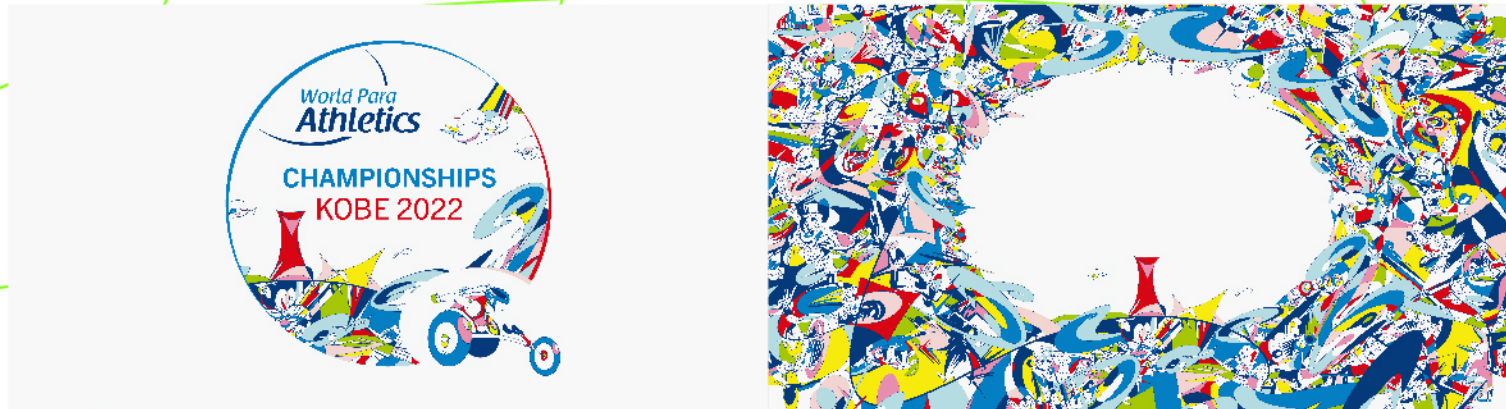


世界パラ陸上競技選手権大会 | World Para Athletics Championships



2年ごとに開催される陸上競技の世界選手権で、パラリンピックに次ぐビッグイベント。2022年は東アジアで初めて神戸市で開催され約100か国から1300人が参加予定。大会ロゴマークのコンセプトは「躍動感と多様性」、スポーツを通じた平和と多様性の波を感じてほしいというポジティブなメッセージを込めました。「神戸を中心に海で繋がる地球」をモチーフとした大会キービジュアルは、競技会場や市街地の装飾、入場チケットやメダルのデザイン等に使用される予定です。

The World Para Athletics, held every two years, is the second biggest paraplegic event next to the Paralympics. In 2022, it will be held for the first time in East Asia in Kobe city, and 1,300 athletes from about 100 countries are expected to participate. The concept of the logo is "Dynamism and Diversity," and we designed it hoping that people would feel peace and diversity through sports. The key visual with the motif of "the Earth connected by the sea from Kobe," will be used for the decoration of the competition venues and the city center, as well as for the entrance tickets and medals.