

Historical muse

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The coronation shield of Shivaji Maharaj and Warli art have inspired the logos of CYG, Tushar Dutt tells you more

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the forthcoming CYG will not only give us a chance to showcase our hosting skills, but will also give an opportunity to bring forth our traditional art. The image and look of the games are a merger of history and modern art. Look and image are very important for any event, and that include logos of the event. World over, identities for international sports events resonate with local culture and art.

Be it the Barcelona, Sydney or Athens Olympic Games, the logos were adopted from the host city local culture, says Sangeeta Welingkar, head, look and image, CYG. The main logos of the CYG are inspired by Chhatrapati Shivaji's coronation shield and other logos, like volunteer programme and pictograms, by Warli art. They are designed by Pune-based company Elephant Design and Strategy, which was also associated with the National Games in 1992. Chhatrapati Shivaji's shield is probably the oldest form of historical references, and the even the Warli art represents the historical values of the city and the state, so we associated them with the games, says Rochana Deb, lead design manager, Elephant Design and Strategy. When it comes to pictograms or games graphics, the Munich Olympics are considered to be the benchmark in the field of pictograms. So we took the geometrical part from those and tried to merge it with the Warli art, she says. So how did the whole idea come up. Our company has been in Pune for the last 20 years, and since then we have an emotional bond with the city. So, we started a project, which represented Pune's identity. During this process we met people from different walks of life and spoke to them regarding the city. We got to know some interesting facts and we found out that Pune is a merger of historical values with modern changes. And then the CYG project came to us, and we decided to apply the findings of our project, adds Deb.

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