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2025



Phoenix Art & Design (PAD) is a platform dedicated to supporting and raising awareness for designers, artists and creatives in Sri Lanka and the region.

Phoenix Industries is committed to fostering culture for a better society. We have created PAD to be the voice of the cultural world by promoting Arts and Design, across all disciplines. PAD is a home for all those who use Arts & Design as a vehicle to express themselves and promote culture as a benefit for society.

PAD is designed to encourage the Artistic expression, to push boundaries, to challenge the established, change perceptions, and ultimately, to build a better future for our communities.

## PAD AWARDS 2025 CATEGORIES

### SHOTS FOR LIFE

For Photography Enthusiasts

### PRODUCTS FOR LIFE

For Product Designers

### BRANDS FOR LIFE

For Graphic Designers

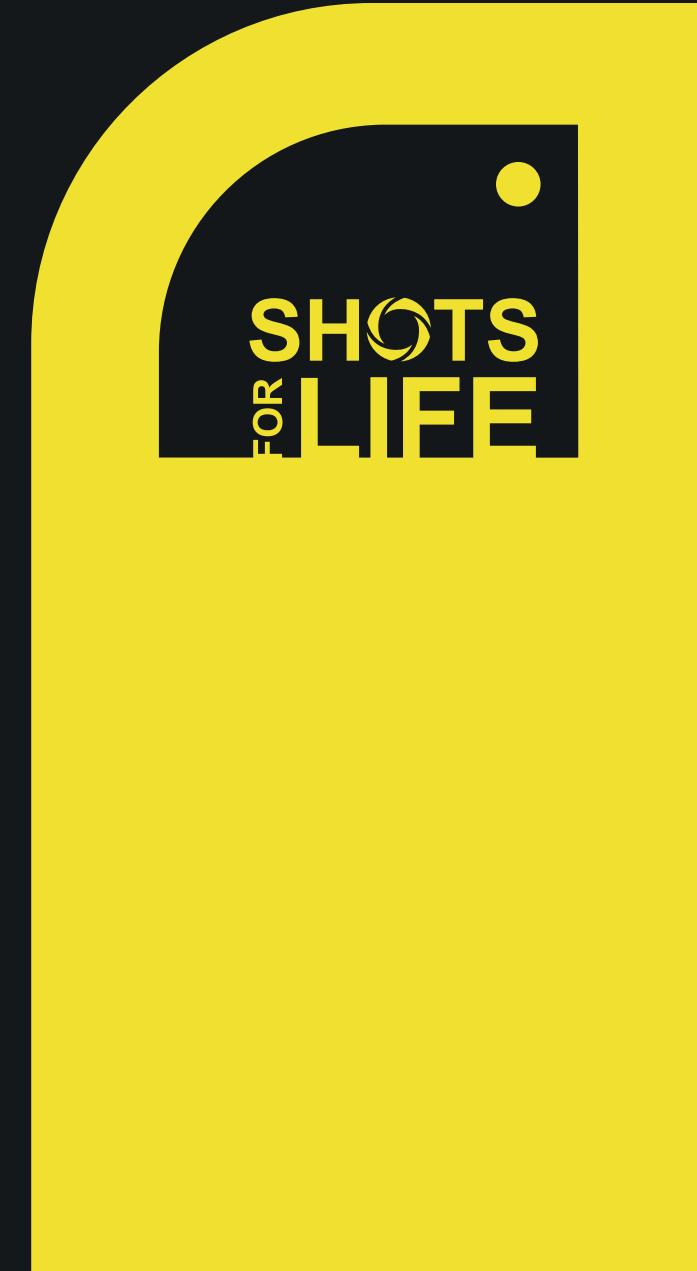
### SCOPE

Participants were invited to explore the Theme “Connection/s”. It’s About the Bonds We Form - Not Just With People, But With Objects, Places, and Memories That Shape Us.

A Moment. A Possession. A Feeling.

What ties you to your world?





**SHOTS  
FOR  
LIFE**



"In this photo, a Sri Lankan woman weaves countless threads to create handloom fabric, a craft she has inherited from generations. Each thread is more than just a piece of fabric; it is memory, labor, and identity. Her hands, controlled and practiced, somehow make an unspoken conversation with the threads, connecting the past and the present into a thing. This is a moment speaking of deeper connections between man and craft, culture, and material. The loom spans heritage and emotion, producing more than just garments."

**Amal Prasad**

1<sup>ST</sup>  
RUNNER-UP



"While we used to play various games with adults in our childhood, today, both youth and adults are dependent on technology. This photo shows two age groups who have stopped playing and are using phones."

**W.M.T.M. Hemal Weerasinghe**



"Women sit together, braiding each other's hair,  
passing care & love from one generation to the next."

**Jan Mohammad Shaikh**



"I took this photo in Borella while I was with my friend shooting videos for my guitar solo tracks."

Dileep Mann

SPECIAL MENTIONS

SPECIAL MENTIONS



"In this photograph, learning becomes a bridge between darkness and light, between hope and possibility. Under a sky draped in silence, children gather in a narrow alley of mud-walled homes, their hands gripping chalk and candles. Each flickering flame is more than a source of light - it is a connection to dreams, to a future waiting to be written. The rough earthen walls, now transformed into blackboards, whisper stories of resilience and community. Here, education is not confined to classrooms; it thrives amidst the simplicity of rural life, fueled by the determination of young minds. This image captures the profound relationship between humans and their environment - how a place, however humble, can become a temple of learning when filled with purpose. It is a universal story of connection: between past and future, light and shadow, and the enduring human spirit."

Soumayan Biswas



"This connection is involuntary yet profound a forced marriage between body and prison cell. The light seeping through cracks isn't salvation it's a taunt. It highlights the cruel intimacy of captivity. How a person's breath becomes tethered to walls, how dreams dissolve."

Ramila Sri Hasakelum

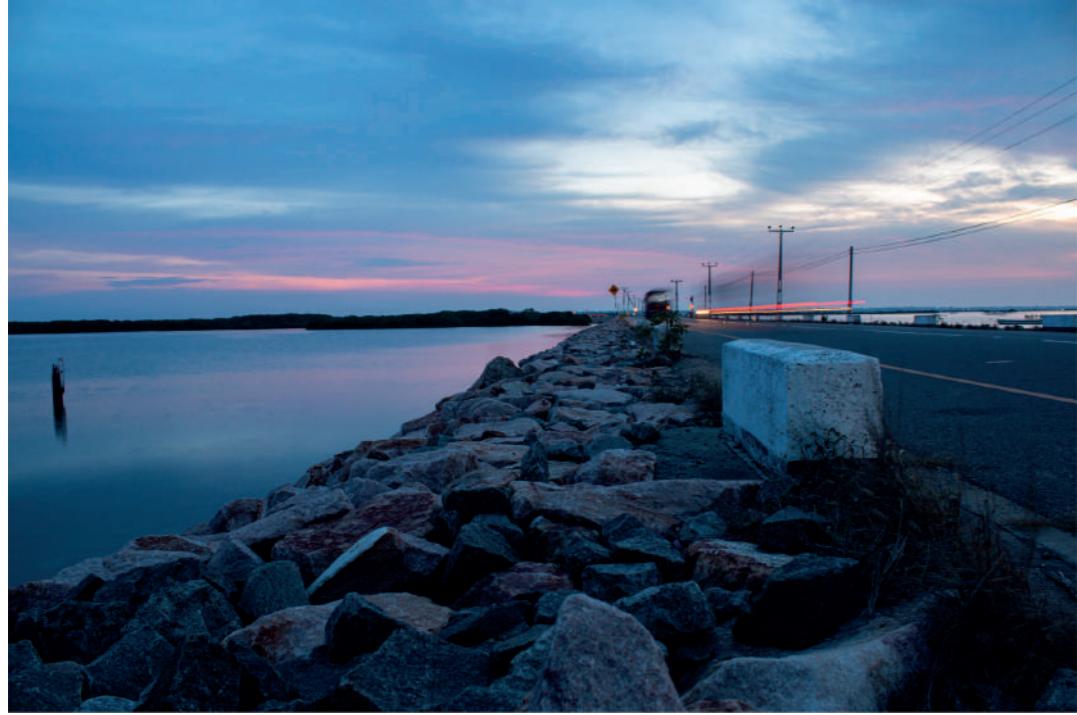
#### SPECIAL MENTIONS

#### SPECIAL MENTIONS



"This image tells the quiet story of a child sitting behind wooden bars not in a prison, but in a moment that feels like one. Her eyes don't just look out; they reach out. There's a deep sense of longing in her gaze, as if she's trying to connect with something beyond the darkness freedom, love, or maybe just a small piece of the world she can't touch yet. Her hands hold the bars gently, not to escape, but as if she's holding onto hope. Even though she's alone, you can feel her connection to everything she misses or dreams about. The play of shadow and light pulls us into her silence, reminding us that connection isn't always about touch or words. Sometimes, it's just a look one that stays with you, long after the photo is gone."

Imashi Madhubhani



"This photo beautifully captures the theme of "Connections." Taken in Jaffna, Sri Lanka, it shows a quiet road stretching across the water, linking land to land. The rocks along the edge act as a strong foundation, while the power lines above and the blurred tail lights of a passing vehicle remind us that people are always on the move, reaching out, going home, or simply exploring. The sky, painted in soft blues and purples, blends the horizon into one peaceful moment, connecting nature with human life. It's a quiet reminder that even in stillness, we're all linked by roads, by journeys, and by shared spaces."

**Woshan Sanjeewa**

#### SPECIAL MENTIONS

#### SPECIAL MENTIONS



"I have a shot that interprets the color theory of photography and shows how colors matter"

**Abhigyan Patra**

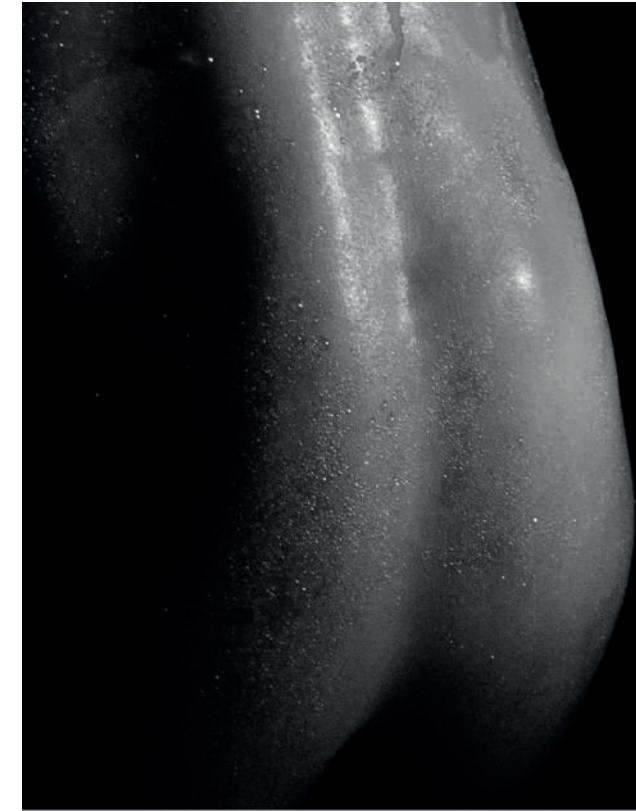


"This image shows a man smoking a cigarette in the middle of the city's bustle and noise - still, collected, and present. The subtle conflict between belonging and loneliness relates to the idea of "connections." This moment encourages the viewer to stop and interact in an area where people frequently walk by without noticing one another. The cigarette turns into a delicate thread that unites people's lives despite differences in routine, culture, and class. It is a representation of routine, escape, and occasionally even dialogue, showing how silent bonds may form between strangers through shared habits."

