NATIONAL MATH DAY

2025

PRESENTED BY :
Tasiana Zannat
Jui-Ping Kang

PRESENTED TO :
Inna Gertsberg

CAMPAIGN BRIEF

WHAT WE'RE TRYING TO SAY?

MATH IS ALREADY PART OF EVERY CULTURE.

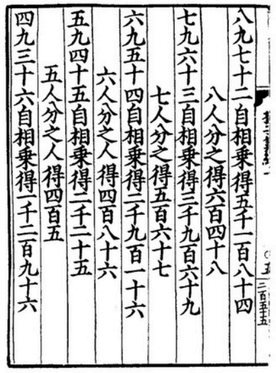
Our core message is very simple: Mathematics has never been a discipline far away from us. It has always existed in culture and life.

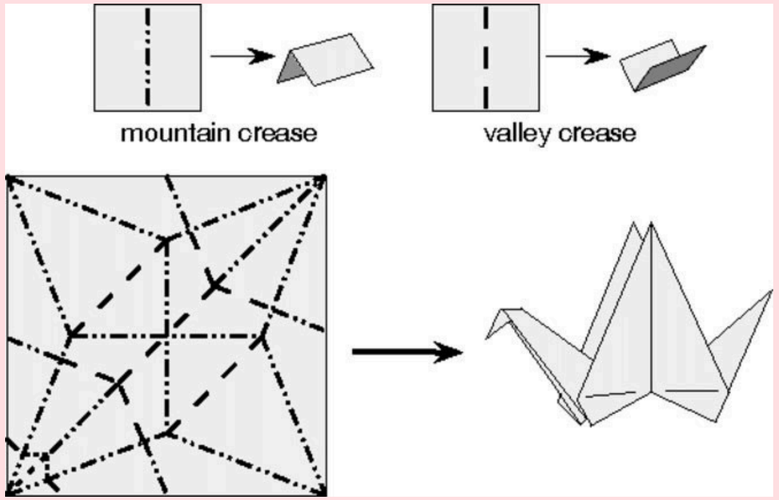
COOL INSIGHTS

MÉTIS WEAVING • ORIGAMI • ZULU BEADS • MULTIPLICATION TABLE

◎ 九九乘法表

2 × 1 = 2	3 × 1 = 3	4 × 1 = 4	5 × 1 = 5
2 × 2 = 4	3 × 2 = 6	4 × 2 = 8	5 × 2 = 10
2 × 3 = 6	3 × 3 = 9	4 × 3 = 12	5 × 3 = 15
2 × 4 = 8	3 × 4 = 12	4 × 4 = 16	5 × 4 = 20
2 × 5 = 10	3 × 5 = 15	4 × 5 = 20	5 × 5 = 25
2 × 6 = 12	3 × 6 = 18	4 × 6 = 24	5 × 6 = 30
2 × 7 = 14	3 × 7 = 21	4 × 7 = 28	5 × 7 = 35
2 × 8 = 16	3 × 8 = 24	4 × 8 = 32	5 × 8 = 40
2 × 9 = 18	3 × 9 = 27	4 × 9 = 36	5 × 9 = 45
6 × 1 = 6	7 × 1 = 7	8 × 1 = 8	9 × 1 = 9
6 × 2 = 12	7 × 2 = 14	8 × 2 = 16	9 × 2 = 18
6 × 3 = 18	7 × 3 = 21	8 × 3 = 24	9 × 3 = 27
6 × 4 = 24	7 × 4 = 28	8 × 4 = 32	9 × 4 = 36
6 × 5 = 30	7 × 5 = 35	8 × 5 = 40	9 × 5 = 45
6 × 6 = 36	7 × 6 = 42	8 × 6 = 48	9 × 6 = 54
6 × 7 = 42	7 × 7 = 49	8 × 7 = 56	9 × 7 = 63
6 × 8 = 48	7 × 8 = 56	8 × 8 = 64	9 × 8 = 72
6 × 9 = 54	7 × 9 = 63	8 × 9 = 72	9 × 9 = 81





BEAUTIFUL CULTURAL TRADITIONS ARE BUILT ON MATH.

ANYTHING BEAUTIFUL HAS MATH BEHIND IT.

**ANYTHING BEAUTIFUL AROUND US—
ART, PATTERNS, RITUALS, OBJECTS, CLOTHING, ARCHITECTURE—CONTAINS A MATHEMATICAL FOUNDATION.
BEAUTY AND MATH ARE INSEPARABLE.**

Anything beautiful has math behind it.

