GLANCE at the PAST

Do you want teleport from NOW to the 8th- 1st BC century period, become a part of it and touch the wealth of Cholchis? Now you can!

How the Brand identity fits the brief

Okromravali *[Rich in gold]* collection exhibition *[found in Vani, Georgia since 1967 today]* will lead you to the gate of the antique Western civilization and travel through the rise of Colchis.

ANATHOMY OF SYMBOL

Okromravali collection is connected to the very old myth of the Golden Fleece, wealth of Cholchis and cultural heritage of Georgia. *Identity represents the fleece which is a symbol of authority and wealth. *The four elements around the fleece produce the technique of gathering the gold from the river with the help of the sheep leather [gravitation] and 4 phases of Cholchis cultural development [Stone, Wood, Bronze, Gold]. *VR Oculus expresses a wide use of digital technologies, which is a renewed concept of the exhibition and significant novelty.

WOOD	STONE	BRONZE	GOLD

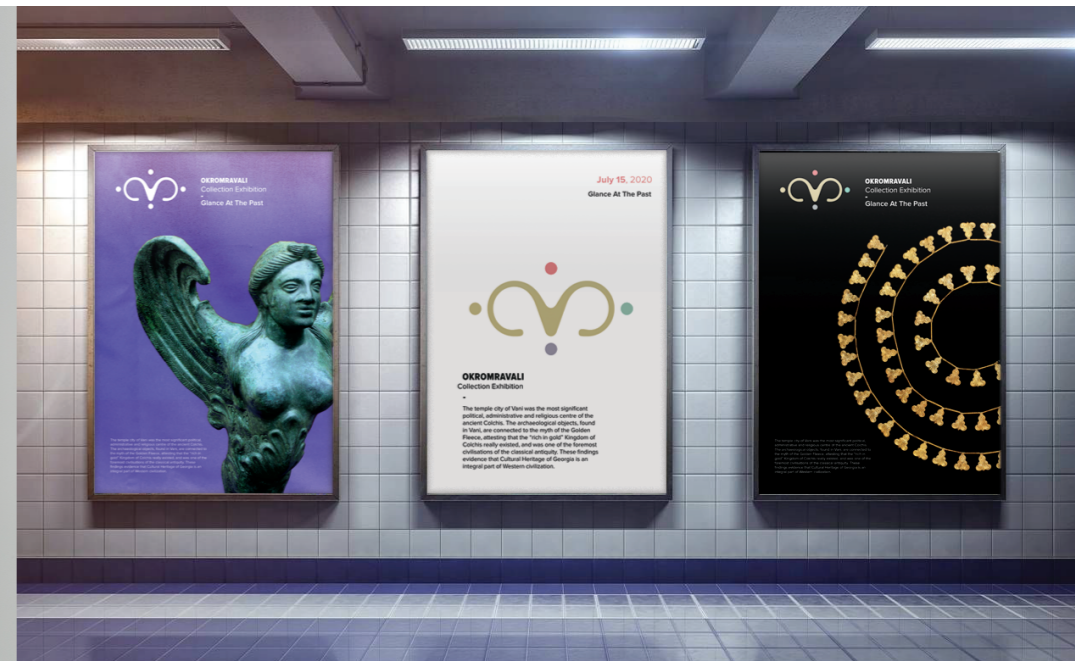## How the Brand would involve

VR Oculus
Within the scope of the exhibition Okromravali collection is envisaged a wide use of the digital technologies. In order to make exhibition more complete and clear, we decide to use Virtual Reality Oculus. Oculus will carry the brand identity, which once again is an example of relevance of the logo and symbol concept- Glance at the Past.

Museum/Exhibition Room Entrance
Collection Logo can be visually well aligned with the museum space as a door handle.
It represents some kind of symbol – opening and gazing through the door, where the visitors can enjoy the mystery and grace of Cholchis culture. It can be a metaphor of first touch and relation start point with the collection.

Poster
Because of the nearest future the collection will be hosted by the world's differnet museum, we create the Okromravali Collection poster, which well illustrates and is linked with the visual style of ancient Cholhis and is adaptable with a variety of cultural contexts.