**Majid Jahan**

#### SPECIAL MENTIONS

#### SPECIAL MENTIONS



"This photograph captures the poetic connection between nature's forms and the human body. At first glance, the curves, textures, and droplets evoke the sensual lines of the human form, yet the subject is, in fact, a humble capsicum. Through the interplay of light and shadow, the image bridges the boundaries between plant and person, revealing how our minds instinctively seek patterns and relationships. The glistening droplets connect to themes of vitality, nourishment, and life's shared essence. This visual dialogue reminds us that all living beings - whether rooted in soil or walking on earth - share fundamental similarities in structure, texture, and beauty. By merging two worlds in a single frame, the photograph invites viewers to reflect on the deep, often unnoticed, connections that bind nature and humanity into one continuous story."

**Ravikanth Buddiga**



"This photograph beautifully captures the purest form of human connection – the bond between siblings.... The elder brother, though still a child himself, carries the weight of responsibility by holding his younger sibling close....The way he supports the baby with a simple piece of cloth symbolizes resilience, sacrifice, and unconditional love. In a world where "connection" is often defined by technology and social media, this moment reminds us that the truest connections are built on care, protection, and shared struggles...."

**Maruf Hussain**

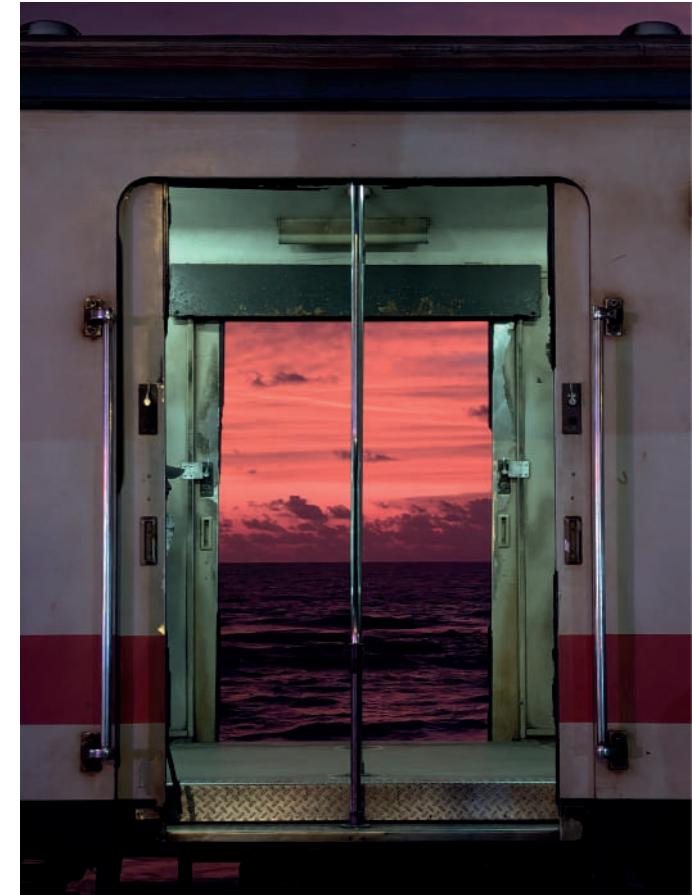
#### SPECIAL MENTIONS

#### SPECIAL MENTIONS



"Title - Threads of Grain, Threads of Life My submission reflects the theme Connection/s by capturing the intimate bond between humans and the land that sustains them. The image portrays women working with harvested grain, an act that symbolises survival, tradition, and resilience. Each jute sack holds not just food, but also memories, labour, and cultural continuity. The women's gestures embody a timeless connection between soil and sustenance, between human effort and nature's generosity. This is not only a story of work but of relationship: people connected to their environment, to the tools they use, and to each other in their shared responsibility of feeding families and communities. The photograph expresses how such unseen connections shape lives, identities, and inner worlds across generations."

**Soumayan Biswas**



"A Window Between Worlds - Captured at Bambalapitiya Railway Station during evening rush hour, this photograph frames the sea and sunset through a crowded train door. In Sri Lanka, trains are more than transport - they are living spaces where people share not only struggles but also joy, stories, and love. While some passengers are too weary to notice the beauty outside, others find connection inside: laughter, friendships, and culture. This image reflects the duality of life - routine and reflection, hardship and happiness. The open door symbolizes a bridge between chaos and calm, reminding us that connection exists everywhere, if only we pause to see it."

Dilan Dananjaya

#### SPECIAL MENTIONS

#### SPECIAL MENTIONS



"The theme connection/s to me meant connection between humans, more specifically, connections as kids. As kids, making friends seemed like the scariest thing in the world, and at the same time the easiest thing in the world. Simply joining in on a "game" and being invited back to play next time confirmed that a friendship had been made. Through my images, I want to show an example of this type of connection, a group of boys playing street football in a dusty field barefoot, with just a ball and the goal, and enough people to play with."

Milesh De Silva

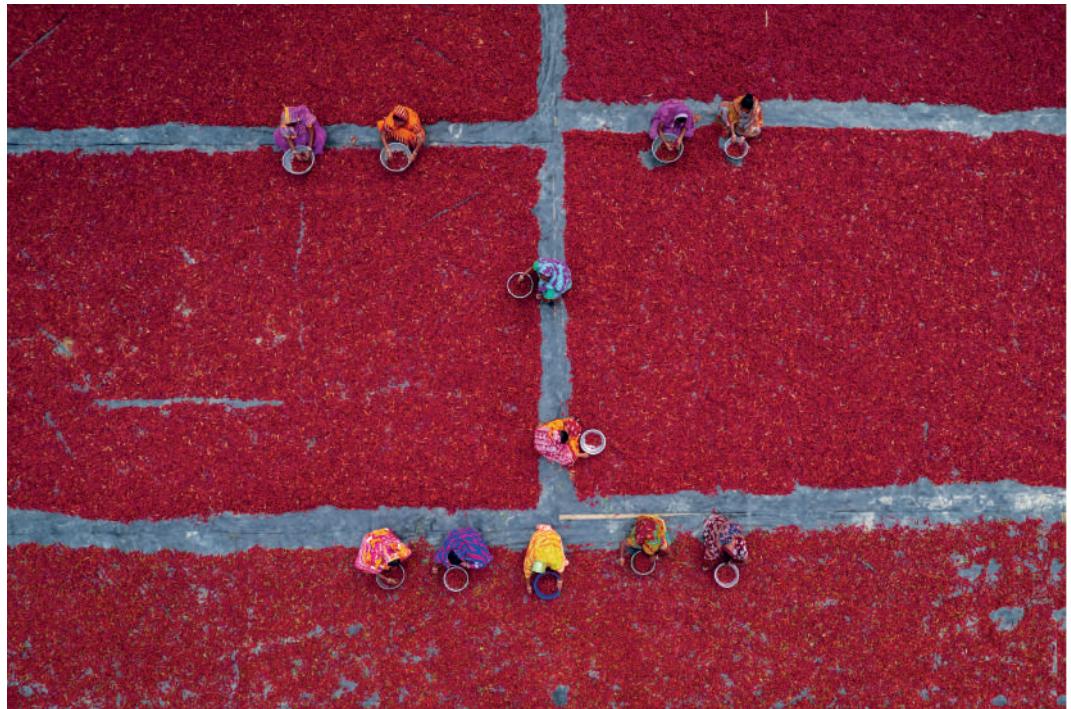


"In the water, he cradles the morning's gift: a silver fish glinting against his pink sleeve. The floral headscarf frames his focus as he lifts the stream's living harvest from calm depths. Each scale reflects the sky's muted grey, echoing clouds that guide his every cast. His hands offer both reverence and necessity, binding sustenance to tradition. In this single gesture, man and fish converge: predator and prize, respect and reliance. The water ripples with their shared story - of survival, skill, and symbiosis - revealing a timeless dialogue between human and nature, woven through the act of catch and cultural heritage at play."

**Joys Chokatte**

SPECIAL MENTIONS

SPECIAL MENTIONS



"This picture tells about the daily life of red chili workers. Drying and collecting chili's in scorching 40°C to 60°C heat in peak summer time. They are a undercover society of people who contribute in country but the mass don't know about them. This is there life as from doing this there homes are filled with joy as this is there livelihood. This is a pure Shots for Life"

**Arkodeep Roy**



"Humans spend years building, experiencing, sometimes breaking, and strengthening connections". because of attachment to life. But there is only a temporary connection between humans and life, while there is an eternal connection with death. So one day, humans themselves abandon the "connections" they have worked so hard to build and prepare for death. (This random old woman started reading a book on the way to The Kalutara Bodhi in the morning on the train without even glasses. She reads a little while looking out the window. A lot of thought. I look at her closely. The sun is shining on her old face and body. She squints her eyes. After a while, the sun is very bright. She quickly covers her face with the book. Book of "Preparing the Mind at the Moment of Death" being a shield. After that, I believed she was slowly breaking most strong connection! "

Ridmi Sirithunga

#### SPECIAL MENTIONS

#### SPECIAL MENTIONS



"This photo reflects connection through prayer and love. The Taj Mahal, built as a symbol of eternal love, stands in the background, while the lone figure in prayer shows devotion in the present moment. Together, they create a bridge between human love and divine love. One carved in stone, the other whispered in silence. It is a reminder that true connection lives in both faith and love, timeless and unbroken."

Fathima Isma Jawath



SPECIAL MENTIONS

"Through my lens, I witness a sacred dialogue between human and non-human, where an elderly hand rests gently on a cow's brow. It is not merely an image of devotion, but of connection - an unspoken acknowledgment that our lives are intertwined with beings beyond ourselves. To touch, to pause, to surrender to this quiet intimacy is to belong to both place and moment. These bonds shape us, weaving identity through reverence, memory, and care. In such encounters, the boundary dissolves: the human is humbled, the non-human revered, and together they create a fleeting eternity that defines the soul's inner world."

**Sreesailam Pasupula**

SPECIAL MENTIONS



"This photograph was taken in Kochchikade during my travels, capturing a raw and powerful moment of survival. Amidst the heaps of discarded waste, people tirelessly collect recyclables to earn a living and feed their children. Alongside them, cattle and birds also forage, showing how even in the harshest conditions, life adapts and biodiversity persists. This scene speaks to resilience - the human struggle to create hope from hardship, and the interconnectedness of all living beings sharing the same space. It is a reminder that "life" exists in many forms, not just in beauty, but in endurance and coexistence."

**Saman Fernando**



"This photo captures multiple connections, beginning with the man in the white shirt, who appears to be the group's Leader or "Gurunnase". He is on a phone call, likely with a young performer's mother, reassuring her that her child is doing well - a primary connection. Thus establishing caring human connection between him and the young performer. The second connection is between the two performers in costume. The older, larger figure acts as a guardian, carefully guiding and supporting the younger performer. Finally, the masked performers themselves represent a connection to their culture and history. The image suggests a broader community connection, with other masked figures visible in the background, implying a collective performance like the Nawam Perahara. It's a shared experience that unites everyone involved - performers and the audience - in a moment of cultural celebration. This is a create a focused and intimate moment, symbolizing the passing down of tradition and knowledge from one generation to the next and to another, a classic example of great human connection."

