



How this Brand will evolve

Social Activity

Collections of great archeological and historical interest can be introduced as a thrilling experience through the help of social media platform. Entering the museum full of memories you have a chance to put on antique jewelry as if you're a part of remarkable civilization, just by clicking a single button. Then it's only left to share on Facebook and feel the ancient.



Web Page

Web-page depicting astonishing artifacts from the ancient culture revives distinctive history and makes us more involved by presenting item's original visuals. Wondering how our ancestors applied these items to real life and how history of humanity was made by their valuable work, detailed videos will be a source to conjure up the past.



Anatomy of SYMBOL



ABOUT LOGO

The Logo represents world's unique cultural heritage that happens to be OkromraVali Collection. These antique, remarkably rich artefacts are symbolic unification of our collective memory, toil and inherent values. The collection illustrating a melting pot of various civilizations, where anyone from the different parts of the world can discover history of humanity. The Logo, by definition, is a mysterious chest that serves as a vault for keeping treasure, and when the key is discovered, one becomes entitled to see all the wonders of the universal past. At the very first glance, you feel puzzled by the magic of human imagination turned into the handcraft by natives from all over the world. To emphasize the meaning, each component of the Logo is inspired by different, handmade, unique treasure of Colchis.

PRINT CAMPAIGN

Outdoor billboards can be seen anywhere in the city. First, it will give you information about 35 000 meaningful remnants which are part of our nation's collective wealth. Next to build your motivation, you can make yourself an eye-witness and discover treasure. Finally, to emphasize connection between ancient and modern, it will note how new technology can help you to feel the ancient.

