



United Nations  
Educational, Scientific and  
Cultural Organization

FELISSIMO

in partnership with the  
Division of Arts and Cultural Enterprise

658 loghi da 80 paesi  
*marilena florio finalista  
con 3 proposte e...*

Colored Lines  
**marilena florio**  
**premio giuria**  
**05.10.2010**



**Award of  
Excellence  
for Handicrafts**

**marilena florio**  
**vince il premio**  
**della critica**  
concorso  
internazionale  
UNESCO



The jury have made their deliberations and we are pleased to announce our winners. We received 658 top notch entries from 435 entrants in 80 countries, and thank all the entrants for taking part and contributing to an array of exciting game concepts. DESIGN 21 and UNESCO also thank D21 Advisory Board members Marcella Echavarria and Indrasen Vencatachellum for lending their time and expertise to reviewing the entries, selecting finalists and their individual Judge's Picks.

**Judges' Pick:** colored lines by Marilena Florio (Italy) was selected by Marcella Echavarria as his Judge's Pick.

Marcella chose this entry because: *It is simple, refined, and expresses the hand in a non-cliche manner. I like the colors and i think it has great potential for different applications on paper, fabric, online and video. This logo is simple, sharp and clear.*

Marilena said this about her entry: the hands are an extension of our brain and our heart, they translate our thoughts, dreams, visions become reality. the hands as a unesco world heritage. with "colored lines" I wanted to represent the invisible power inside handicrafts creations. the white space has a lot of power to balance the lines and at the same time we can see the invisible hand. under the symbol, the font form a cuff. the lines look like a sparkling crown or a sparkling idea. five colors remind peace.

the lines that go to the sky in different directions also means differents kinds of applications, differents roads...



**marilena florio**  
comunicazione creativa