



Uztelecom

Uztelecom: Technology, Made Native

Context

A cultural code cannot simply be attached to a technology brand as a decorative layer. For a national operator, it must be embedded in the system itself — in the spaces, materials, visual language and the way the brand speaks to people.

Uztelecom connects millions of people across the country. Our task was therefore not simply to make the brand more contemporary, but to make it feel native: recognisable and close to people in different regions, without literal folklore or decorative stylisation.

It was important to find a cultural element that could exist organically within a contemporary technological environment while expressing the very idea of connection.

Solution

The visual language of the Uztelecom wave appears in fluted glass and wooden latticework reinterpreting panjara. These elements do not function as decoration, but as an architectural language: they guide visitor movement, zone the office without opaque partitions, create privacy and preserve a sense of openness.

The traditional motif becomes part of a contemporary environment — functional, adaptable and designed for different office formats, from a flagship space to a franchise location and shop-in-shop.

A system of ceramic objects will also be implemented in the interiors. Ceramics will introduce handcraft, tactility and material memory into the technological environment. Gradients from deep blue to light sky shades connect the objects with the brand palette, the sky and the movement of the signal, while slight irregularities in the glaze bring human presence back into an otherwise immaculate digital environment.

These objects will be created and selected as part of the brand’s living spatial environment, drawing on contemporary Uzbek craftsmanship and the work of local makers. The cultural code continues to work in communication. The brand begins to speak not only about tariffs, speed and gigabytes, but also about the people for whom connectivity exists.

Communication is built around life scenarios: families, children, work, travel, everyday interaction and regional contexts. A technical advantage becomes not an end in itself, but a way to make someone’s life calmer, easier and freer.

Cultural closeness is therefore expressed not only in how the brand looks, but also in how it speaks.

Insight

That element was panjara — a traditional lattice that simultaneously divides and connects space.

It allows light, air and sight to pass through, creating privacy without cutting people off from the world around them. In this, we saw an accurate metaphor for Uztelecom’s role: technology should provide access and protection, connect people and remain clear and human.

We therefore did not reproduce the ornament literally. We translated the logic of panjara — rhythm, permeability, light filtration and soft division of space — into a contemporary brand system.

Result

We created a system in which local culture is neither set against technology nor used as external styling.

Panjara becomes a contemporary principle of openness and care. Ceramics bring back tactility and human warmth. Communication translates technological scale into the language of real life.

As a result, Uztelecom can be technological and native, national and contemporary, large-scale and close.

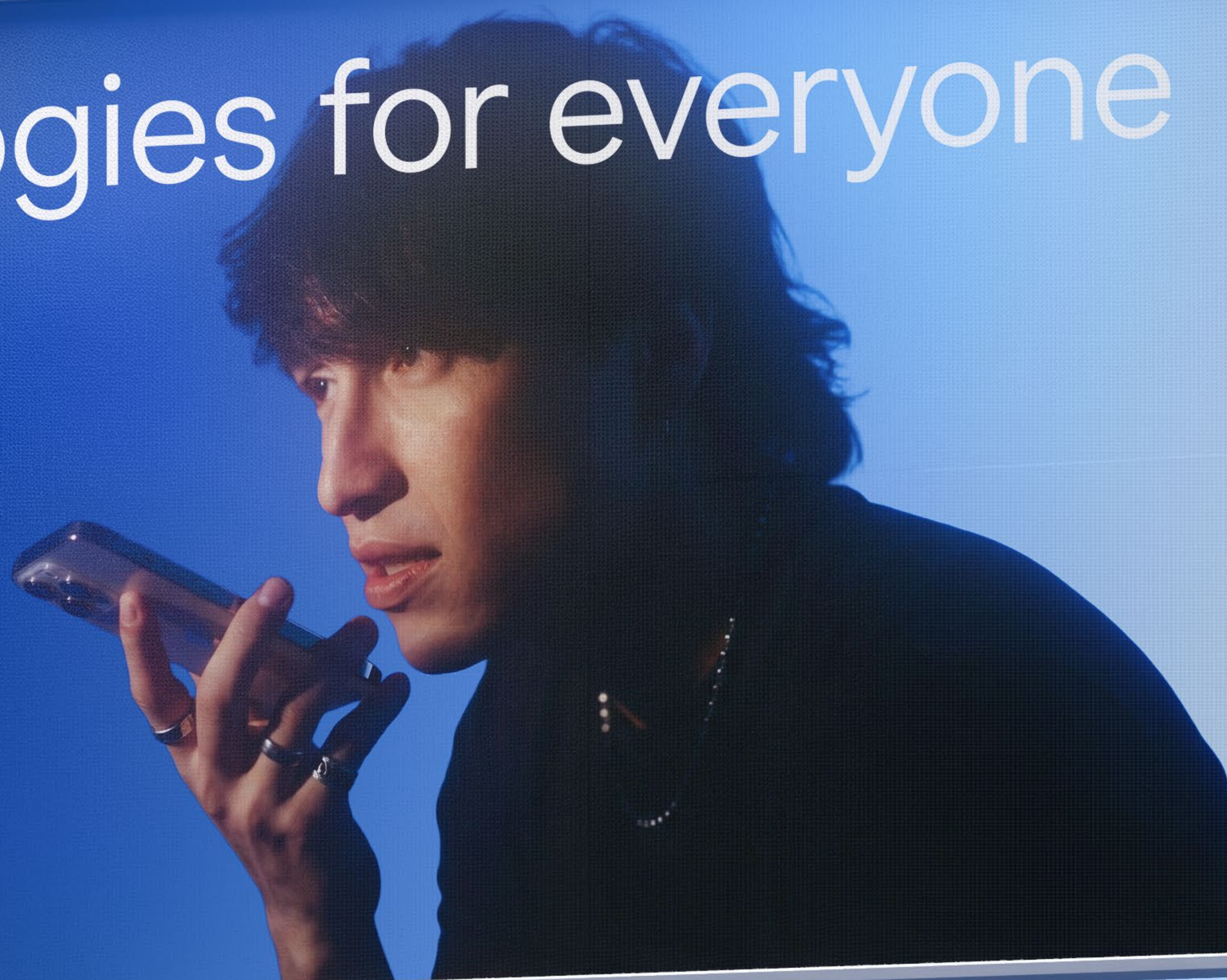
The brand makes technology part of a familiar, human and shared environment.