Upul Rodrigo

#### SPECIAL MENTIONS

#### SPECIAL MENTIONS

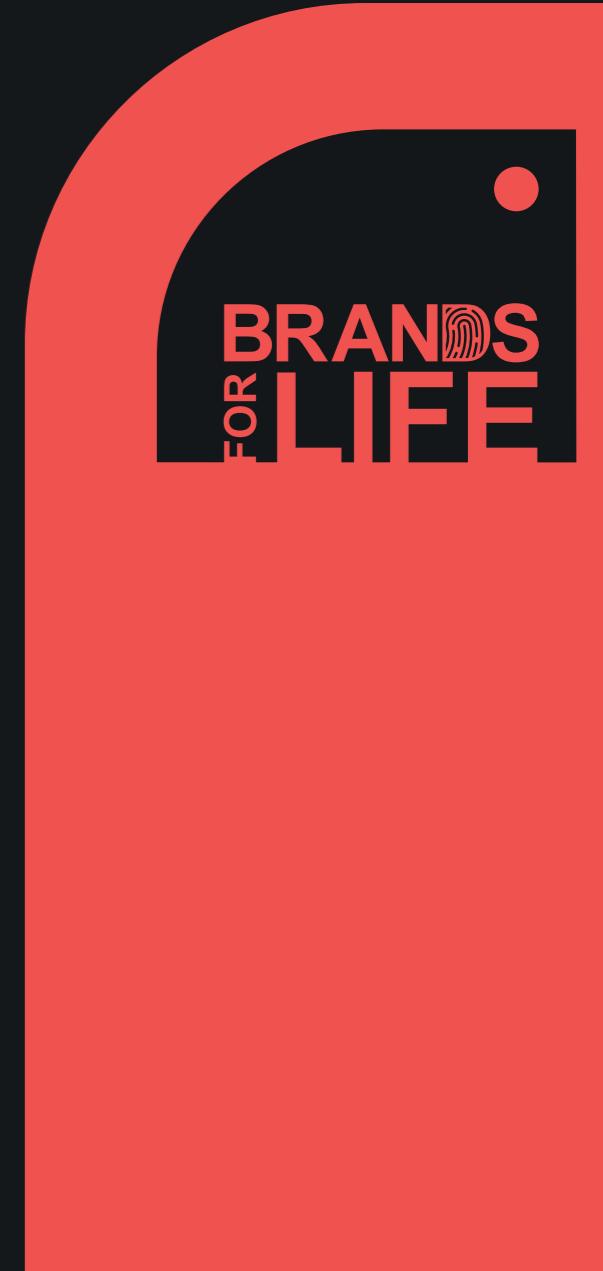


"This image shows the fragile connection between people and nature. The man's eyes are covered with red polythene, showing how we choose not to see the damage we cause. His body is wrapped in plastic, a sign of how waste surrounds our lives. On his head sits a dirty water bottle, reminding us of pollution and its effects on our world. Yet in his hands, flowers remain symbols of life and hope. The photograph asks: will we stay blind and let waste destroy our bond with nature, or open our eyes and choose to protect it? "

Sasindu Pramuditha De Silva



FOR BRANDS  
LIFE





# Organic Pops

## About Organic Pops

Organic Pops is a wholesome snacking brand that brings the age old goodness of lotus popped seeds (makhana) to today's health conscious world. Rooted in tradition and crafted with care, our snacks are light, crunchy, and full of natural nutrition perfect for mindful eating without guilt.

More than just a snack, Organic Pops is about connection: to nature, with ingredients grown in clean waters; to culture, by reviving a superfood enjoyed for generations; and to people, through moments of sharing and togetherness.

## Story

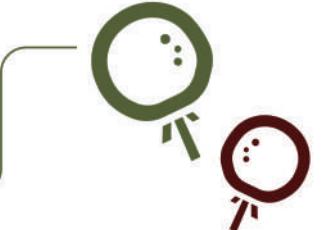
For generations, lotus popped seeds lovingly called makhana have been part of our lives. From bowls shared during family gatherings to light snacks offered during festivals and fasts, they carry with them the taste of tradition and the comfort of home. Each crunchy bite holds a piece of our heritage, a reminder of how food connects us to where we come from.

Organic Pops isn't just a snack, it's a bridge between heritage and today, between nostalgia and new memories. And with every handful shared, the story keeps growing.

## Icon Development



The icon for Organic Pops is inspired by the natural burst that happens when lotus seeds are roasted and popped. This simple yet powerful transformation captures the essence of our brand—wholesome, natural, and full of life.



## Cultural Connection

Makhana holds a deep cultural connection in India, symbolizing purity and nourishment. For centuries, it has been an essential part of fasting rituals, temple offerings, and festive traditions. Families prepare roasted or sweetened makhana during Navratri, weddings, and religious ceremonies, where it carries both spiritual and nutritional value. Beyond rituals, it has always been a trusted household snack—passed down from grandparents to children, woven into everyday life as a symbol of care, health, and togetherness.



## Nostalgic Connection

In Indian households, makhana has always found a place—whether as a humble bowl of evening snacks, a light bite shared during family conversations, or as prasad in sacred rituals. It's the food of fasting, yet also the snack of childhood mischief, sneaked from the kitchen jar.



## Meet Poppy

Organic Pop's Mascot

Poppy is the cheerful mascot of Organic Pops, inspired by the Bharti farmers who bring lotus seeds to life. In one hand, he carries the traditional seed collector, and in the other, he holds a single crunchy makhana symbolizing both the humble origin and the wholesome joy of every pop.

His attire reflects authenticity: a towel tied above the knees to move through water, and another wrapped around his head to guard against the sun. Designed with a body that echoes the 'O' icon of the Organic Pops logo, Poppy embodies the brand's identity rooted in heritage, shaped by resilience, and full of warmth.



Our packaging mirrors the natural journey of makhana—from lotus ponds kissed by the sun to seeds that bloom into pops. Every pack carries the story of nature, tradition, and nourishment within.



Designed by  
**Yash Rungta**

W  
INNER

1<sup>ST</sup>  
RUNNER-UP

# SOUTH ASIA'S FIRST WOMEN ONLY CAB SERVICE

DOWNLOAD THE APP NOW

**BRAND INTRODUCTION**

**BRAND NAME** Raahi Cabs

**SERVICE TYPE** A ride-hailing service designed for women and operated by women, providing a diverse range of transportation options including cars, auto-rickshaws, buses, and bikes, all accessible through its mobile app.

**THE MEANING BEHIND 'RAAHI':**  
A Blend of Hindi and Arabic  
- In Hindi, RAAHI translates to "traveler" or "pathfinder."  
- In Arabic, it signifies the notion of being "comfortable."  
Our brand truly captures the spirit of journeying with comfort.

## BRAND COLOURS

#ff66c4 RGB: 255, 102, 196 CMYK: 0%, 46%, 70%, 0%	#ffdc3cT RGB: 255, 175, 202 CMYK: 64%, 10%, 0%, 21%	#41edca RGB: 65, 237, 202 CMYK: 0%, 60%, 23%, 0%
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**PRIMARY COLOURS**  
All the colors Vivid Magenta, Teal, and Bright Yellow, pay tribute to the lively South Asian community. Additionally, they are designed for visibility in low-light settings such as bus stops, airports, and metro stations at night, ensuring that our services are easily identifiable from a distance when they are most needed.

BLACK RGB: 0, 0, 0 CMYK: 0, 0, 0, 100	MILK RGB: 255, 255, 244 CMYK: 0, 1, 4, 0	BEIGE RGB: 246, 234, 213 CMYK: 0, 5, 12, 41	ORANGE RGB: 194, 135, 35 CMYK: 0, 28, 89, 0
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**SECONDARY COLOURS**  
Most of the secondary colours are neutral and compliment our bright colour palette.

## LOGO INTRODUCTION

**ICON** A Location Pin featuring a Venus symbol that represents the female gender. It is designed to be discreet, perfect for instances where we prefer not to loudly announce, "THERE'S A WOMAN IN THIS VEHICLE."

**Bisdak**  
Our primary font pays homage to the Hindi script of South Asia. This choice reflects its origins and highlights a profound connection with the South Asian community.

**Sans Serif**  
Our secondary font is clear and straightforward, complementing the main font without clashing. This boosts readability, helping our audience easily understand what we offer.

## CONNECTIONS

In our cab service, women gain more than just a ride, they foster meaningful connections. Each journey is an opportunity to share stories with women drivers and co-passengers. Our brand symbolizes community and camaraderie, enhanced by WhatsApp Groups and carpooling features. Every ride is a reminder of being part of something greater.

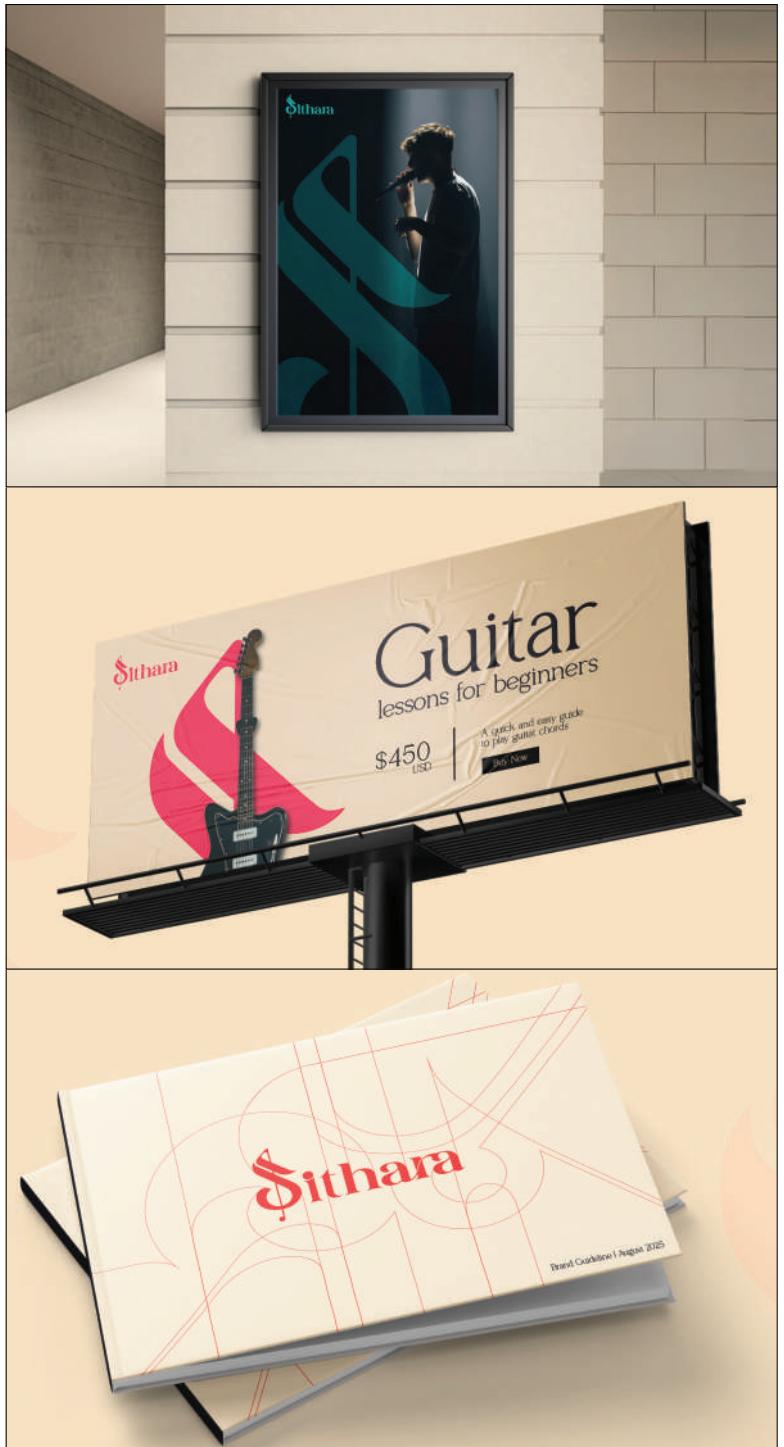
Akka my flight got late and its 3am now. can you please pick me up from the airport?

