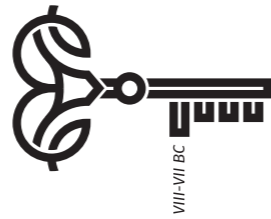


KEY



GOLDEN FLEECE HEAD



VIII-VII BC



VII-IV BC



IV-III BC



III-I BC



**KEY NECKLACES**

Necklaces with our symbol will be available in museum shops.

# KEY TO THE TREASURE OF COLCHIS

**How the idea fits the brief:**

Symbol represents that Okromravali collection is the key that opens up the Colchis Treasure and the castle-city of Vani to the visitor. Head of the ram in the symbol connects the collection to the legend of the Golden Fleece. The 4 teeth of the key blade represent the 4 stages of Vani development. Since the key symbol is universal and easily recognizable, it will be relevant in many cultural contexts.



**How the brand would evolve:**

**KEYHOLE POSTERS**

We created posters where a keyhole frames the various exhibits. People will be able to “open the lock” by visiting the exhibition and seeing the object in person.

**EXHIBIT SIGNS**

On informational signs about the exhibits, the symbol will educate visitors about the chronology of a given object. Depending on which of the 4 periods of Vani development history the object belongs to, a corresponding key tooth will be elongated.



OKROMRAVALI Collection

Sta  
Nik

The temple city of Vani was a  
divine and religious centre of  
objects found in Vani, an  
fleece, attesting that the  
existed, and was one of the  
antiquity. These findings evi  
is an integral part of Western