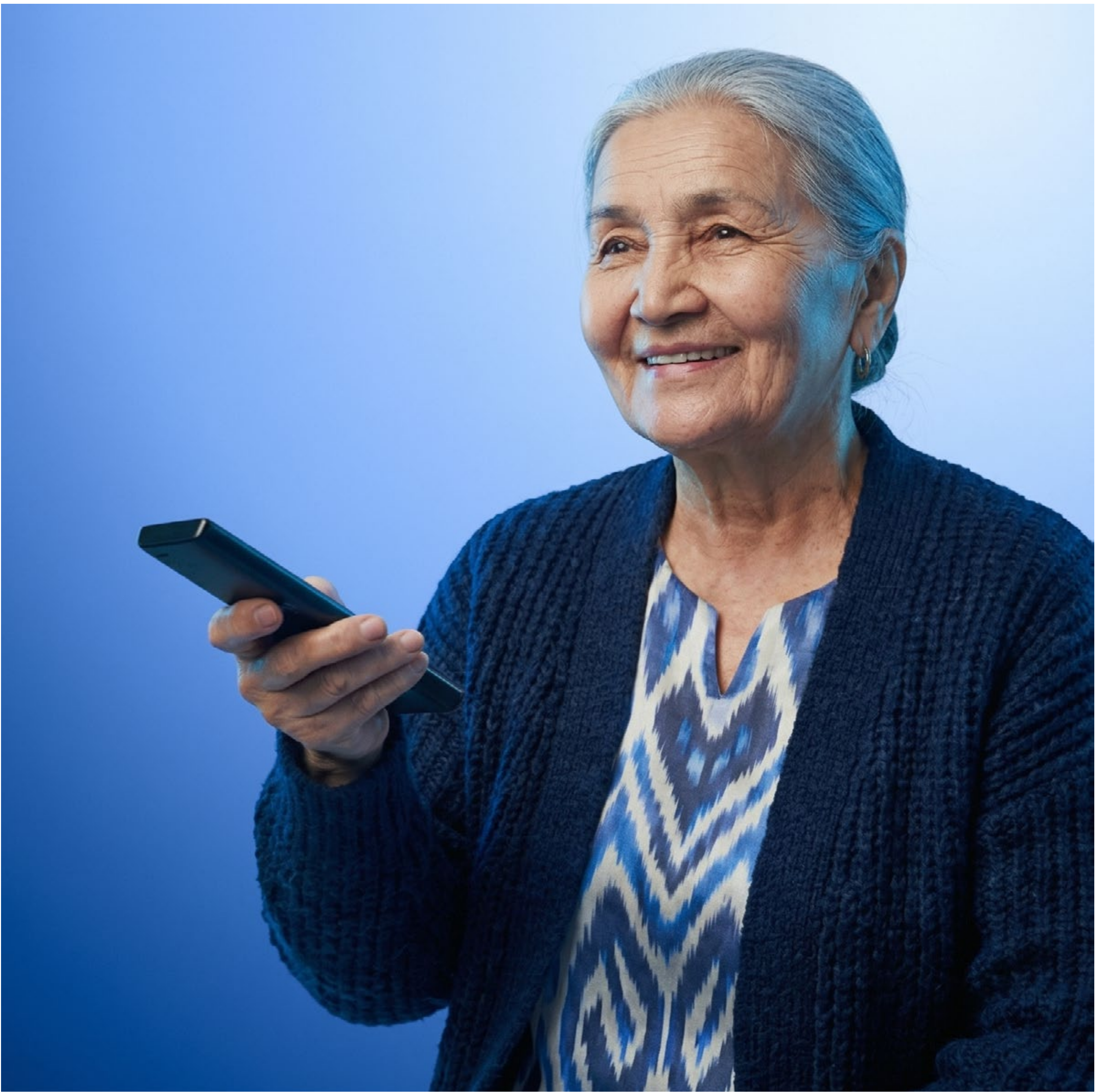
Uztelecom

Technologies for everyone

