

I was thinking of what makes every culture different and what makes it unique, as well as how can the logo we create be adaptable by all these different cultures and still keep a certain unity?

So the idea of patterns came to my mind. Maybe if something within the logo can change every time it is used in a different country, be it the calligraphy, or image maybe: in this case, I thought the zeros can serve as spaces where each different country that has a WSF event, can place the pattern that is traditional to their homeland. And the “2010s” all together form this multiple identity for the forum?

