

Hometown Olympics New Delhi

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ATCM 3340.002 - Design II



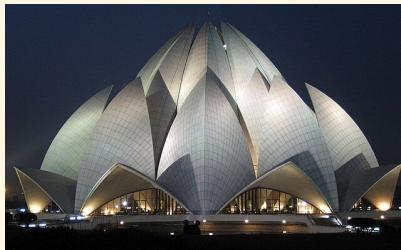
New Delhi Design Ideals

Attributes

Vibrant
Culturally Rich
Historical
Spiritual
Inclusive
Resilient
Unity

Features

Lotus Temple
Red Fort
Qutub Minar (Mughal architecture)
India Gate
Ashoka Chakra
Street Markets (Chandni Chowk)
Colorful (Bright red, orange, gold)
Festivals



History

As the capital of not only India, but many other empires before it, New Delhi has much history being conquered and returned to the Indian people. This region of North India has seen many empires including the Maurya and Gupta dynasties, the Delhi Sultanate, the Mughal Empire most famously, and of course the British.

Landmarks like Qutub Minar and the Red Fort were built during the Mughal rule and represents the diversity of cultures that New Delhi inherits, mainly due to Indo-Islamic influence. During the Mughal era, Shahjahanabad, now known as Old Delhi used to be a big center of art, culture, and commerce and it's where Chandni Chowk, one of the biggest markets for clothing/fabrics, art, sweets, and food is still located.

During late British rule, India's capital shifted from Kolkata to New Delhi, and aimed to develop the new part of Delhi into a city that reflected their imperial grandeur. And that's how post independence, New Delhi remains the capital of India today, preserving all the heritage and culture from its history before.



