

GOLDEN FLEECE IS NOT A MYTH,
it's a reality!

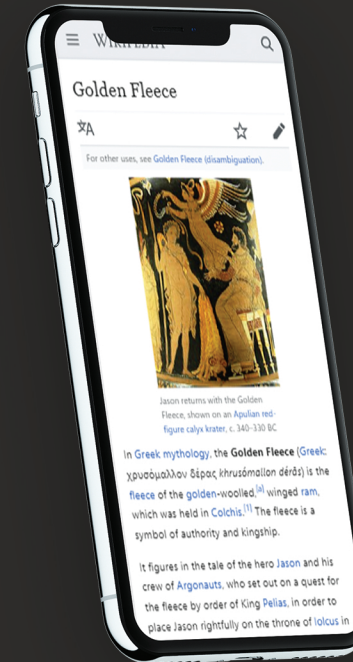


QR CODE

As mentioned in the brief, digital technologies will be used for creating special experience for visitors.


















SCAN ME



Each artefact will have its QR code designed with the collection symbol and will be linked to the webpage (Vani museum official website), where will be comprehensive information about each item.

LOGO DESCRIPTION

The symbol combines the most important insights of the story:

-  **O** - The first Letter of "Okromravali"
 -  **Clock** - Underlines the period of the civilization - 8th century B.C.
 -  **Golden Fleece** - Famous Golden Fleece horn using golden ratio
 -  **4 quarters of the circle** - Describe 4 distinct stages of uninterrupted occupation of Colchis
 -  **Golden Ratio** - Logo shape uses golden ratio
 -  **Embryo** - Positioning Colchis as a place where western civilization was born
 -  **Compass** - The face of the ram directs to western
-  +  +  +  +  +  +  = 



WINE BOTTLE ETIQUETTE

Georgia is the homeland of wine, so it's very popular among tourists, included multicultural visitors of the museum.



BAG

Another use of the "Okromravali" Collection symbol is printing it on bags, which will promote brand awareness