Across cultures, what we call “beautiful”—patterns, crafts, symbols, rituals—are all created through mathematical principles.

Math is not separate from culture; it is embedded in how we design, build, decorate, communicate, and express identity.

PATTERNS THAT CONNECT US

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CAMPAIGN BRIEF

“MATH SPEAKS EVERY LANGUAGE”

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LISTEN...MATH IS SPEAKING...

Creative expressions of cultural math.

We express this theme by using culturally inspired visual math: indigenous beadwork, Islamic geometric tiles, Celtic knots, South Asian mandalas, East Asian patterns, etc.

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WHY IT MATTERS?

MATH ISN'T FOREIGN.

Mathematics is not a textbook.

IT'S FAMILIAR.

Math is not only calculated.

IT'S CULTURAL.

Math connects us.

EXECUTION OVERVIEW

POSTERS

OUTDOOR & IMMERSIVE

CULTURAL MATH WORKSHOPS

WEARABLES

SOCIAL & WEB

VISUAL IDENTITY SYSTEM

LOGO

COLOR PALETTE

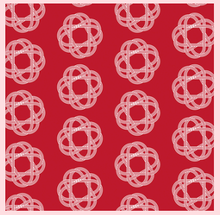
#C74232

#FFFFFF

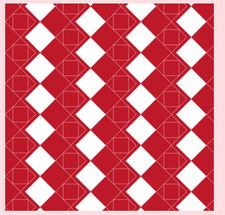
PATTERNS

7
Japanese

2
Chinese



9
Irish/British



3
islamic geometry

POSTERS

CULTURAL MATH STYLE

1.

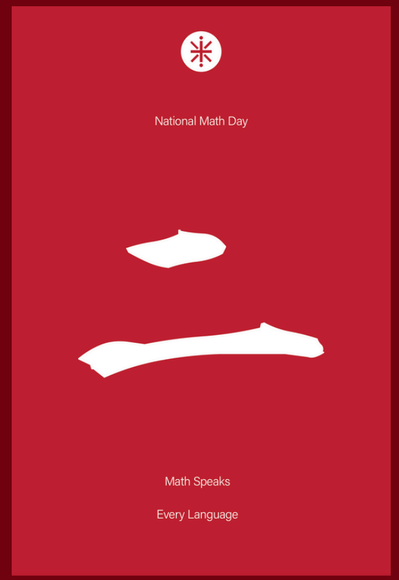
“9” IN CELTIC KNOT STYLE

A poster showing “9” in Celtic knot style
→ corresponds with a social video showing how Celtic knots use geometry
→ event workshop where people try making their own knot patterns

2.

2 IN CHINESE BRUSH CALIGRAPHY

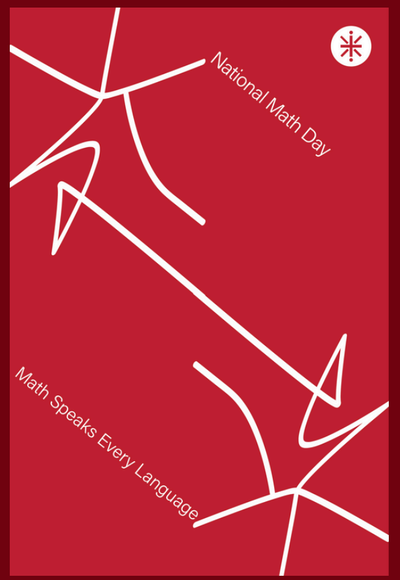
Brush strokes follow principles of balance, direction, pressure, and proportion — all of which are mathematical decisions disguised as art.



3.

7 INSPIRED BY JAPANESE KINTSUGI

Kintsugi lines follow natural fractal-like cracks, creating geometric paths that reconnect the broken pieces.
It reflects a mathematical truth found in nature: even fractures follow patterns.



4.

3 INSPIRED BY ISLAMIC GEOMETRY

Need some word here

OUTDOOR & IMMERSIVE

1.

OUTDOOR TAKEOVER

Transit • Subways • Bus Shelters

OUTDOOR & IMMERSIVE

2.

“THE PATTERN TUNNEL” INSTALLATION

A walk-through tunnel projection showing:
Cultural patterns → simplified math structures → pure math
Ending message:
“Behind every culture, math is speaking.”