 Uztelecom







 Uztelecom



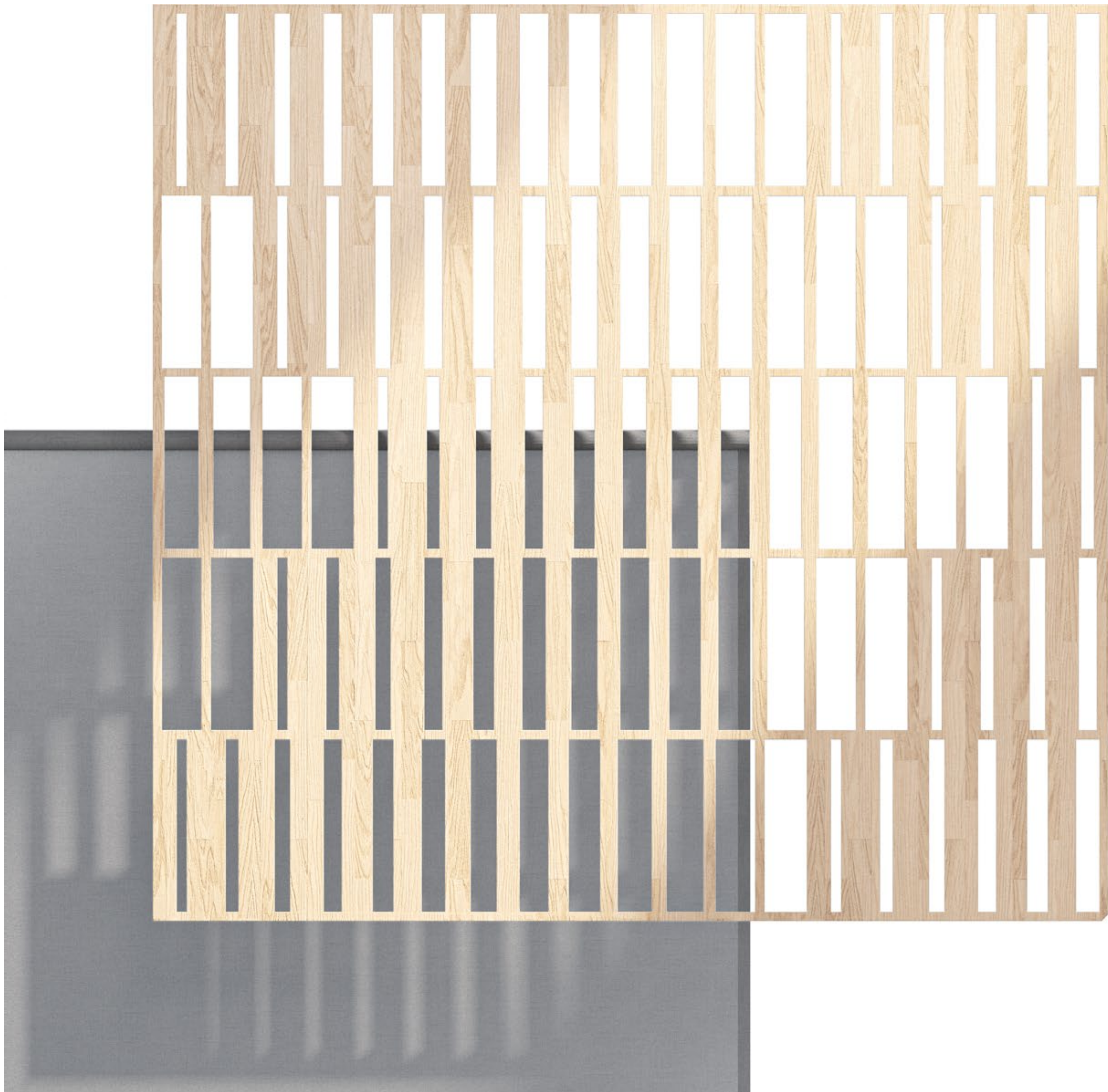