no problem, one of our cabs is nearby 😊

Thank you Akka. RAAHI makes me feel so safe ❤️

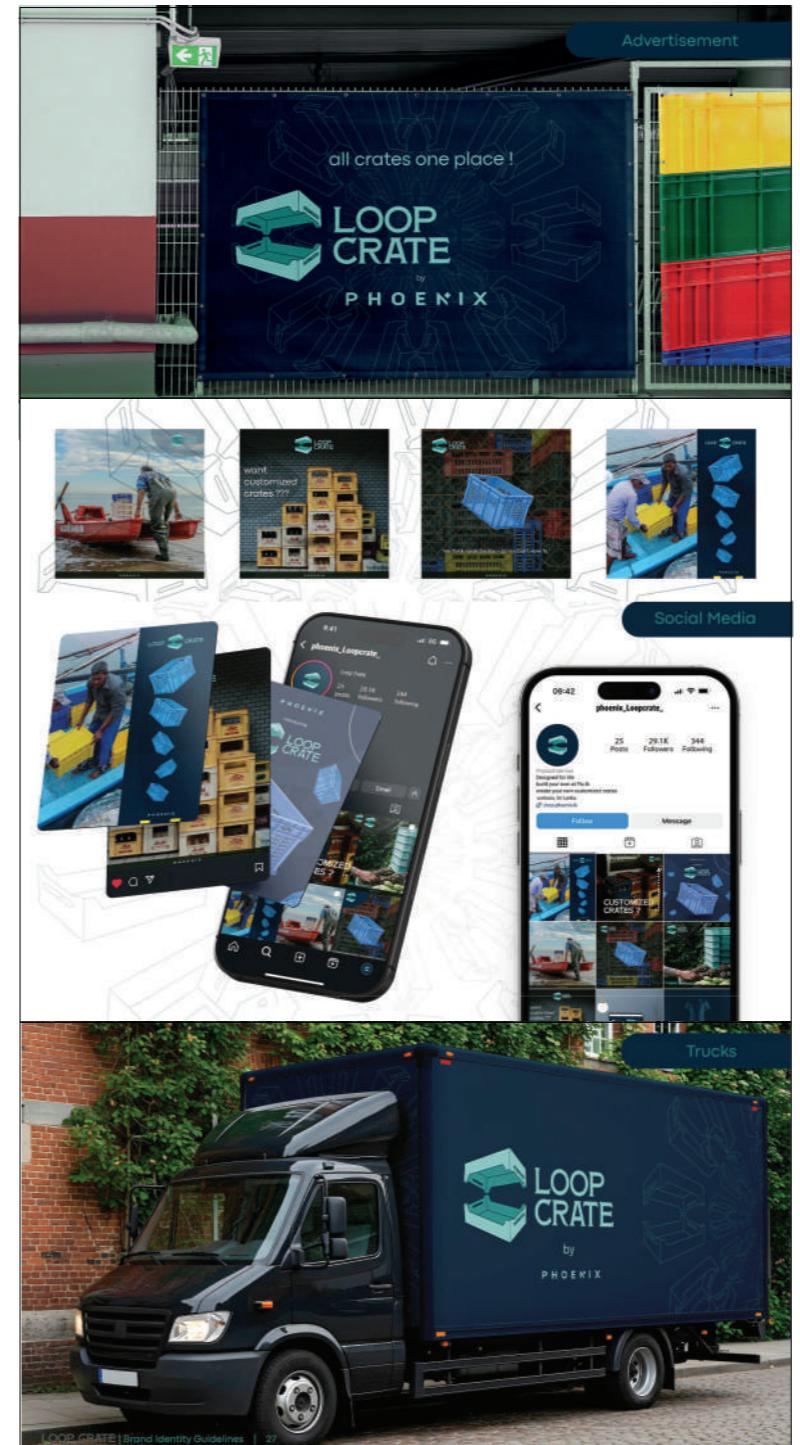
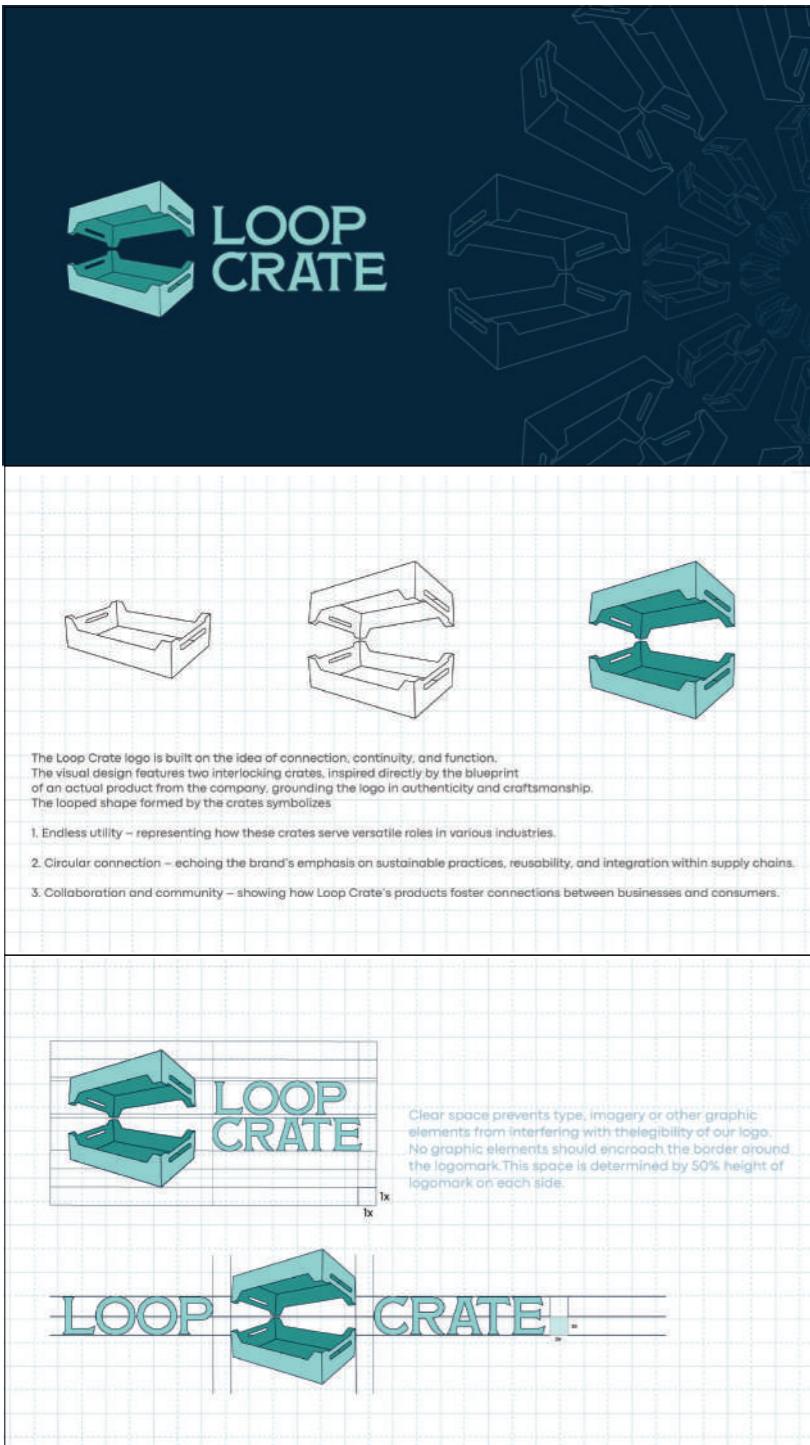


Designed by  
**Miley Singh**



**2<sup>ND</sup>**  
RUNNER-UP

Designed by  
**G.H.G. Sathsarani**



Designed by  
**Imod Umesh**



# CIRCLES

THE STORY OF CONNECTION

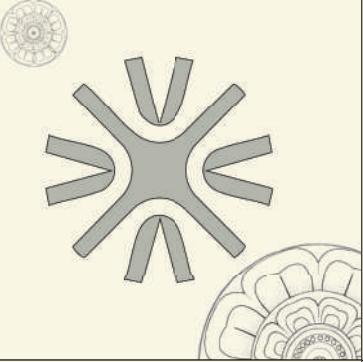
**Brand Story**

We are shaped by the spaces we share. By the conversations around a table, the laughter that echoes from corner to corner, the silence between people who understand each other without words.

At CIRCLES, we believe the way we live begins with the way we connect.

**LOGO**

Inspired by Cyclone traditional artstyle..



The circular shape = community, timeless connection and purity

The outward arms = inclusion, connection, energy and modern design of the brand

The symmetry = balance between aesthetic and emotion

The balance and symmetry of these arms give the logo a harmonious and inclusive feel.

It's a strong visual mark that communicates minimalism, modernity, and meaningfulness exactly the space that CIRCLES as a brand wants to occupy.

**The Meaning Behind the Name**

The circle is one of the oldest symbols in human history infinite, inclusive, whole. It has no edges..

Everyone belongs. Everyone is seen. Everyone is heard. It's symbolizes unity, continuity, relationship and infinity connection between people, movements and objects.

Not just a name.  
It's a philosophy...

Our every product reflect this philosophy through its design, function and experience

**Our Design Language**

**Modern Simplicity:** Clean lines, sculptural forms, and minimalist aesthetics that speak softly but with confidence.

**Tactile Warmth:** Materials that invite touch. Woods, metals, textiles, poly composite each chosen to balance sophistication with soul.

**Emotional Geometry:** We use the circle not just as a symbol, but as inspiration - in our silhouettes, layouts, and energy.

**Our Purpose**

To design meaningful, circular-based furniture and objects that bring people together, enhance spaces, and echo the natural, unbroken rhythm of connection.



**Billboard**

**T shirt**

EVERYTHING CONNECTS

Designed by  
**Pahan Dissanayake**



**GajaSnehe**  
"Let's save. Let's connect. Let's love."

**APP ICONS**



**GajaSnehe**  
"Let's save. Let's connect. Let's love."

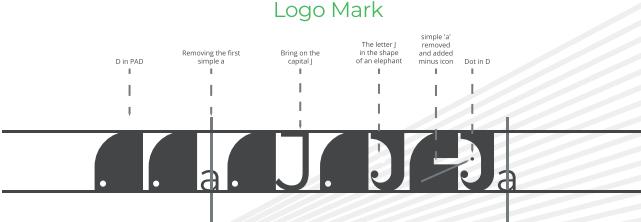
**About Us**

"Gaja Snehe" is an organization dedicated to building a loving relationship between elephants and humans to reduce conflicts. Our main goal is to use modern technology to provide immediate first aid and medical care to orphaned and injured elephants in Sri Lanka. Through our mobile application, anyone can instantly report information about an elephant's accident or illness. This allows wildlife officials and veterinarians to take immediate action and provide the necessary assistance.

**Our Story**

'Gaja Snehe' was created to save the lives of elephants in Sri Lanka from human interference and environmental damage. This organization was founded with the aim of renewing the relationship between humans and elephants due to this problem. Our Gaja Snehe app enables timely treatment of injured or sick elephants. As shown in our logo, we consider elephants as friends. By adding this app to your phone, you will also have the opportunity to contribute to our mission to save the lives of elephants.

**Logo Mark**



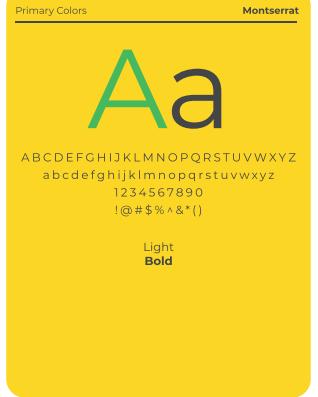
The word 'Gaja' is represented here. The letter G was created by replacing the letter D in the PAD by subtracting two simple letters, a, and using the negative symbol in the middle of the letter D. Then, a capital was taken and the image of an elephant was depicted in the middle of it. The dot of the D icon is used for its eye.

