



TRUE POWER OF THE FLEECE

The inspiration of our visual style is the Golden Fleece itself, - as the mystical symbol of spiritual fulfillment and material wealth.

The magic behind the legend has been a mystery until now, when with over 35,000 priceless artefacts we can state: **THE POWER OF THE COLCHIS** is nothing else but the mastery of work that gives **physical materials** the forms that bring **spiritual fulfilment**. Such skill unites humans around same patterns (rituals, beliefs, ideas) and makes the culture strong and immortal.

The Golden Fleece* is the ultimate symbol of this wealth. As Colchis lost it to Greeks, the temple city of old Georgia was demolished, while Greek culture flourished and took its' position as the world cultural center.

Now we can tell the world to come and see the origins of the true power of western civilizations.



Evolving

While unveiling the secret of the wealth of Colchis, we evolve the campaign through demonstrating the results of spreading the ultimate knowledge of the "Colchi wealth" to the western civilizations.

The visuals vary from culture to culture and country to country, targeting the well-known pieces of art, architecture and other timeless creations that fit the golden ratio.

* The golden coat of the ram represented the technology of obtaining gold, while the shape of the horns is a natural model of Golden Ratio, - the hint to shaping the harmonic patterns that please human spirits.



Worldwide exhibition



Personal Coins



The poster of Vani Museum