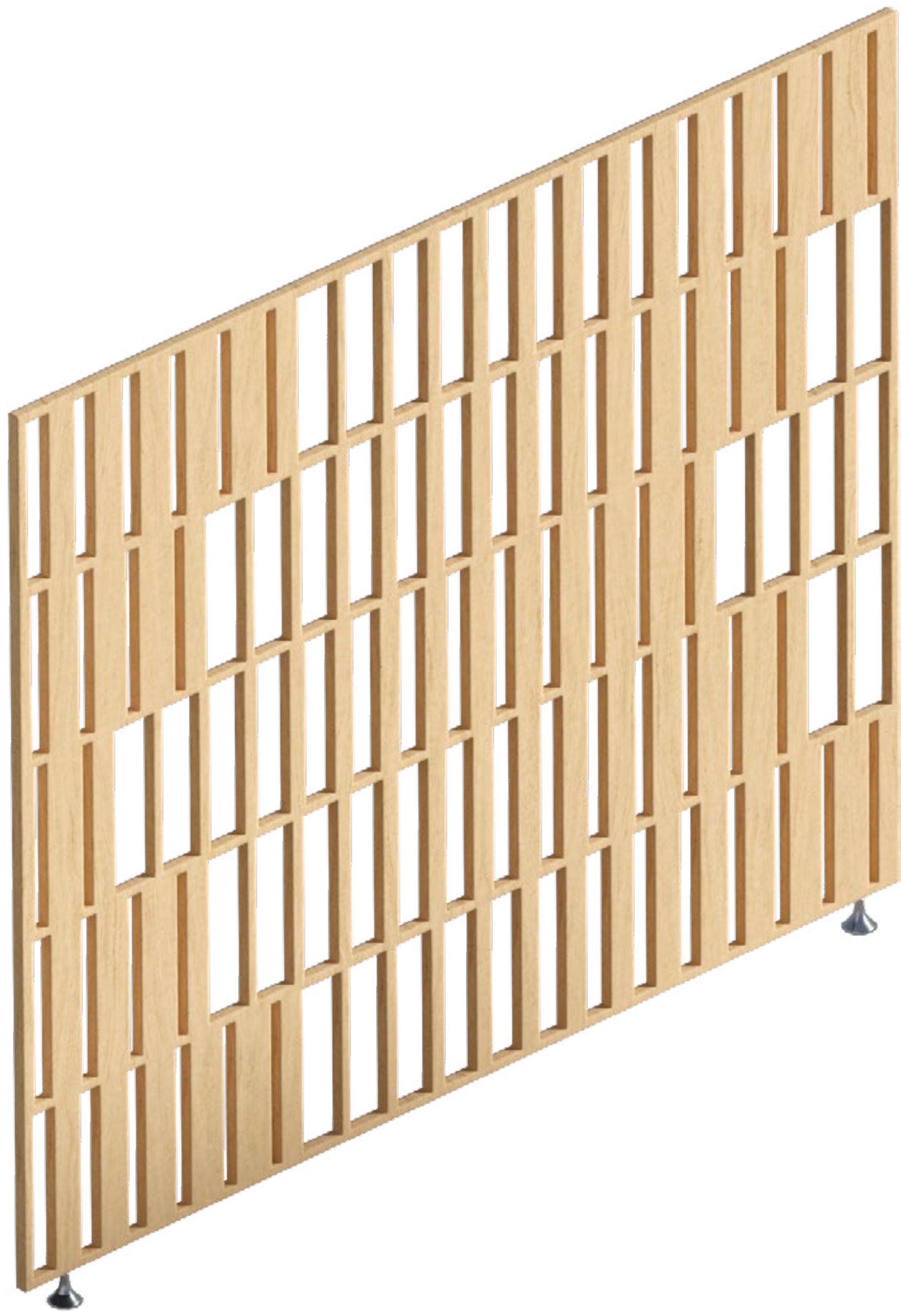
 Uztelecom