**COLOR PALETTE**

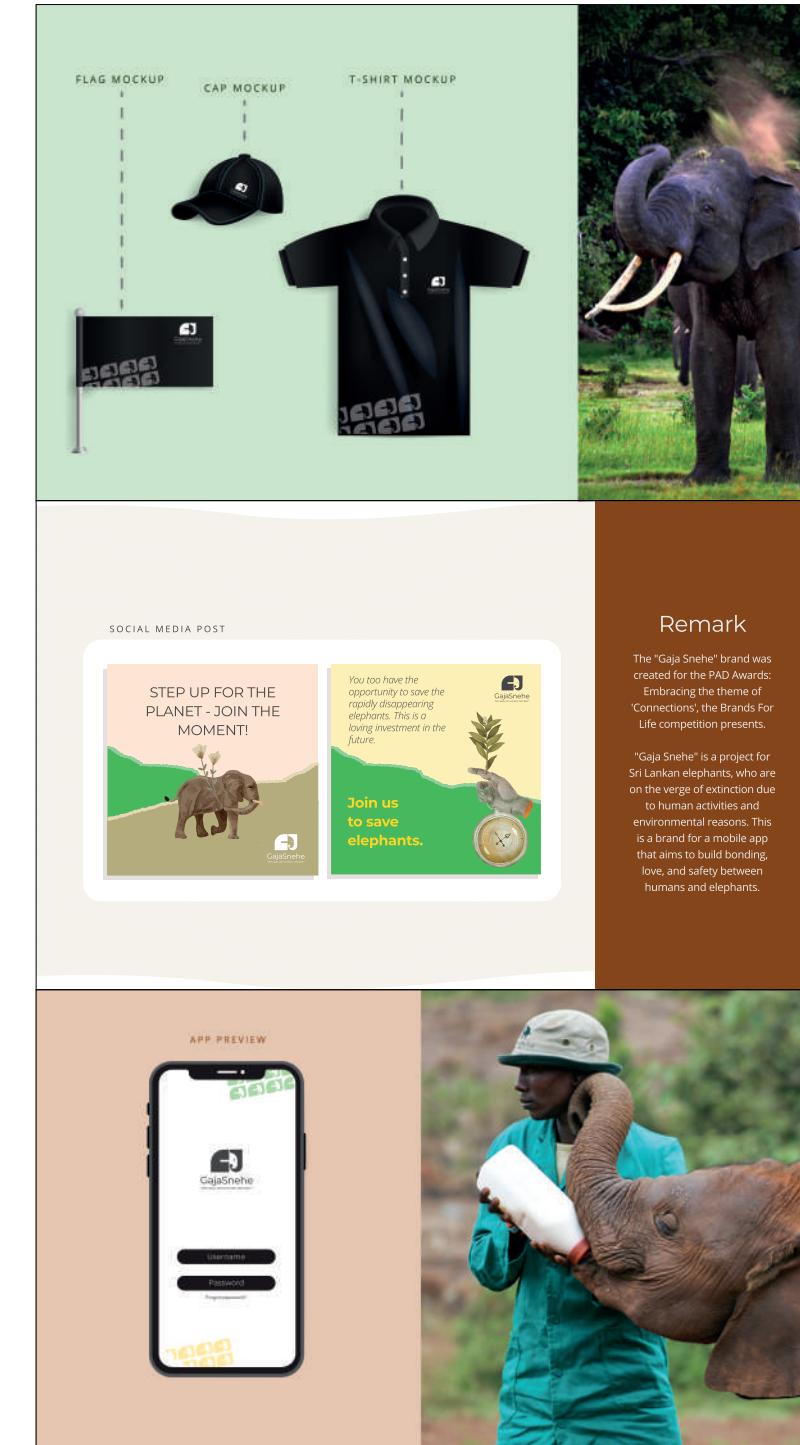
Primary Colors	Secondary Colors
RGB 76 175 80 HEX #4CAF50	RGB 74 74 74 HEX #444444
RGB 139 69 19 HEX #A68A8A	RGB 255 215 0 HEX #FFD700

The main colors 'green' highlights the environment, naturalness, and prosperity, while 'grey' highlights the strength of an elephant.

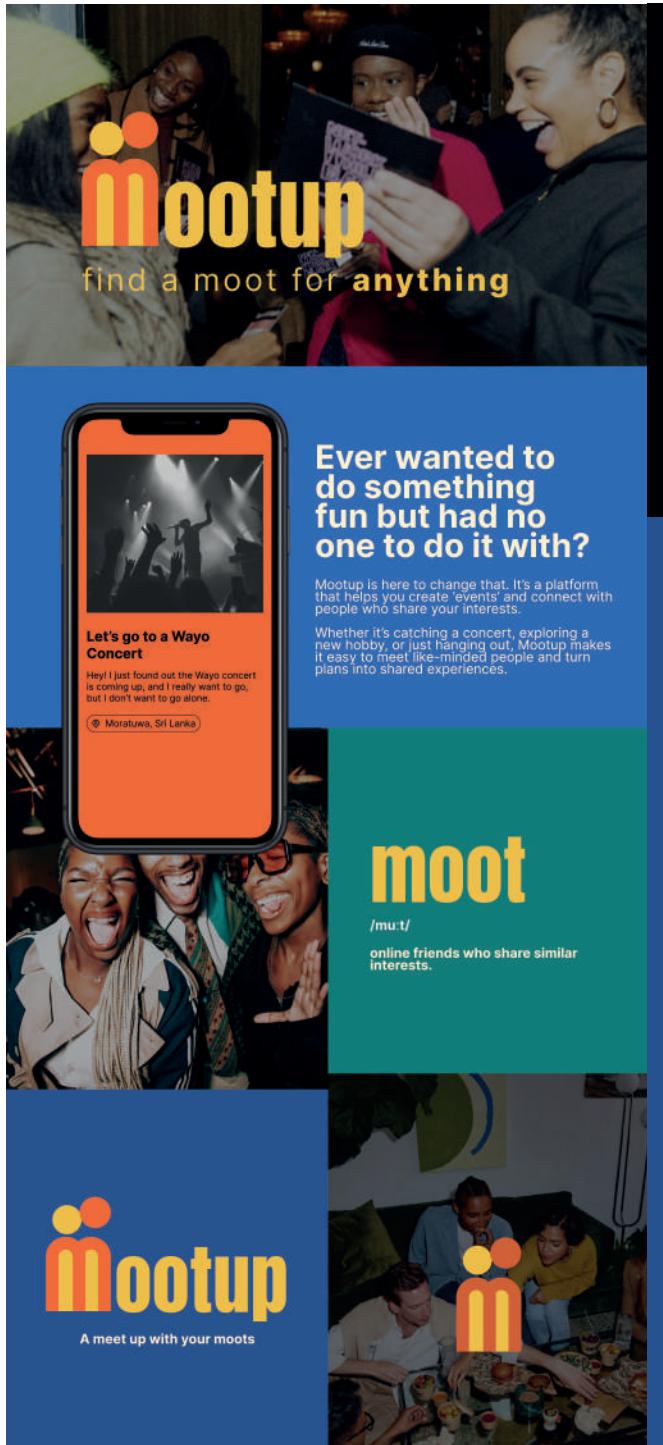
**TYPOGRAPHY**

Primary Colors	Montserrat	Secondary Colors	Open Sans
	Aa ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()		Aa ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()  Light Light Italic Regular Regular Italic Sembold Sembold Italic Bold Bold Italic Etrabold Extrabold Italic

The Secondary Colors 'brown' highlight the earth and natural connection, while 'gold' highlights value and respect.



**Designed by**  
**Malwane Sobhitha**  
**Thero**



Designed by  
Amaya Rodrigo

**Logo**

The Beyond logo combines an open circle for inclusivity and a leaf for nature, subtly forming the letter "B" to symbolize growth, connection, and life beyond screens.

**Symbol**

**Logotype & Tagline**

**Primary Logomark**

**Logomark**

**Primary Logomark**

**BEYOND**  
SOCIAL ASSOCIATION

Our logo is the face of Beyond Association - the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.

## Introduction

Beyond is a youth-led movement helping people step away from screens and reconnect with real life. Through screen-free community cleanups, and outdoor activities, we create spaces where presence matters more than performance.

More than a brand, Beyond is a call to rediscover human connection. Every event reflects our belief that life is richer when we choose to live beyond the scroll.

### Brand attributes

Human-Centered

Inclusive

Active

Inspiring

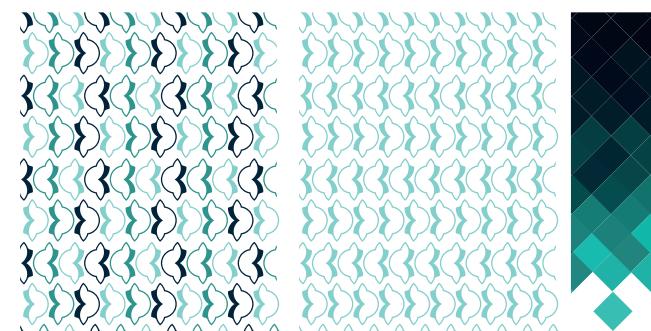
### Vision

To create a world where people value real-life connection over digital distraction, building communities rooted in presence, empathy, and shared experiences.

### Objective

Inspire youth to reconnect through presence, community, and shared experiences.

### Graphic Element



Beyond.org

Designed by  
**Asela Mihiranga**

# Rootspace Innovation City

**Primary Logo**

Estd 2025  
**Rootspace**  
The City of Innovation

**Logo Construction**

**Logo Icon**

**Space**  
Represents the diverse workspace within our innovation city.

**Root**  
Symbolizes strong foundations and connections that nurture ideas.

**Arrow**  
Stands for growth and forward momentum.

**Primary Colors**

Our primary colors reflect trust, growth, creativity, and innovation—capturing the spirit of Rootsplace with a balance of professionalism and imagination.

