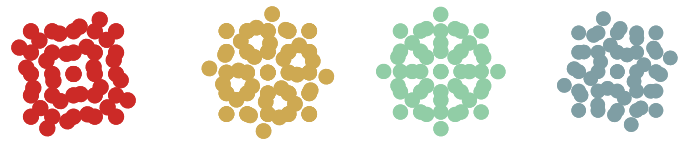
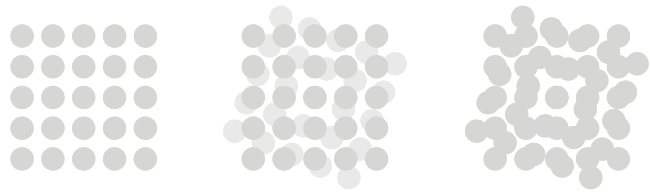


Okromravali Colchis



The visual identity is built around the dynamic patterns of the objects, made of repetitive dots and the symmetrical figures - an essence, recognizable throughout the collection exhibits. The very first glance is enough to notice the consistency and a precise mastery.

In order to symbolize various cultural layers shown in the collections, we use a flexible identity, which changes with very accurate, repetitive alignments in a clockwise direction. The combination of a specific color and a symbol is linked to the certain collections from different decades.

HOW THE BRAND WOULD EVOLVE

The collections have to be exhibited in a modern way, expressing all the experiences and heritage it has gained throughout the centuries. Moreover, the collections are likely to be displayed in different museums besides Vani. That's why the identity has to be easily recognizable, catchy and adapted for different exhibitional spaces.



AMBIENT SOUND PROJECTION

Music was a characteristic element for those decades – the HARP had a key role in the “GOLDEN FLEECE” myth. The religious rituals were also accompanied by the beats of drums or similar instruments. Accordingly, such ambient sounds will create a common mood, taking viewers to the journey back in time with the help of relevant visuals - patterns of dot symbols will be projected at the exhibition hall and will change in accordance to the rhythmic sound beats.



DIGITAL CATALOGUE

Interactive touch screen in the app will allow the user to switch from one catalogue to another by changing the main symbol with the same mechanics used in branding. One can rotate the symbol around the center, turn it into another one and unlock a corresponding collection.