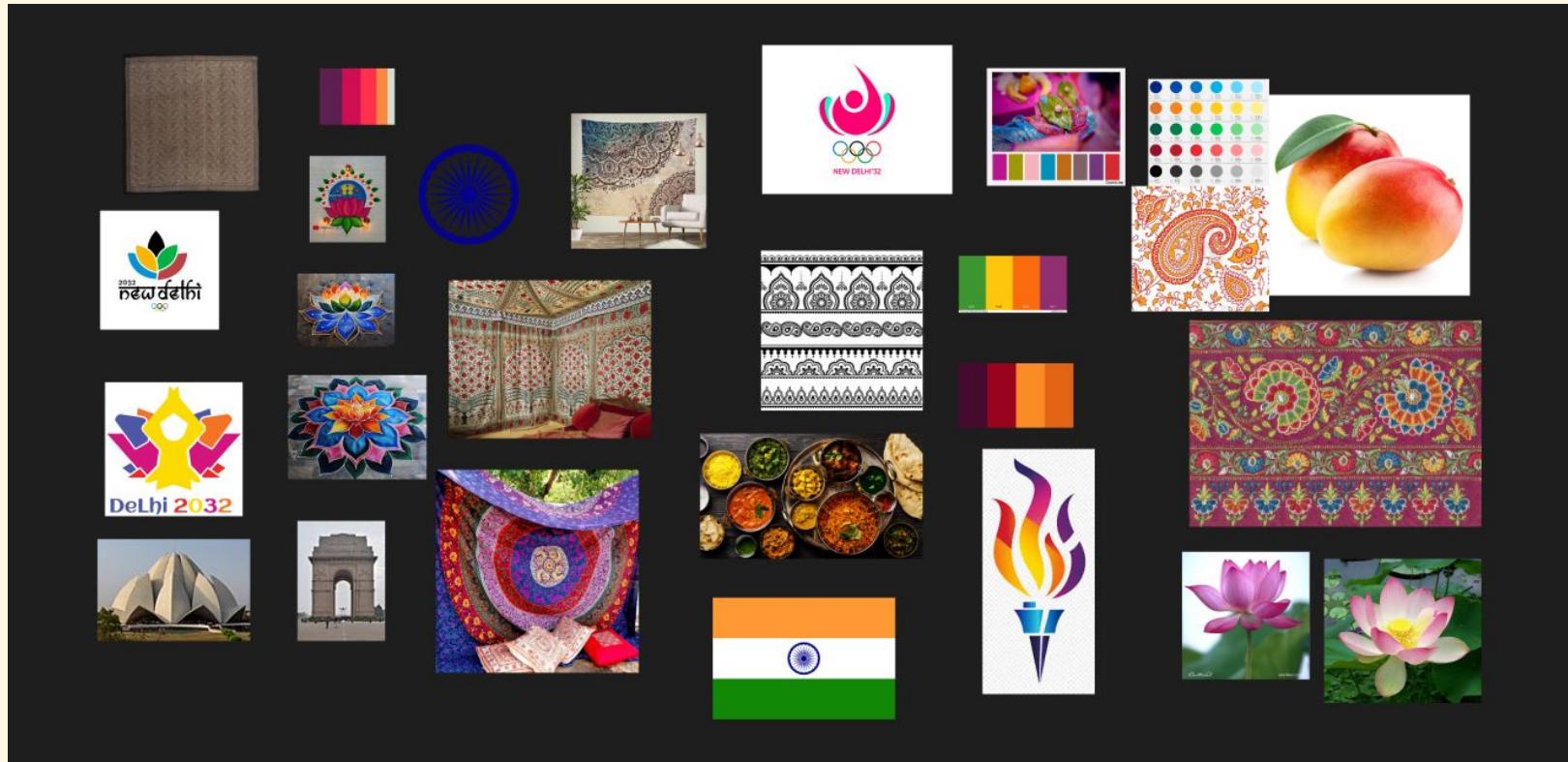
Culture

- Home to historic markets like Chandni Chowk, known for Indian spices, street food, and shopping
- Combines modernity/imperial influences and tradition in places like Connaught Place and Hauz Khas
- Celebrates festivals such as Diwali and Holi
- The food is really yummy :)
(Mughlai and North Indian cuisine)



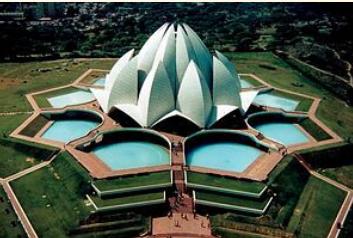
Inspirations

(Literally random images on my Figma File)





National flower



Torch base color of
Ashoka Chakra



Hindi/Devanagari
script



Olympic torch

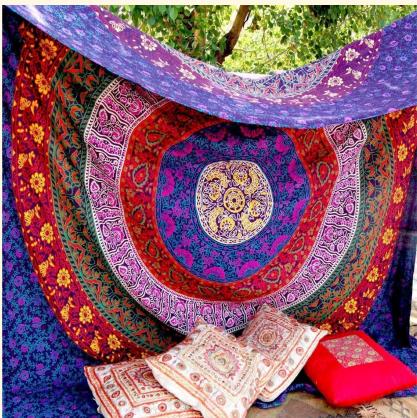
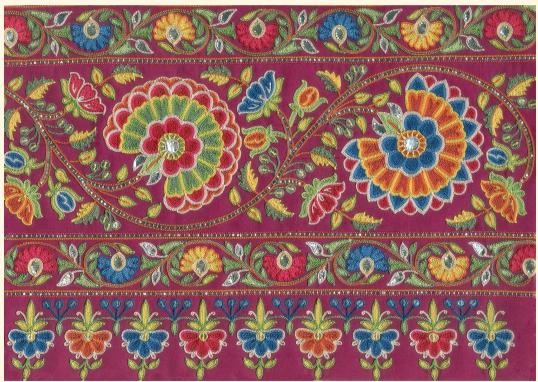


Color of food, spices,
saffron, and national fruit





Motif - Indian Textiles



Motif

Saffron = Courage, sacrifice, spirituality, on Indian flag

Maroon/Red = Passion, energy, vibrancy of Indian culture

Gold = Warmth, victory

Purple/Deep purple = Royalty, wisdom, rich culture of India





Medals



Design Resources and Research

Olympic Brand Guidelines

Wikipedia

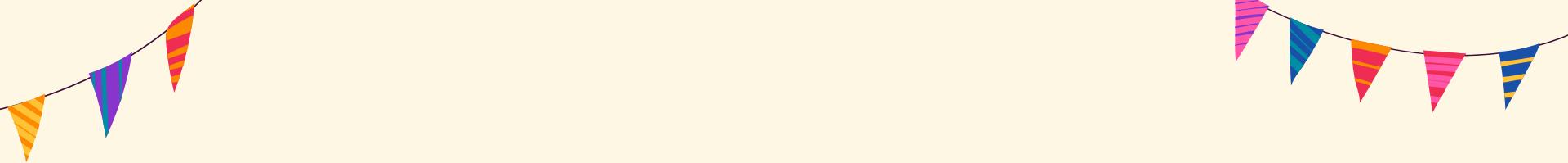
New Delhi Government Website

Lots of Google Images

Figma

Sports Authority of India

Past Commonwealth Games and Asian Games



शुक्रिया!
Thank you!