Primary Color	Description	Hex Code	RGB
Resolution Blue	Rootspace's signature blue, symbolizing trust and reliability.	#4A79BD	(66, 121, 189)
Tropical Indigo	A rich purple hue, representing creativity and depth.	#6A5ACD	(106, 92, 205)
Screamin' Green	A vibrant green, symbolizing innovation and energy.	#3CB371	(54, 195, 113)
White	A clean, minimalist color used for text and highlights.	#FFFFFF	(255, 255, 255)

**Primary Typeface**

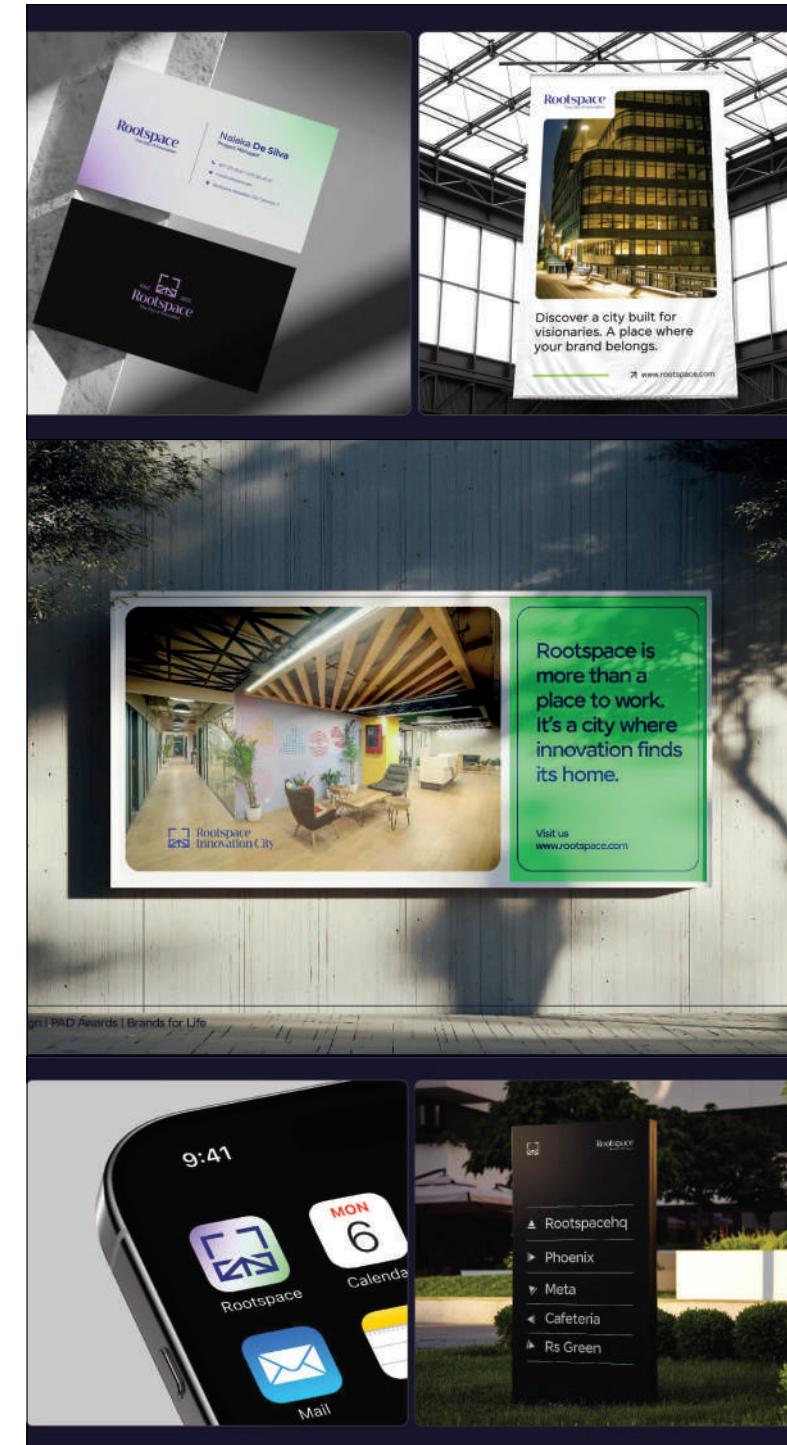
**Secondary Typeface**

**About**

Rootspace is an innovation city built on the power of connections. It brings together startups, tech companies, and creatives into one thriving ecosystem where ideas grow stronger through collaboration. With inspiring workspaces, innovation labs, and community-driven platforms, Rootsplace is more than a place to work. It's a space where people, ideas, and opportunities connect to shape the future.

## Brand Story

- 01** Every idea starts as a root.  
Innovation begins small, like a root finding its way through the soil. Rootsplace is the fertile ground where ideas can grow.
- 02** Roots need space to spread.  
Just as roots intersect underground, collaborations create unstoppable strength. Rootsplace is designed to bring people, teams, and industries together.
- 03** Connections make us stronger.  
Just as roots intersect underground, collaborations create unstoppable strength. Rootsplace is designed to bring people, teams, and industries together.
- 04** A network builds us stronger.  
Great ideas flourish when they have room to connect and expand. Rootsplace gives startups, tech companies, and creatives the environment to explore freely.
- 05** Space shapes creativity.  
Environment matters. Cafés, learning zones, green areas, and relaxing corners all spark new ideas. Rootsplace blends tech with human comfort to inspire innovation.
- 06** The future is connected.  
A single root is powerful. But a network of roots creates life. Rootsplace is more than a workplace. It's an innovation city, a living ecosystem of creativity.



Designed by  
**Didulana Lokugamage**

HugsHeaven

## 01. Brand Story

Some connections define who we are, the warmth of a mother's touch, the safety of a familiar home, the comfort of knowing we belong. But when life takes those away, a child's world can feel like an endless, empty sky.

HugsHeaven was created to fill that emptiness to be a place where love is rebuilt, trust is nurtured, and every child is embraced with care. Here, a hug is more than a gesture; it's a language of healing, safety, and belonging. Every hug becomes a bridge connecting past pain to future hope, whispering, "You matter. You are loved. You are home."

We believe that even broken connections can be repaired, one hug at a time. Each embrace mends invisible threads torn by loss, transforming loneliness into trust, fear into safety, and emptiness into joy. One hug may feel small, but moments build into bonds, and bonds restore the sense of connection every child deserves.

## 2.2. Logo Symbol Mark

The symbol mark combines a cloud, an infinity symbol, and hugging hands. The cloud represents hope, protection, and the idea of "heaven," while the infinity symbol conveys endless love, care, and the ongoing process of emotional healing. At the center, the hugging hands symbolize comfort, trust, and the bridging of broken connections. This symbol mark was developed using the Golden Rule, ensuring that all proportions, curves, and placements feel naturally balanced, harmonious, and visually pleasing. This mathematical harmony mirrors the brand's philosophy of restoring wholeness, safety, and belonging in children's lives.

Represents protection, hope, and the idea of "heaven", symbolizing a safe and uplifting space for every child.

Symbolizes endless love, care, and emotional healing, reflecting the belief that compassion has no limits.

Depicts comfort, trust, and reconnection, embodying the core idea that even broken bonds can be repaired through love.

## 2.1. Logo Introduction

The HugsHeaven logo is a visual embodiment of the brand's mission: even broken connections can be repaired, one hug at a time. It consists of two key components: the symbol mark and the logotype, each thoughtfully designed to reflect the brand's emotional and philosophical core.

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The color palette of sky blue and soft pink reinforces

# HugsHeaven

The overall shape of the HugsHeaven symbol mark is inspired by a cloud icon.

Designed by  
Sahan Hewagama



## Introduction

Introducing 'FRUTY', a mango smoothie brand that tastes like pure summer joy. Bursting with ripe mango flavor, it blends freshness, fun, and nostalgia—recalling childhood days of climbing trees, sharing fruits, and savoring sweetness. Smooth and refreshing, FRUTY delivers a joyful tropical experience in every sip—summer in a bottle.

## Essence

Fruty mango smoothie captures a deep emotional connection to childhood. Mangoes are more than just a fruit—they carry memories of summer holidays, climbing trees, sticky hands, and carefree laughter. The smoothie becomes a symbol of those playful days, blending nostalgia with freshness. By reimagining mango in a modern, joyful brand, Fruty bridges past and present, showing how simple tastes can unlock powerful personal stories. More than a drink, Fruty is a playful reminder of moments that shaped the earliest connections to happiness.

## Logo



The FRUTY logo embodies nature, nostalgia, and organic freshness. Its curvy shape reflects mango leaves, while smooth edges symbolize the natural smoothie. The mango with slingshot-inspired "Y" recalls carefree summers, while the playful drip highlights juicy freshness. A refreshing green palette evokes tropical vitality, making FRUTY a joyful reminder of summer—fresh, fun, and full of life.



## Logo Color

The FRUTY logo embodies freshness and playful energy through Mango Leaf Green, inspired by the vibrant tones of mango leaves. It reflects the brand's essence of connection—linking people, nature, and nostalgic memories. The logo should appear on Mango Yellow or white backgrounds, with the brand name consistently in white for clarity. On dark backgrounds, the logo may appear in white or negative space, with the brand name in black. For one-color applications, the logo is black while the brand name appears in negative space, preserving FRUTY's vitality and joyful summer spirit.



## Brand Motif

The slingshot with a mango is our playful brand motif, symbolizing childhood nostalgia, fun, and the burst of joy our smoothies deliver. It captures Fruty's spirit: fresh, bold, and full of carefree energy.

## Branding on Product



## Promotional Tents



## Merch



Branded caps turn everyday wear into mobile promotion for Fruty. Fun and stylish, they let fans showcase the brand, increase visibility, and create a sense of connection and loyalty wherever they go.



Designed by  
Fathima Nusra Nazar

**How Tether Helps People**

Tether helps artisans share their work with the world, giving their crafts visibility and value. It also helps people find more than just products — it helps them find meaning. Every purchase becomes a way to hold onto a story, a memory, or a connection. In this way, Tether is not just a marketplace or a lifestyle brand, but a platform of stories. It allows people to see objects not as things, but as ties to life itself.

**Color System — Primary**

Ivory Stone	Charcoal Mark
#A8B8D8	#A8B8D8

Parchment Light	
#E6E6E6	

Tether's primary colors are built from soft, neutral tones. These hues reflect natural materials, grounding the brand in authenticity. The palette creates a calm foundation where artisan stories and crafted objects take center stage. It feels timeless, approachable, and human, embodying the deep connections we form with the objects that surround us.

**tether Stories you can hold.**

**In a world that moves fast, Tether slows down.**

By creating a space where artisans can sell directly to customers, Tether turns products into stories. Each object is not just something you use, but something you hold close — a piece of someone's work, a reflection of culture, and a thread to memory. From a hand-thrown mug to a woven throw, Tether's products are emotional anchors that connect people to places, moments, and loved ones.

**The tether logo**

The Tether logo combines the letters T and E with a loop. The loop symbolizes connection, flow, and continuity. It is simple but powerful — showing that even in the smallest mark, stories can be tied together. The logo is not just a sign of a brand, but a reminder of how every product binds maker and owner in a shared story.

**Icon Style**

In Tether's identity, icons are more than functional markers — they are miniature stories. Each icon is created using the same design language as the logo: a balance of loose looping lines that symbolize connection, and solid lines that ground the form. This approach makes every icon feel hand-touched, personal, and human — just like the objects and stories that Tether brings to life.

The icons reflect everyday objects that carry emotional weight, inviting us to see the beauty and meaning in the ordinary. By staying consistent in line weight, rhythm, and the interplay between fluid and structured strokes, the icons become an extension of Tether's visual identity — poetic, approachable, and deeply tied to the theme of connection between people and objects.

**tether.connect**  
130 Posts 15.3k Followers 200 Following

**tether.connect** • 25.2k followers 18 following

**Every stitch, a memory. Every thread, a connection.**

**Paulina Sanders**

**Everyday things, extraordinary stories.**

**tether**

**tether**

Designed by  
**Mohamed Naflan**



PRODUCTS  
FOR  
LIFE



PRODUCTS FOR LIFE

## KINDRED MUGS

FOR PAD AWARDS 2025

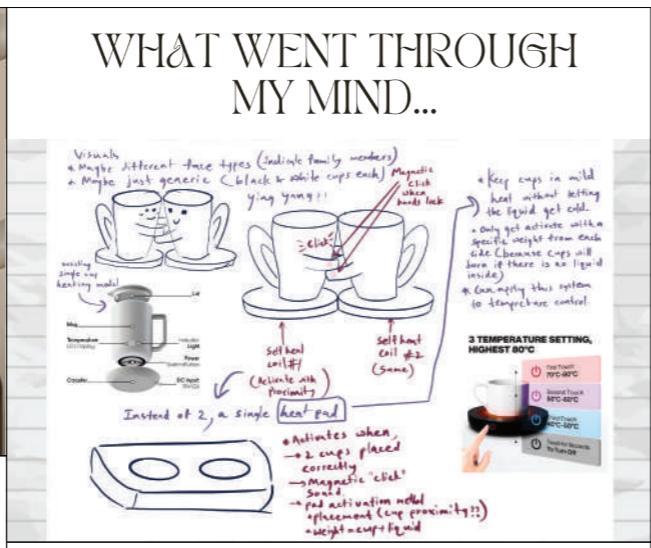
### INTRODUCING...

