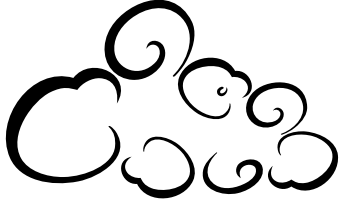


மெய்



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“ கருத்து மேகங்களுக்கு பின்,
பார் மெய்யின் ஒலி ”

The poster is a visual narrative of our eternal perplexity to differentiate truth from reality. Reality is interpreted as a vast expanse of sky within which coexist, Truth, மெய் *Mae* and Opinions of all shapes, sizes and characters, கருத்து *Karuttu*. As age old wisdom says, it takes a seer to seek out the silver lining of truth amidst the dense cacophonous clouds of opinions. The composition plays with the words *Mae* and *Karuttu* both visually and aurally by using the language's freedom to convey an abstract thought with unusual combination of words and images.

The rounded letter forms of *Mae* are illustrated as clouds. The letterforms of *Karuttu* (which also sounds similar to *Karutta* meaning dark/black) fill the clouds in random layers implying sheer density. The final epilogue is metaphoric of dark laden clouds of opinions beyond/ behind or after which one sees, ஒலி, the shining light of truth.