

The description of the design concept

Mathematics has been always inspired people like Joseph Marie Jacquard who invented Jacquard loom. The brilliant idea behind Jacquard loom is related with the re-representation technique that he used to produce pattern. We called them as punch cards. To communicate with machine, Jacquard used punch cards. To communicate with people, architecture use light.

With this inspiration, the concept of the logo is also a re-representation of a photograph of Pisa Tower in a form of circular grid. The circular grid is shaded according to density of light and shadow to make it visible the tilt of Pisa tower.

