



Fina
WORLD
CHAMPIONSHIPS

**WATER. WONDER.
WELCOME.**



Memorable premier!

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As of Monday the 2017 FINA World Championships of Budapest proudly shows its new design to the world

The new logo of the 2017 World Championships symbolizes Hungarian traditions and the dynamism of sports, which was presented by government commissioner dr. Miklós Seszták during the press conference of the Budapest and Balatonfüred based top event this Monday.

„The new design reflects the fact that we are capable of organising a world class event, establishing and maintaining a professional infrastructure, design and build modern facilities at eye-catching venues in order to make it available for the World Championships and then for the Hungarian sporting life” - mentioned dr. Miklós Seszták.

The creator of the design concept is Ferenc Hetsch, student of the Krea Contemporary Art School, who prepared the design plans as part of an examination according to the professional guidance of his tutors László Ördögh and Bódog Darázs. The focal point of the new design is a modernised folk motif, which with its clean colours and shapes symbolizes the dynamism and freshness of Hungary, a leading nation in aquatic sports.

According to the President of the Organising Committee of the 2017 FINA World Championships: “Hungary is one of the most successful swimming nation, so we aspired to visualise all that in a value creating graphic design. We wanted to come up with such a design, which is worthy for international attention and which transmits a lasting message for the future generations of Hungary”.

Mr. dr. Miklós Seszták also mentioned that: “FINA World Championships is one of the most significant sport events around the globe”. Budapest will be the capital of the world of sports next year for a period of 2 weeks, which is a great opportunity not only for Budapest, but also for Hungary. I am positive that each and every element of the finalised design concept will be worthy for all the attention, which will be dedicated to our country in the upcoming period.

