



Fondazione
Milano
Expo 2015



TOMATOGO AL FUORI SALONE

Milano, 12-17 April 2011

A creative sustainability project.

“Tomatogo” unveils a collection inspired by the Fondazione Milano per Expo 2015 projects. It aims to create a direct, dedicated channel of communication to transmit values, identities and cultures through art and creativity.

The initiative follows the guidelines of the “Jeunes Filles pour l’Agro” cooperation in development project, which aims to give unschooled women in Togo a place in the tomato production chain.

To communicate this mission in the best possible way, we have created an image that is first of all a logo that can be used, also in the future, as a certification of the quality and ethical correctness of the products stemming from the project, and is quickly identified with seriousness and sureness.

An image that will communicate with future generations and be the spokesman of a project that is innovative precisely because it is sustainable.

This first series of T-shirts was inspired by the culture and energy of Togo and, above all, by one of its most typical products, the tomato. The tomato is portrayed in two colours: red, the colour of passion and positive thinking, and yellow, the colour of the sun and light. A message of hope and positive thinking for a country that believes in its potential.

The project was developed in collaboration with Art Kitchen Ethica, a division of Art Kitchen, a creative organisation involved in art applied to the third sector.