



The hands are supposed to read 2010, but they need more work [especially the index finger which is a bit phallic!]

The hand as an image exists in many cultures of the world, each one has its own way of expressing. It has also been used throughout history in revolutionary graphics, especially the fist, so I thought I would invest in that direction...

I imagined that the hand concept could be expanded and used in signage for example:

☞ to communication committee

or for any directional purpose, also banners, bags, etc. with each hand gesture symbolising a greater concept in relation to the WSF.

And I chose calligraphy because it is the art of the hand as opposed to a product of technology, and is a reminder of our humanity... It would be nice to see the different scripts from all over the world put all together to say "world social forum"...

