ALA KUKUI IDENTITY

09.07.15
SZKAIAO FOR ALA KUKUI
KUHAO ZANE
BRANDY-ALIA SERIKAKU
AARON BROWN
Vision - Ala Kukui is a cultural center for native Hawaiian spiritual and intellectual advancement in order to elevate the consciousness of Hana, Hawai‘i and the globe.

Mission - Ala Kukui utilizes the comprehensive foundation of the hālau hula to instill, foster and share its beliefs and practices on a local and global platform through retreats, workshops, symposia and performances.
IDENTITY

The logo should portray a solid base/foundation, an inner strength, and the emanating movement out from that core. Like the pele that has to puka out from within the earths core, or the oha that puka out from the kalo corm, or any kind of protrusion that a maka makes as it muʻos out then kupu, then lau, then lālā. It's the radiating energy of creation, growth or life force that can't be contained or held back.

Then that emitted creative energy impacts all that surrounds it whether it means to or not. The gamut can range from simple acknowledgement to intricate feeding, either way a communal relationship begins. Because of this influence the core is strengthened through the reciprocal creation out, feeding and acknowledgement back in.
IDENTITY

The logo should portray a solid **base/foundation**, an inner strength, and the **emanating movement out** from that core. Like the Pele that has to puka out from within the earths core, or the oha that puka out from the kalo corm, or any kind of protrusion that a maka makes as it mu'os out then kupu, then lau, then lālā. It's the **radiating energy** of creation, growth or life force that can't be contained or held back.

Then that emitted creative energy impacts all that surrounds it whether it means to or not. The gamut can range from simple acknowledgement to intricate feeding, either way a **communal relationship** begins. Because of this influence the **core** is strengthened through the reciprocal creation out, **feeding and acknowledgement back in**.
ART DEVELOPMENT

emanating movement out  base/foundation  radiating energy  communal relationship  core
ART DEVELOPMENT

reciprocal creation out, feeding and acknowledgement back in.
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