



Evolution

The Colchi kingdom is still unexplored, but with this exhibition all the pomegranate seeds kept within are finally coming outside.

The evolution of the logo is based on the concept of cultural explosion, outburst of the original seed of the western civilization. We use pomegranate as an explosive grenade of the culture and wealth, which is finally unchained.

This concept gives us an opportunity to use our academic symbol in showing cultural heritage in a modern way.

Exhibition posters will be placed in the host cities, with 1000 artefacts coming out from the main symbol. All the exhibition items are literally crawling out of the frames.

The unconventional pomegranate billboard will release floating artefacts from its heart.

With the digital technologies in the exhibition area we can project artefacts with their description coming out of the pomegranate as the explosion splashes.

Kingdom of Colchi now is ready to break all borders.



Idea

To create Vani Museum collections identity, we used one of the exhibition artefacts, pomegranate. This crowned fruit symbolize prosperity and variety in different cultures. We used it to demonstrate the wealth and cultural heritage of ancient Colchis.

Pomegranate's crown represents the Kingdom of Colchi, but also is a fleece, which shows the land of the Golden Fleece, Georgia's culture as an integral part of the western civilization.

Hole in the center is the capital O for Okromravali exhibition and also an open portal to teleport to the Kingdom.

Pomegranate can hold 1000 seeds, old Georgian riddle describes it as "satin outside, 1000 inside". 1000 is a crucial number, exhibition covers 1000 years (millennium) of the Colchi culture and 1000 also means plenty, as the variety of Colchi culture and its diverse, "rich in gold" wealth.

As an explosive pomegranate, 1000 years of Colchi Kingdom outburst and now is introducing itself.

