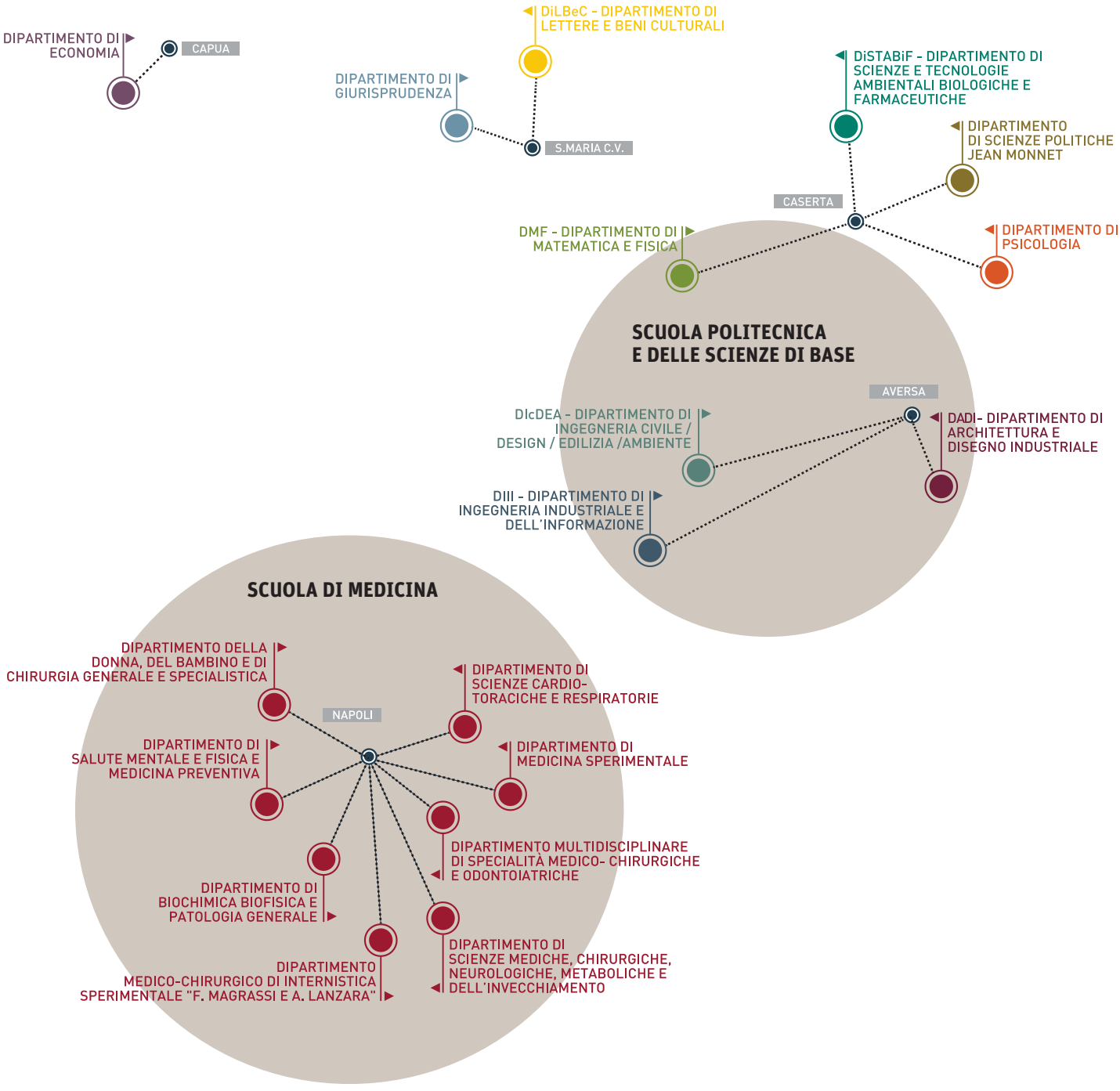


5 logistic hubs
18 departments





5 logistic hubs
18 departments
2 schools



EXAMPLES OF JUXTAPOSITION

- UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI

- UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI
  RETTORATO

- UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI
  DIREZIONE GENERALE

- UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI
  SCUOLA POLITECNICA E DELLE SCIENZE DI BASE
  DIcDEA - DIPARTIMENTO DI INFEGNERIA CIVILE, DESIGN, EDILIZIA, AMBIENTE

