

OLYMPIC CLOUD



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Five randomly arranged rings form the Olympic symbol when shifted along their trajectories. This poster design expresses a future where each athlete, from whichever part of the world, competes by bringing their own unique talents, culminating in a sum greater than its parts, a harmony that is the Olympics. Although a still, rather than moving image, it is designed to evoke a sense of motion in the viewer's imagination. In a world where we tend to be driven by abstractions and information technology, the entire image is hand drawn because the Olympics are about competing by pushing the limits of one's own physical and emotional ability.