 Uztelecom







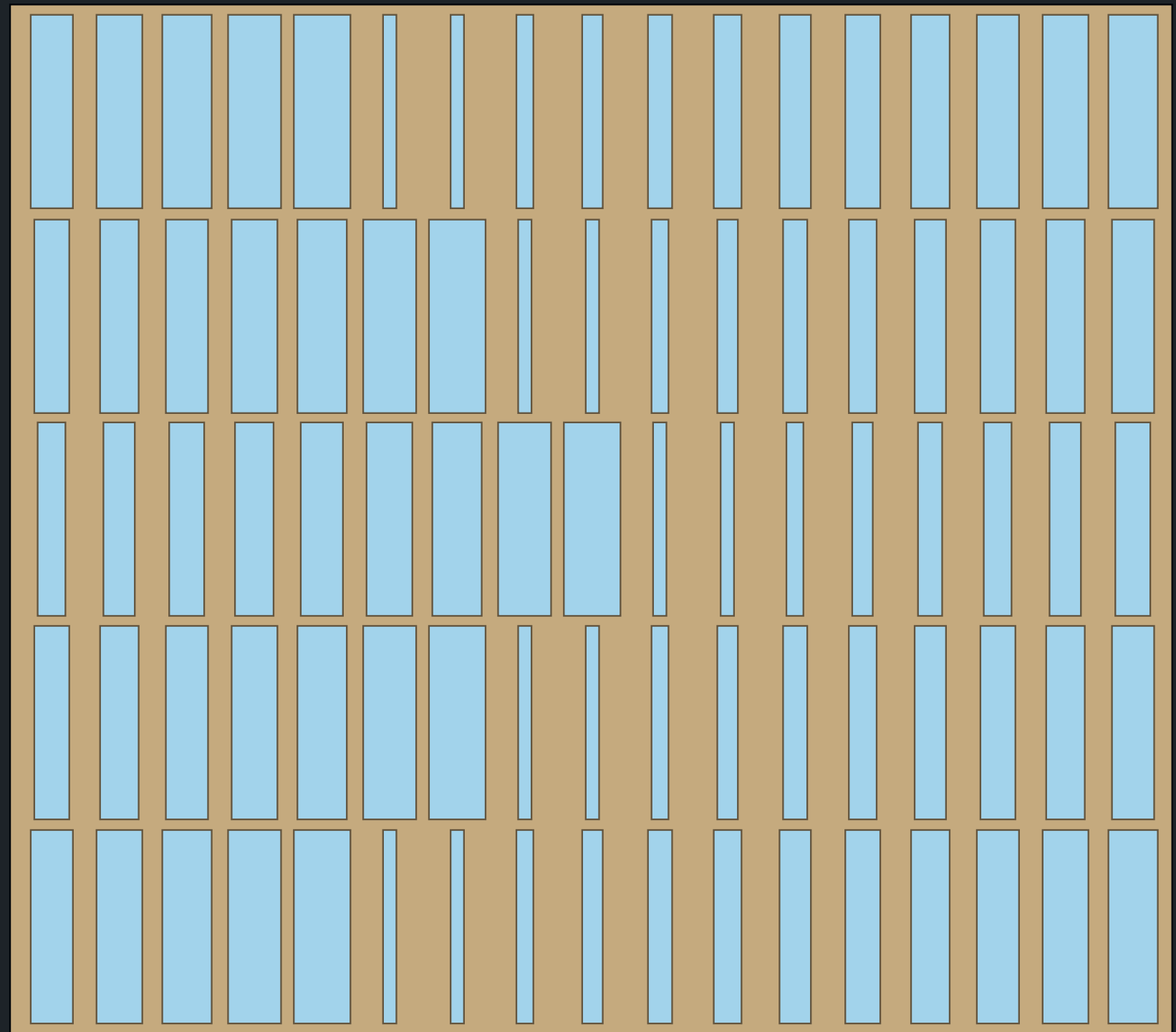
5000

760



