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Press release

A complete makeover for the International Red Cross and Red Crescent Museum!

Geneva, 27 February 2013 – The International Red Cross and Red Crescent Museum (IRCM) is getting ready to open its doors again in May, 22 months after it closed for rebuilding work. As a prelude to that event, which will also be part of its 25th anniversary celebrations, the Museum is taking on a new visual identity that is the brainchild of Integral Ruedi Baur Zürich. The IRCM is keen to involve the public in its message of hope as well as in the reopening festivities and will therefore be launching a huge participative and entertaining communication campaign, which has been dubbed « Flagships of Hope ».

A new look

«Twenty-five years after it first opened in 1988, after the collapse of the Berlin Wall, the advent of the digital era and the emergence of new humanitarian challenges, it seemed right for the Museum to alter its appearance to reflect the changes occurring in today's world », said IRCM Director, Roger Mayou. The IRCM decided not to do things by half! Apart from increasing the size of museum and totally overhauling the permanent exhibition, which will be open to the public in May, the Museum has given itself a complete facelift: a new visual identity and a fully revised website. The outcome of a competition entered by some of the best Swiss and international graphic design agencies was that the Museum entrusted the task of creating its new image to Integral Ruedi Baur Zürich. The proposal developed by Ruedi Baur and Axel Steinberger displayed accuracy and sensitivity in meeting the IRCM's expectations. With its hand-drawn logo, this new visual identity places the human being at the heart of the institution, suggesting a Museum that is accessible and outward-looking.

Flagships of Hope: a participative and entertaining communication campaign

To involve the largest number of people in the reopening festivities, the IRCM will be launching a huge participative and entertaining communication campaign. Reminiscent of the campaign organized for its closure, this 2013 campaign is based on what testimonies, a fundamental aspect of humanitarian action ever since Henry Dunant's « A Memory of Solferino » was first published (1862). This initiative, dubbed « Flagships of Hope », will kick off in early March. The roadshow will stop off in a number of towns in French-speaking Switzerland, German-speaking Switzerland and neighbouring France.

Next media meeting

Tuesday, 23 April 2013

Press conference and preview visit to the exhibition (times to be confirmed)

18, 19 and 20 May 2013

Grand reopening celebration and open days

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