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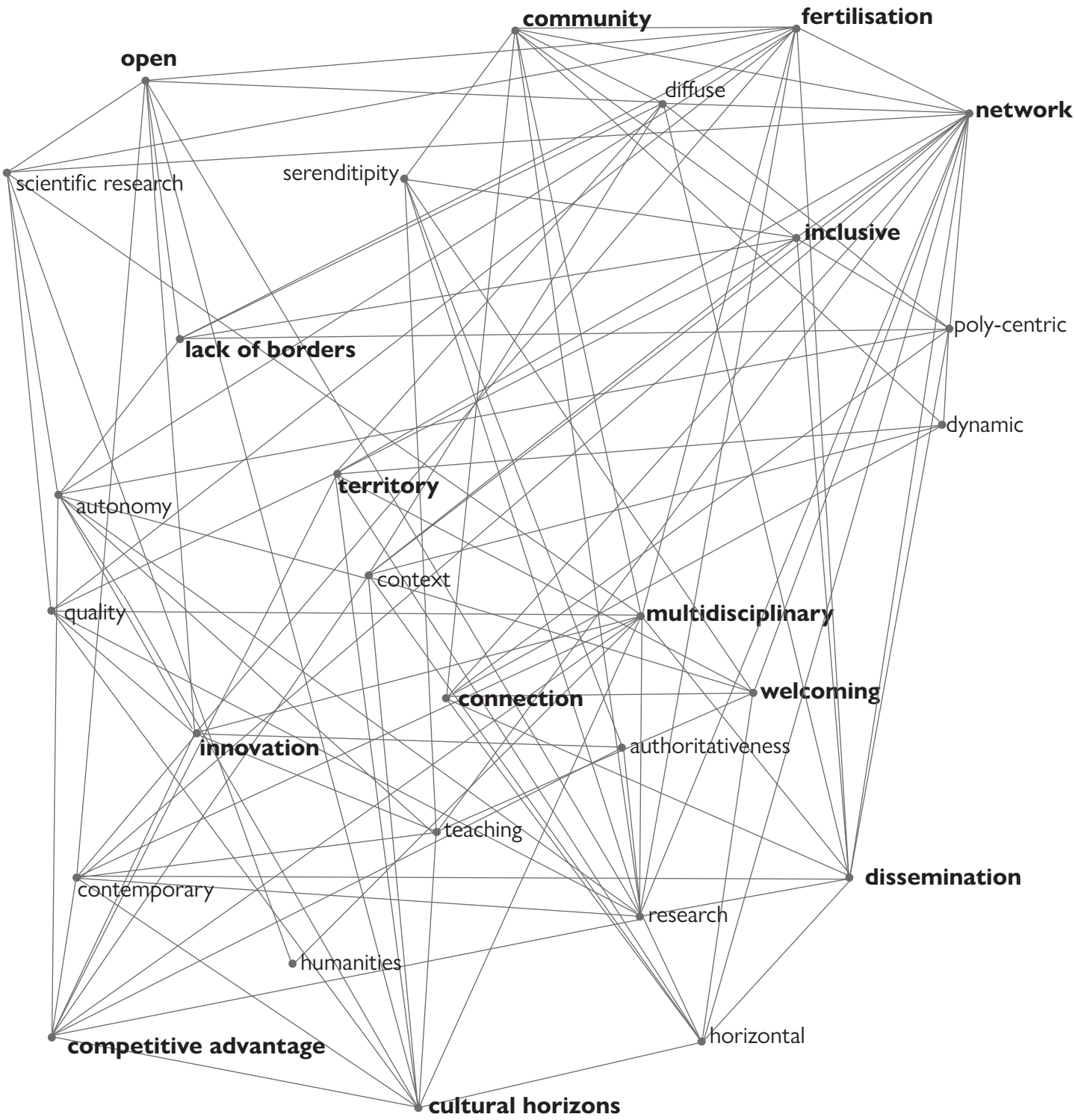
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- SCUOLA POLITECNICA E DELLE SCIENZE DI BASE

- UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI
  CENTRO DI SERVIZIO DI ATENEO PER LA RICERCA

- UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI
  SCUOLA DI MEDICINA
  DIPARTIMENTO DI SCIENZE MEDICHE, CHIRURGICHE, NEUROLOGICHE, METABOLICHE
  E DELL'INVECCHIAMENTO

KEYWORDS


community
fertilisation
open
diffuse
network
scientific research
serenditipity
inclusive
poly-centric
lack of borders
dynamic
territory
autonomy
context
quality
multidisciplinary
welcoming
connection
innovation
authoritativeness
teaching
dissemination
contemporary
research
humanities
horizontal
competitive advantage
cultural horizons