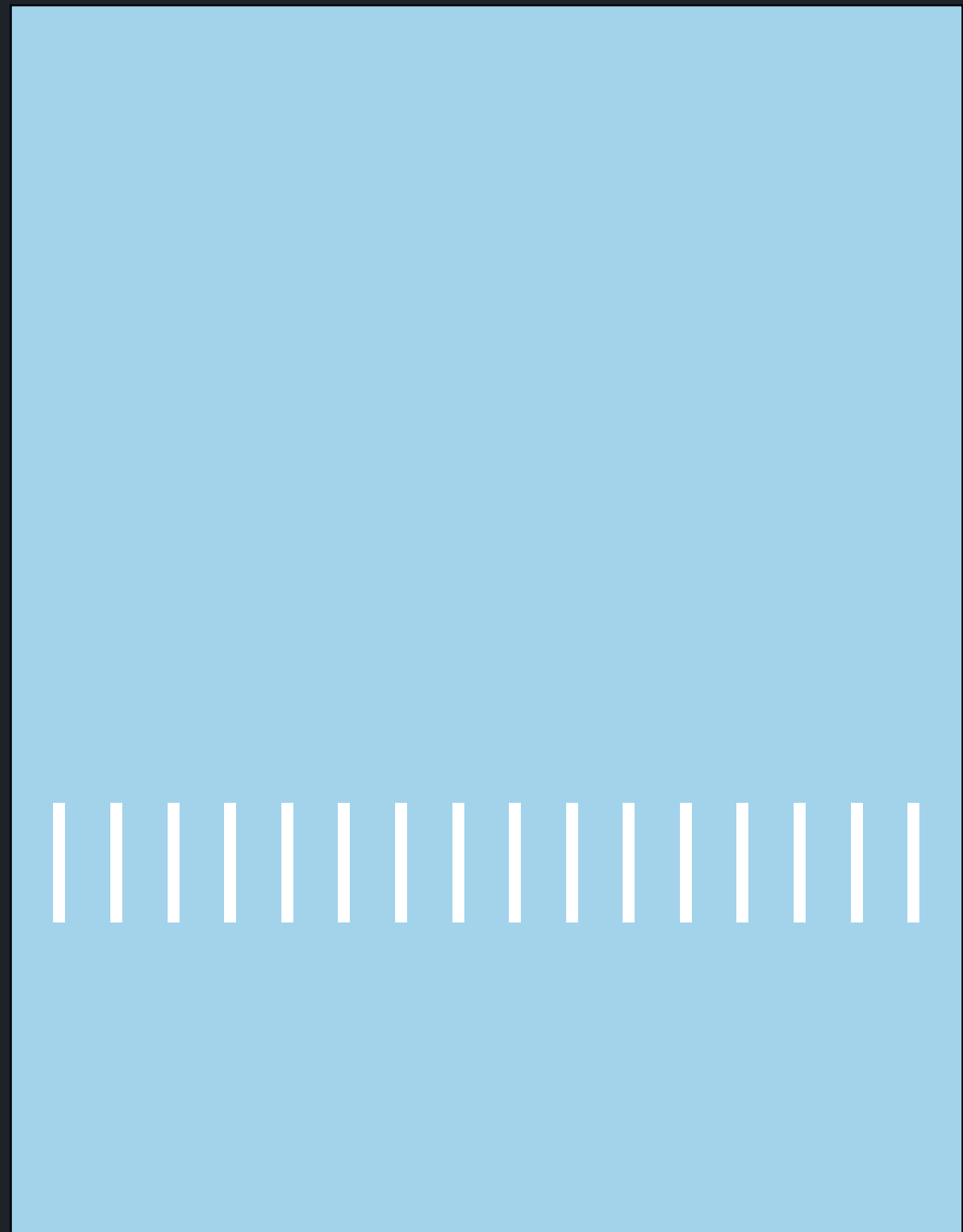
Uztelecom

1200

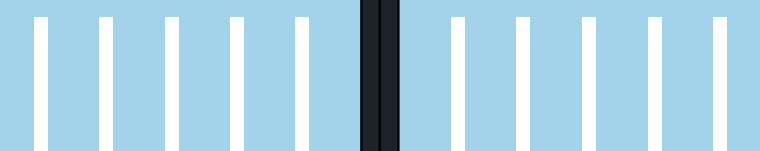