## KINDRED MUGS



Meet Kindred Mugs — a uniquely designed self-heating coffee mug set that only activates when two matching mugs come together in a warm hug. Once they click into position, your beverage begins to warm, maintaining the perfect temperature throughout your deep, uninterrupted conversations. Designed to turn cozy moments into lasting memories, this is not just a product — it's a shared experience.

Kindred Mugs brings the theme of connection to life by making warmth dependent on togetherness. It reflects how closeness, both emotional and physical, is essential to activating something special — in this case, the heat that keeps your drink warm. Just like our relationships, the warmth doesn't start until both ends connect.



### MUG AESTHETICS



KINDRED MUGS BY NANDUNIE



GENERIC

**Design Option 1:** A minimalist black-and-white set, symbolizing harmony and duality, inspired by the Yin-Yang concept.



FAMILY

**Design Option 2:** Mugs with subtle face-like features that represent various family members or close companions.



LOVERS

**Ext. Design Option 2 :** More faces, more warmth

This concept was born from a simple but familiar moment — those long, meaningful conversations with someone you love. Whether it's a rainy evening on your kitchen deck or catching up with a long-lost friend at a cafe, time slips away unnoticed. Yet, your drink grows cold. Kindred Mugs captures that very essence of warmth sustained through connection. The realization that both mugs must be present, filled, and embraced to activate the heat becomes a poetic symbol of mutual presence — and a beautiful metaphor for emotional warmth.



## BIRTH OF THE IDEA



## THE HEATING PAD

### Power and Connectivity

To embrace modern convenience, Kindred Mugs is designed with wireless power in mind. The heating pad features inductive charging — a smart and safe method that removes cable clutter. This not only enhances mobility and design appeal but ensures seamless use at home, cafes, or cozy reading corners. A USB-C wired fallback can also be offered for added flexibility.

### The Heating Pad Functionality

- Activation Mechanism:
  - a.Mugs must be positioned in their hugging pose — indicated by a magnetic "click" sound when the arms lock together.
  - b.The mugs must contain liquid, which applies weight to trigger the gravity induction switch. This ensures the device won't heat unless it's safe, preventing overheating of empty cups.
- The pad maintains a constant temperature, ideal for long conversations.
- Touch-activated temperature control:
  - Single tap: 50–60°C
  - Double tap: 40–50°C
  - Long press: ON/OFF
- Safety Feature: Heating stops automatically when mugs are lifted from the pad.

Designed by  
Nandunie Harischandra



# Analysis Findings.

IN BRIEF

3 Main Problems

- RESTRICTIVE: THE LACK OF PROPER WASTE-SORTING COMPARTMENTS FORCES ALL TYPES OF WASTE TO BE MIXED TOGETHER, REDUCING EFFICIENCY AND MAKING DISPOSAL MORE TIME-CONSUMING.
- CRAMPED: WORKERS OFTEN OPERATE IN CONFINED SPACES WITH NO DESIGNATED ROOM FOR PERSONAL BELONGINGS.
- UNSANITARY: THE ABSENCE OF PROPER PLACES TO EAT DIRECTLY IMPACTS THE WORKERS' HEALTH AND DIGNITY.

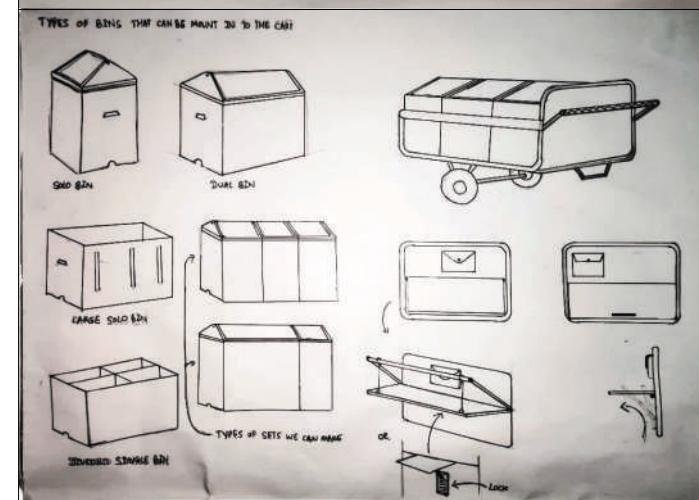
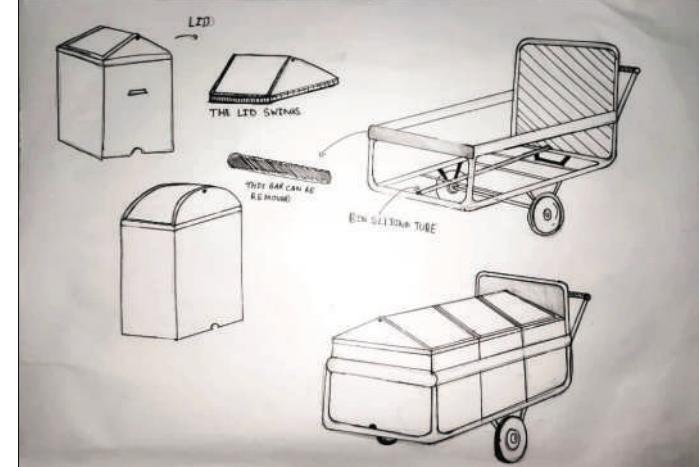
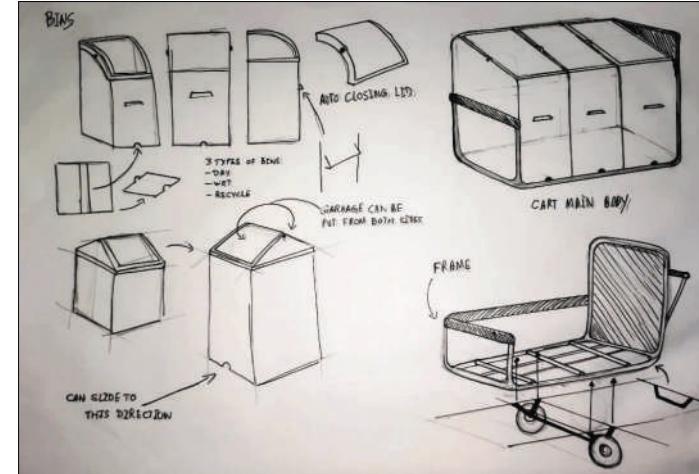
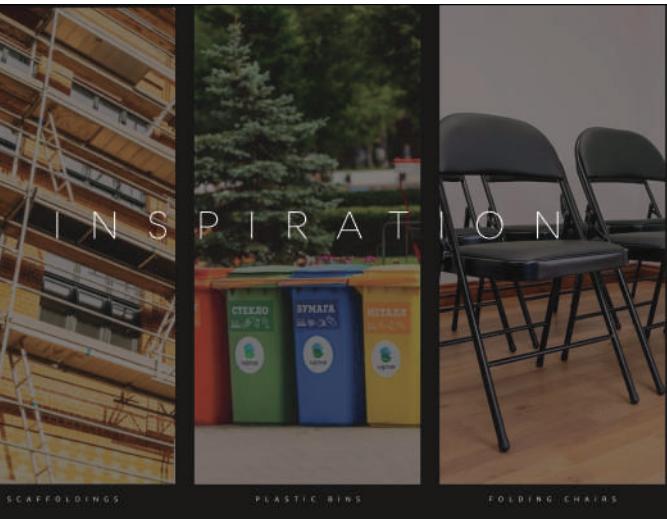
# Problem Statement.

Road cleaners currently face restrictive, unsafe, and undignified working conditions due to heavy carts, lack of personal storage, poor waste-sorting options, and no proper space to rest or eat.

INTO A DESIGN CHALLENGE

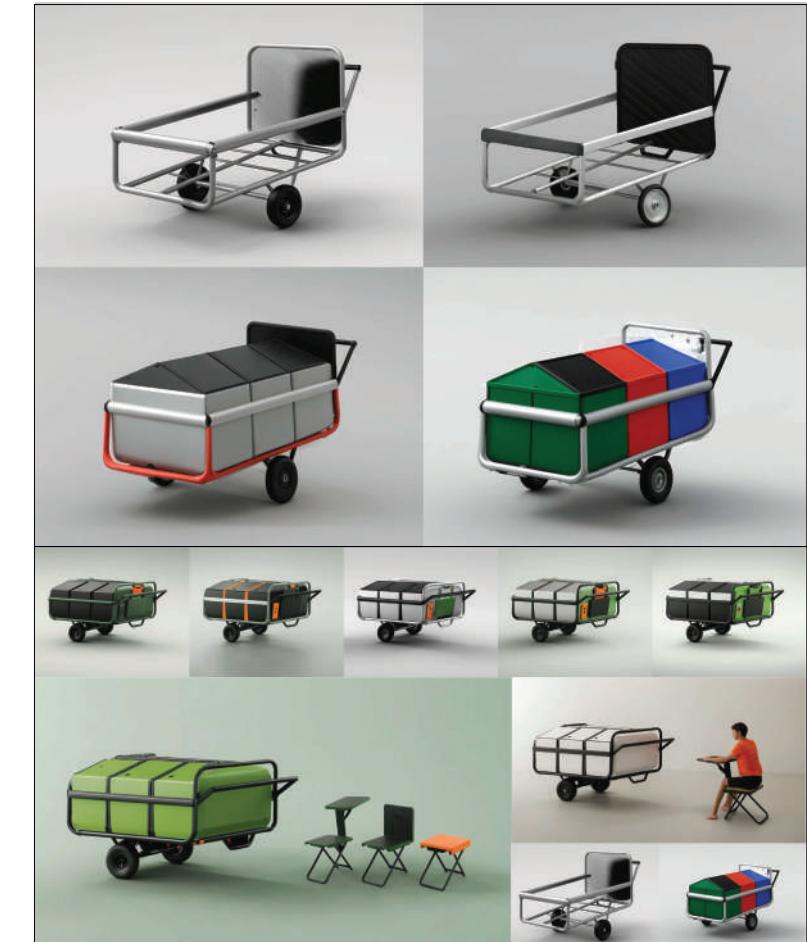
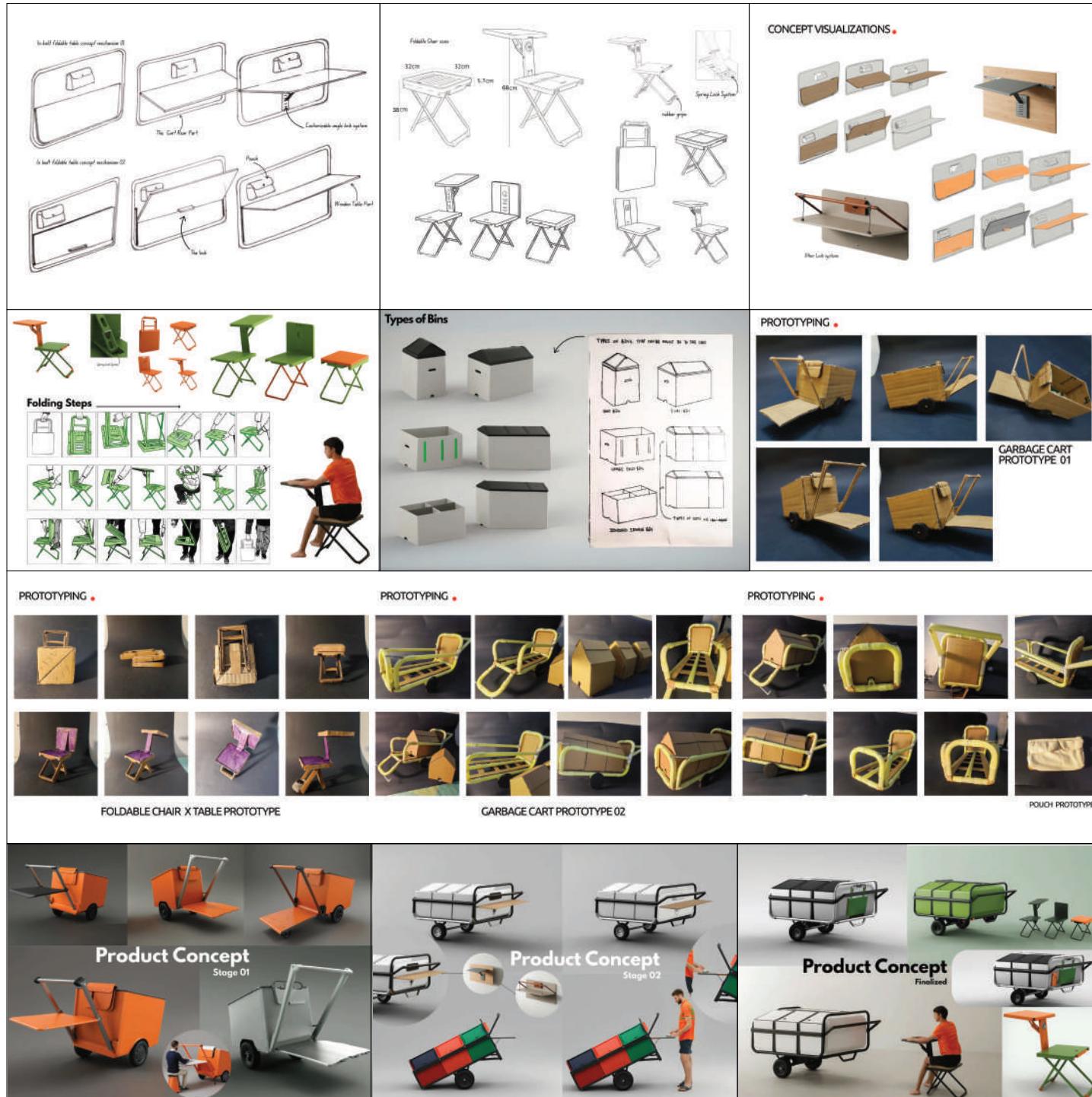
# How Might I ?

