

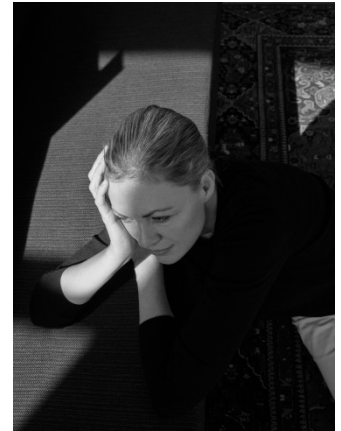
Ludus



Viviane Sassen Ludus
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Viviane Sassen
(Photographer)



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I wanted to make an image that was playful, colourful and meaningful. The intention was to depict the JOY of PLAY. Another important element was to allude to the cultural diversity and the variety of nationalities who all come together to participate in the Olympic Games. The large 'dots' of colourful inks refer to the circles of the Olympic Games official logo: it's an abstraction and deconstruction of this iconic design.