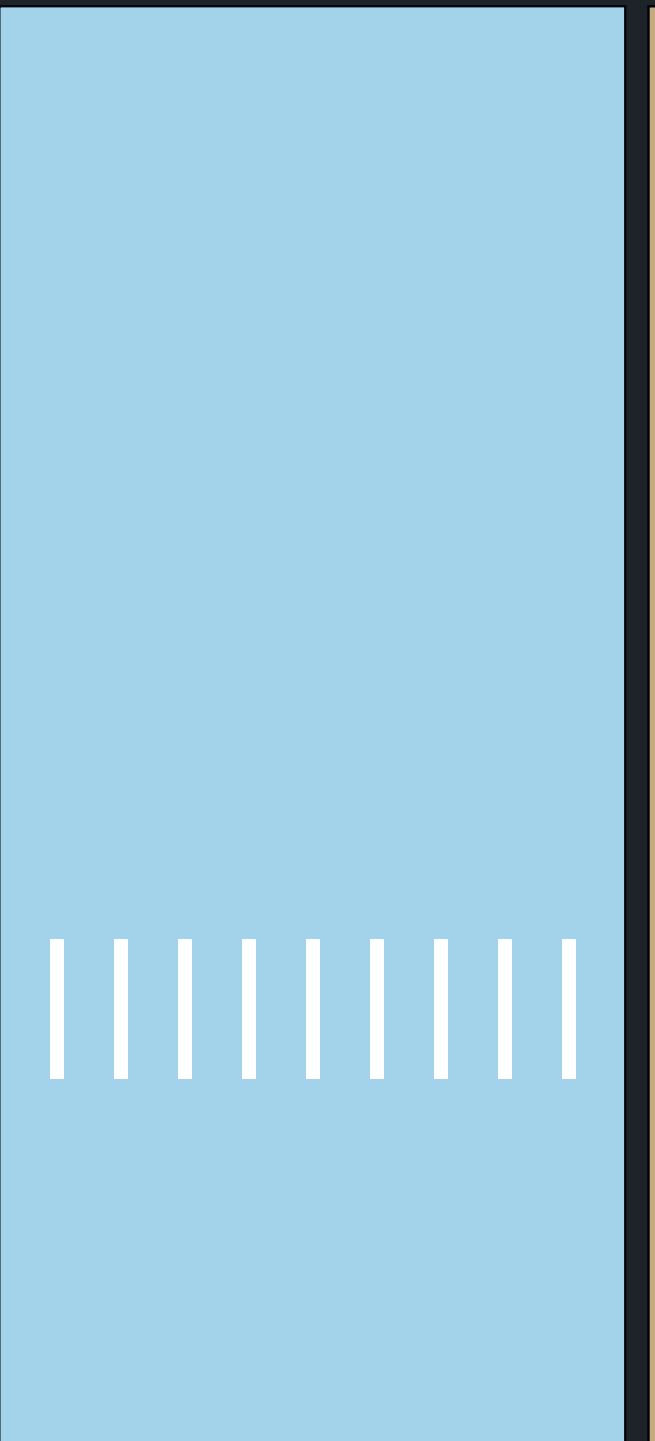
Barcha uchun texnologiyalar

