
MORTAZAVI DESIGN ACADEMY

Valentine Day | Design Contest
2021 February

MDA | Valentine Design Contest

Introduction

LOVE JOURNEY

UPS AND DOWNS



The pendant design, named **Love Journey**, is inspired by the twisting path of love, with all its ups and downs.

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Design

PENDANT DESIGN

MEANINGFUL BEAUTY

The design is based on the script of the word **Love** in Persian, **Eshgh** (Persian: عشق).

In the following slide, you can see how the design has been formed in more details.



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Formation

DETAILS

DETAILS MATTER!

As it is clear, the three Persian letters, E, SH and GH, sit together to make the overall word of Eshgh (Love) in the **Love Journey** pendant.



ق



ش



ع

Love Journey Pendant
Designer

In my opinion, love may be the only word that makes a connection between people all around the world, no matter in what language it is being spoken or written.

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Color

RED ENAMEL

On a textured surface

The red color used in the design is the **classical symbol of love** and an expression of passion and romance.



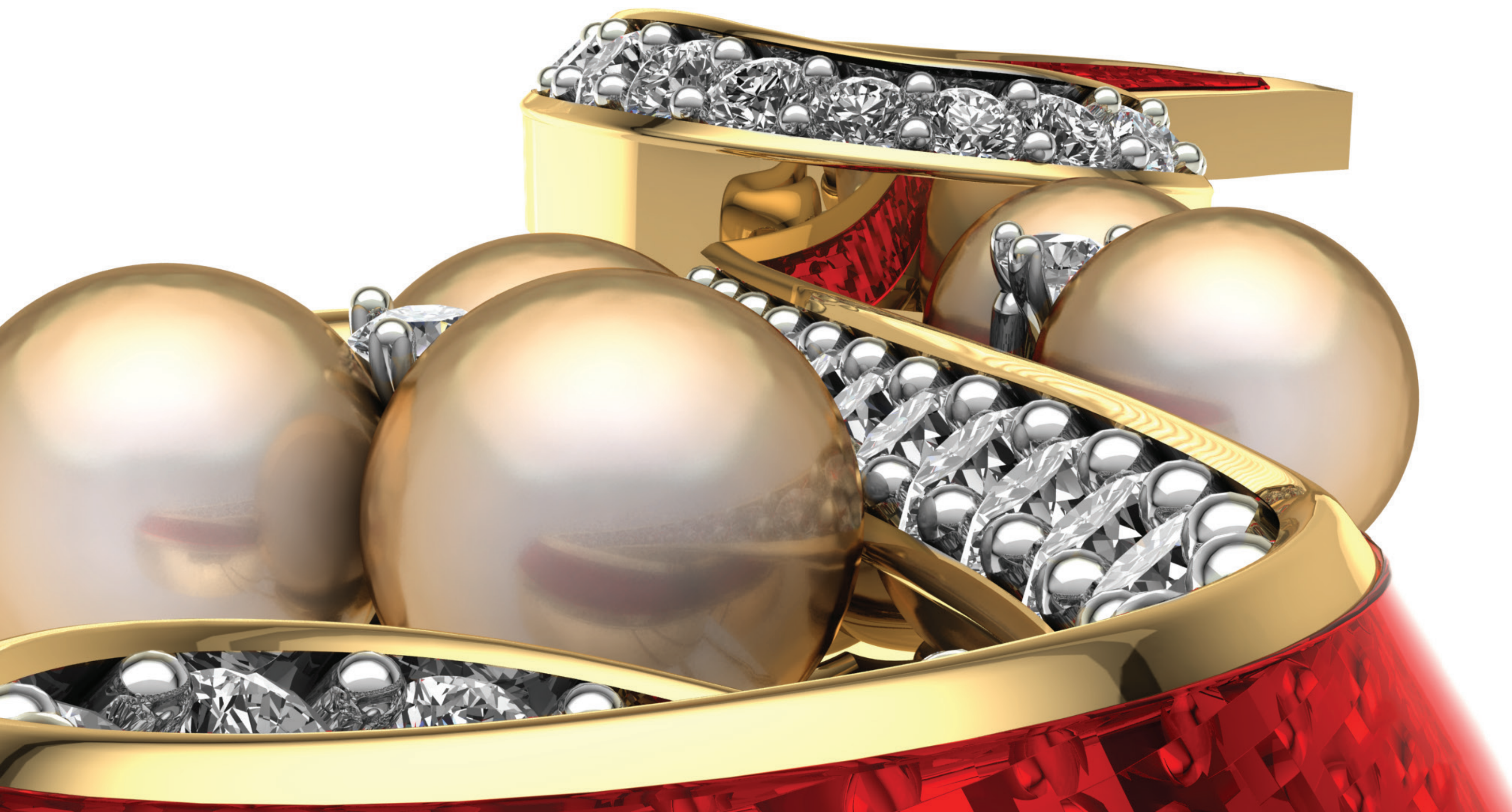
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Different sides



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Different sides



As a necklace pendant, here is where the **chain** passes through.



The design can also be used as a **brooch design**.

Thank You

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