

## SHORT DESCRIPTION OF THE DESIGN CONCEPT

The following logo intends to recall Mathematics and Architecture.

The reference to Mathematics is made through the reproduction of a histogram, one of the most popular maths instruments, as it is used in various fields where mathematics is applied.

The reference to Architecture is not generic, but lets people recognize the most famous architecture in Pisa, that is the Cathedral with the Leaning Tower, in the Miracles Square. Therefore, the logical composition of the logo assumes that the three vertical bars in the histogram represent the facade of the Cathedral; indeed, their stylised form is obtained from the real proportions of the facade's profile, which is symmetrical with respect to the central vertical axis. On the contrary, the fourth histogram bar is to represent the Leaning Tower, whose dimension and inclination are deliberately emphasized to allow a better perception of it, along with the change of the color from grey to red.



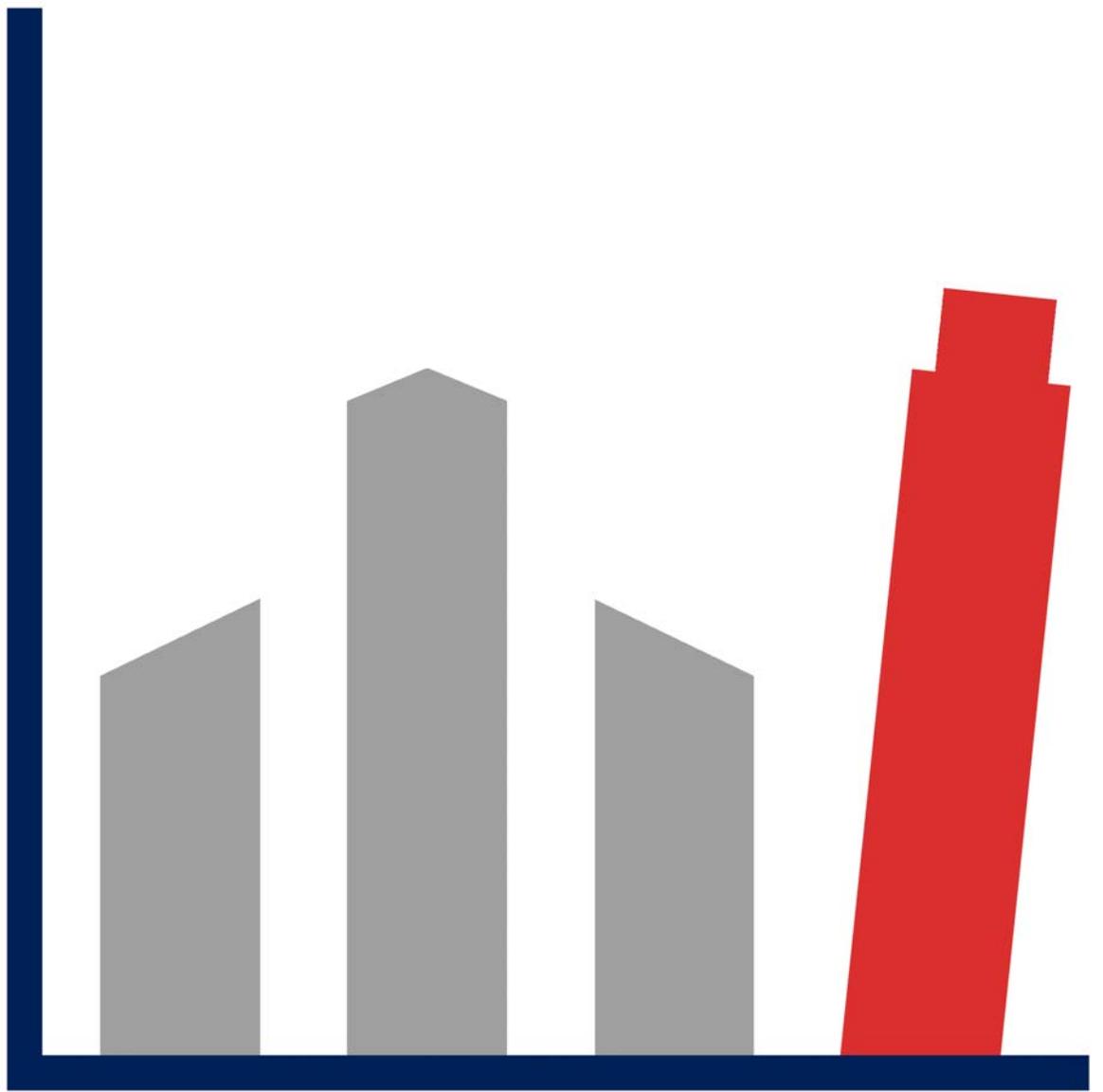
The “Nexus” between Architecture and Mathematics can be intended in many ways; as a matter of fact histograms can be helpful for different types of analysis to be applied to Architecture. The Nexus Conference, indeed, won't address a single specific subject but it will deepen various aspects of the Mathematics approach to Architecture, so that everyone who sees the logo can imagine a personal approach to grasp this relationship on the basis of his own experience.

For instance, histograms are used in the Multiple Criteria Decision Making Method, useful to the refunctionalisation or the structural recover of the historical buildings, so the logo could make people wonder about how these buildings have to be considered nowadays and in the future. From a different point of view, the logo can resemble the slide rules, which correspond to a sequence of numbers leading to the formation of a precise architecture composition according to their relationships and proportions.

The objective of this design is, anyway, to allow an immediate interpretation that does not require extensive mathematical knowledge to let anyone immediately receive the message, namely, the coexistence of Architecture and Mathematics, the central themes of the Nexus Conference.

The choice of the word type and its size has been made by considering that the logo can be reproduced at a very small size without losing the quality of the information.

**NEXUS**



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