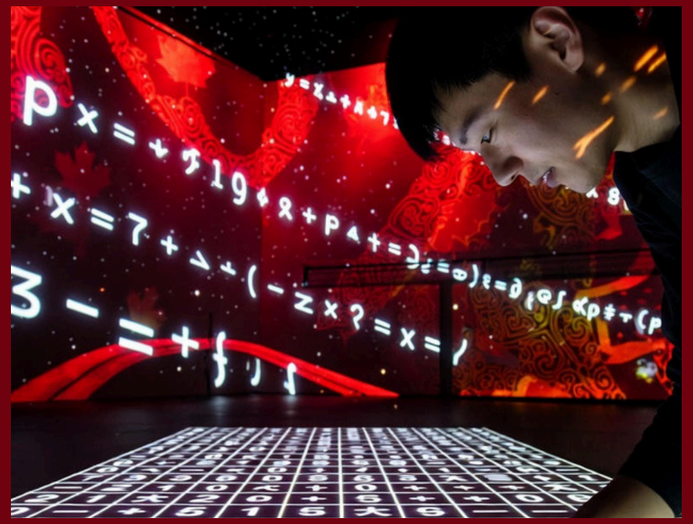
3.

PUBLIC PATTERN WALL

- “Math speaks Cree.”
- “Math speaks Mandarin.”
- “Math speaks Tamil.”
- “Math speaks Arabic.”
- “Math speaks French.”
- All posters show a culturally-inspired number + short math explanation.

A giant communal wall where participants add their little math tiles.
Tiles come from different cultural patterns: beadwork, knots, mandalas, origami folds.
At the end, the entire wall becomes a multicultural math mosaic.

CULTURAL MATH WORKSHOPS



1.

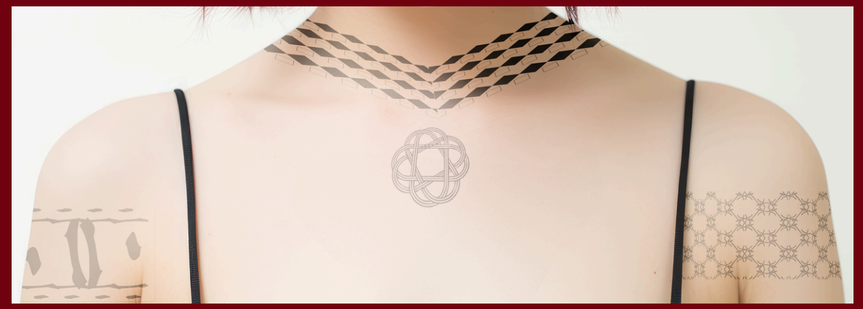
CREATE YOUR OWN PATTERN

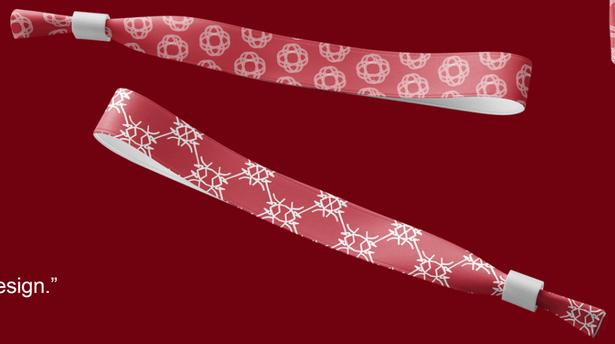
Participants walk through cultural-math stations:

- Indigenous bead symmetry
- Celtic knot loops
- Islamic tessellation
- Japanese Fibonacci proportions
- Chinese/Taiwanese 9×9 grid patterns

Finally, they generate a personal wearable pattern symbolizing their cultural or mathematical identity.
Each workshop explains “the math behind the tradition.”

WEARABLES





1.

UNIQUE OUTPUT

eople can print their pattern on:

- T-shirts
- Tote bags
- Fabric bracelets
- Temporary tattoo stickers
- Phone wallpapers / sticker sheets

Each wearable includes a small tag:
“Symmetry / Ratio / Sequence: the math behind your design.”

SOCIAL MEDIA

1.

#MATHINMYCULTURE

Users upload photos of their pattern.
The system identifies the math behind the pattern (symmetry type, sequence, ratio) and labels it as:
“Math Style: Celtic Loop / Islamic 8-fold / Métis Binary Pattern / Golden Ratio.”
People share their math-culture identity online.

2.

MATHSPEAKS.CA

A microsite where users can:

- Learn cultural math stories
- Generate patterns
- Download wearables
- Share social posts
- Explore the event map and stations

It becomes the digital home of the campaign.

THANK YOU

LEADER

Tasiana Zannat

EXECUTOR

Jui Ping Kang

2025