

design WEEK

Twelve Stars rigs America's Cup entry

International branding consultancy Twelve Stars is this week set to unveil its designs for the Spanish America's Cup team, Desafío Espanol (Spanish Challenger).

Appointed six weeks ago, Twelve Stars was awarded the creative project following a ten-way pitch. The design fees are worth £1m over two years, running up to the final race stage in June 2007.

Spanish Challenger is the only Spanish entrant to take part in the 32nd America's Cup and the boat has been backed by a 120-person syndicate sponsored by Spanish energy provider Iberdrola and the bank Caja Madrid.

All the America's Cup teams are currently headquartered in Valencia, where the first leg of the event begins.

The main extent of the consultancy's creative brief has been to design the team's brand identity, to design the brand applications for the boats

themselves, and to create the crew uniforms. Twelve Stars' 20-strong creative department, the Creative Lab, was responsible for the branding, while uniforms were designed with fashion swimwear designer Melissa Oldabash.

Twelve Stars chief executive Nicolas de Santis says the consultancy is now in discussions about rolling out a range of merchandising for the Spanish Challenger team, which is likely to kick off with sunglasses and watches.

'Millions of people follow the America's Cup, it is the most exclusive event in the sports calendar. This event represents a huge opportunity for the sponsors, Spain and Valencia in building an image for Spain,' he says.

'For the boat and brand design we analysed all the different sailing design possibilities in order to maximise visual impact,' adds de Santis.



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