Make road cleaning more efficient, comfortable, and dignified through organized waste sorting, personal space, and hygienic breaks?



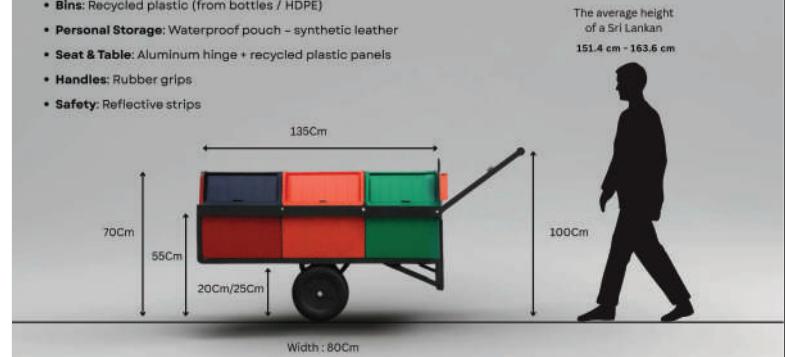
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## SPECIAL MENTIONS



ERGONOMICS & MATERIALS

- **Frame:** Aluminum alloy
  - **Wheels:** Solid rubber tires + steel axle
  - **Bins:** Recycled plastic (from bottles / HDPE)
  - **Personal Storage:** Waterproof pouch - synthetic leather
  - **Seat & Table:** Aluminum hinge + recycled plastic panels
  - **Handles:** Rubber grips
  - **Safety:** Reflective strips



Designed by  
**Nisal Kodituwakku**

# Roots of Connection.

An Empathy Journey with Pepper Farmers

## Context

Rattota, Sri Lanka

This project begins in Rattota, Matale, a region where small-scale farmers nurture one of the country's most valuable spices - **Black Pepper**.

### Black Pepper, King of Spices

Sri Lanka, the leading producer of black pepper, is the world's most widely used spice, accounting for 80% of its exports. India accounts for 62% of these, while the top ten countries account for 91%.

**"Current black pepper market of Sri Lanka is having few problems due to low production quality and the gaps between supply chain."**

Despite improvements, productivity levels remain low. To improve pepper supply quality and competitiveness, collective measures and capacity building in the value chain can be adopted. Sri Lanka should explore high-end markets like the USA and EU to expand its pepper production.

Currently, Sri Lankan Standards for Black and White Pepper are not mandatory for export, but systems certifications like ISO22000 Food Safety Standards, HACCP, and GMP are increasingly sought.

The Sri Lankan pepper industry can enhance quality standards by promoting good agricultural practices, upgrading facilities, establishing central centers, enhancing extension services, encouraging exporter integration, implementing mandatory standards, raising quality awareness, and investing in advanced testing equipment.

### "Identified Problem"

The gap between the Market Demand and the Storage Challenge

Small Scale farmers do not sell pepper according to the market preferences

Small scale farmers do not sell dry black pepper after harvesting

Unless they sell the Harvest at young stage...

Small Scale farmers do not have space to maintain a huge storage units and systems

They are not financially stable to maintain a storage unit, and also they don't have proper infrastructure facilities

They are not financially stable to maintain a storage unit, and also they don't have proper infrastructure facilities

Because of this situation Profit of the small scale farmers are low



About the Project

## Connection comes alive.....

Every grain of pepper tells a story of dedication, yet poor storage silently steals their reward. Poor storage means lost quality, and lost quality means lost profit. This project weaves meaningful connections, linking empathy with innovation, farmers with effective storage, and quality produce with fair markets. More than preserving pepper, it preserves dignity, effort, and opportunity, transforming challenges into stronger livelihoods.

### Field Visit

Black Pepper Community Rattota

### The Full Mosaic

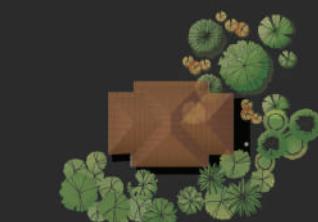


### Context Analysis

FARM LAND OF SMALL SCALE FARMERS



NARROW ROAD TO THE HOUSE



- Using their home gardens
- 3 Acres of lands now given by gift
- Harvesting during August
- Drying by sun drying without drying
- Traffics are low

### Design Challenge

A storage solution for black pepper harvest

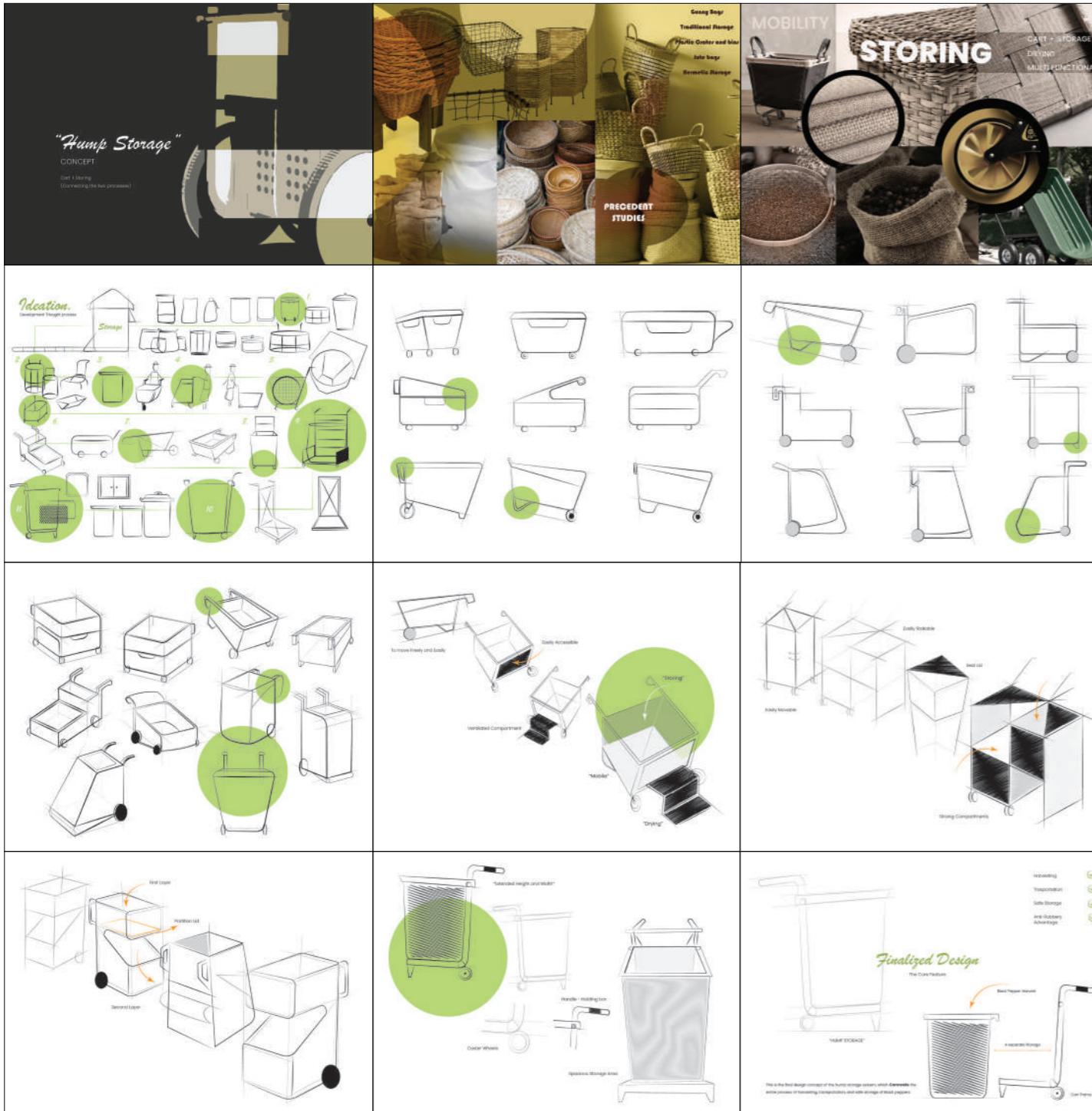
A good storage unit could save them money and time

### Factors to Consider

- Should easy the procedure of Harvesting to storing
- Easy installation
- Can be able to protect harvest from thieves
- Easy to Access
- Avoid Spoilage

>>>

## SPECIAL MENTIONS



**Functionality and Aesthetics**

- Optimal Storage Capacity ✓
- Optimal Ventilation ✓
- Easy Access ✓
- Moisture Controls ✓

**Hump Storage Cart**

**Cone**

**Wood**

**Enhance Form Aesthetics**

**Note** - The bin features integrated handles that facilitate secure and stable stacking of multiple bins.

**HUMPS STORAGE CART**

Product details of the two-wheeled storage cart for black pepper farmers with a 200 kg.

I. Model Number - HSC200

II. Finish - Steel, Wood, Cone

III. Pepper Farm Lands, Rota, Malacca

IV. Dimensions - [Cart dimensions are in mm.]  
Frame Width = 550x350  
Storage Container = 690x490

V. Weight Capacity - 200kg

**Roots of Connection.**

Connection is not only between people, but also between people and the objects that shape their lives. For pepper farmers, storage is more than a function; it is a lifeline. **Hump Storage** strengthens this connection, giving farmers a place to safeguard their harvest, protect their efforts, and ultimately enhance their livelihoods.

The mode of this journey is empathy, listening, observing, and understanding farmers' realities before shaping a design that honors both people and place.

**Designed by**  
**Kaveesha Vihangi**

Stay tuned for...



P H O E N I X