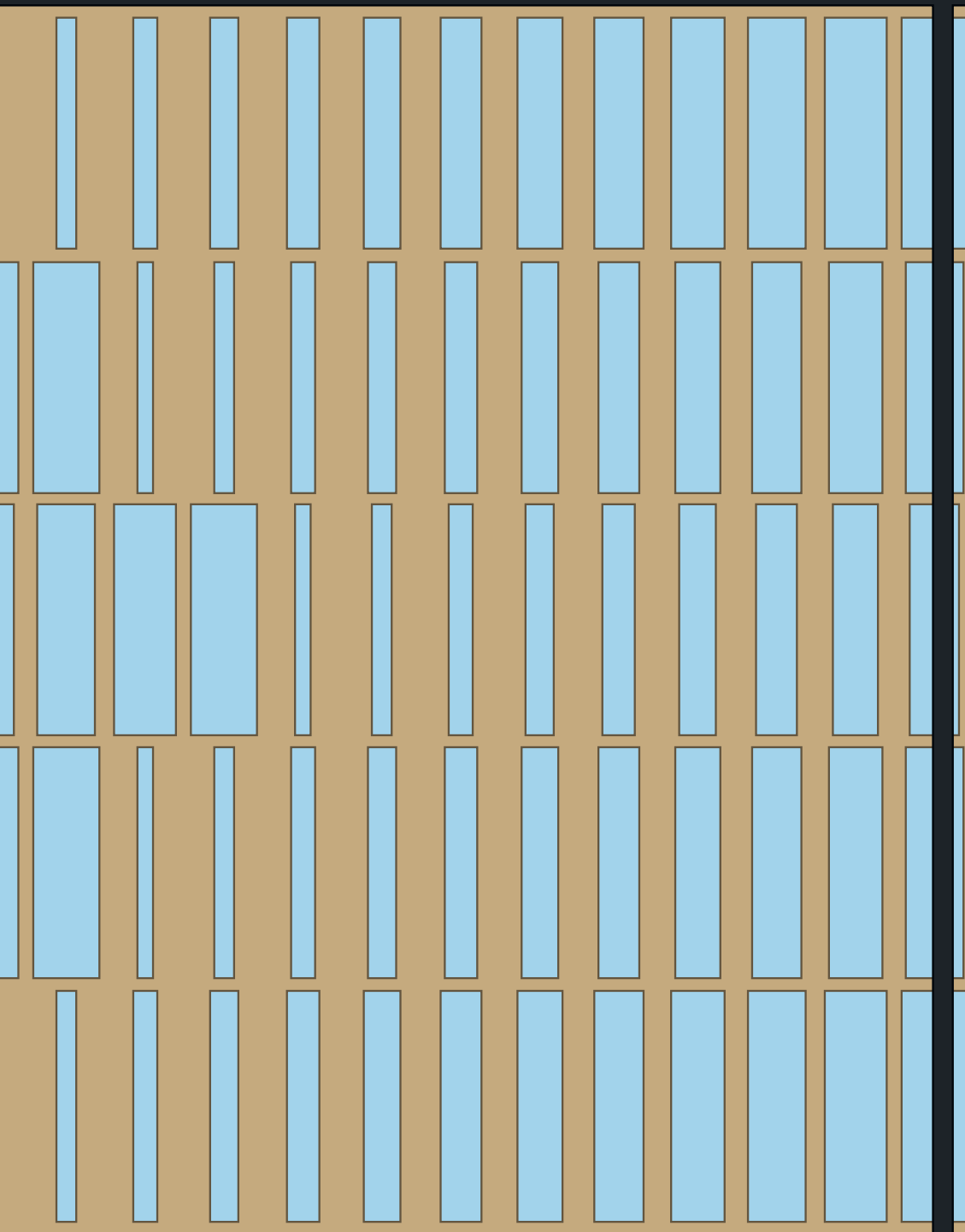


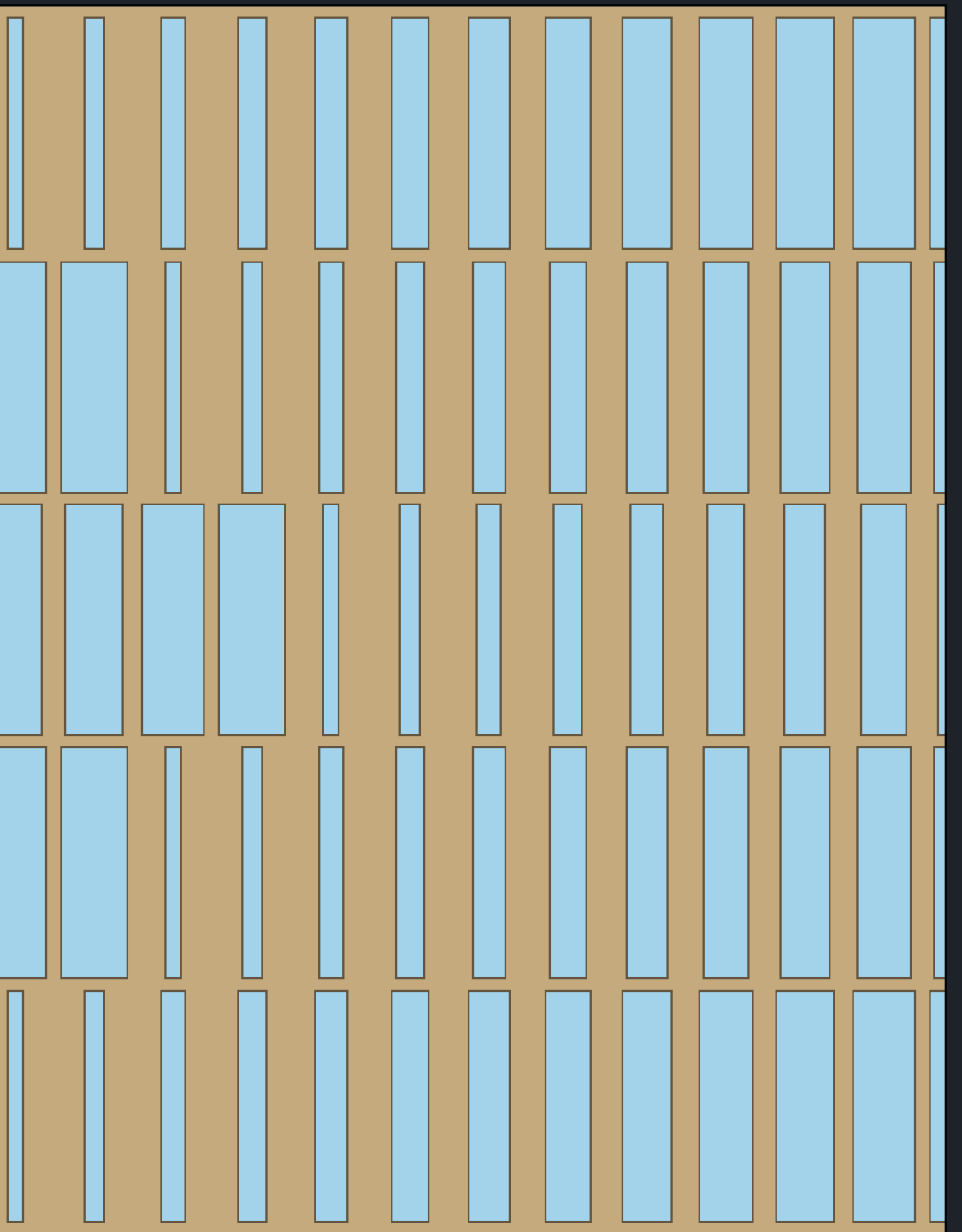


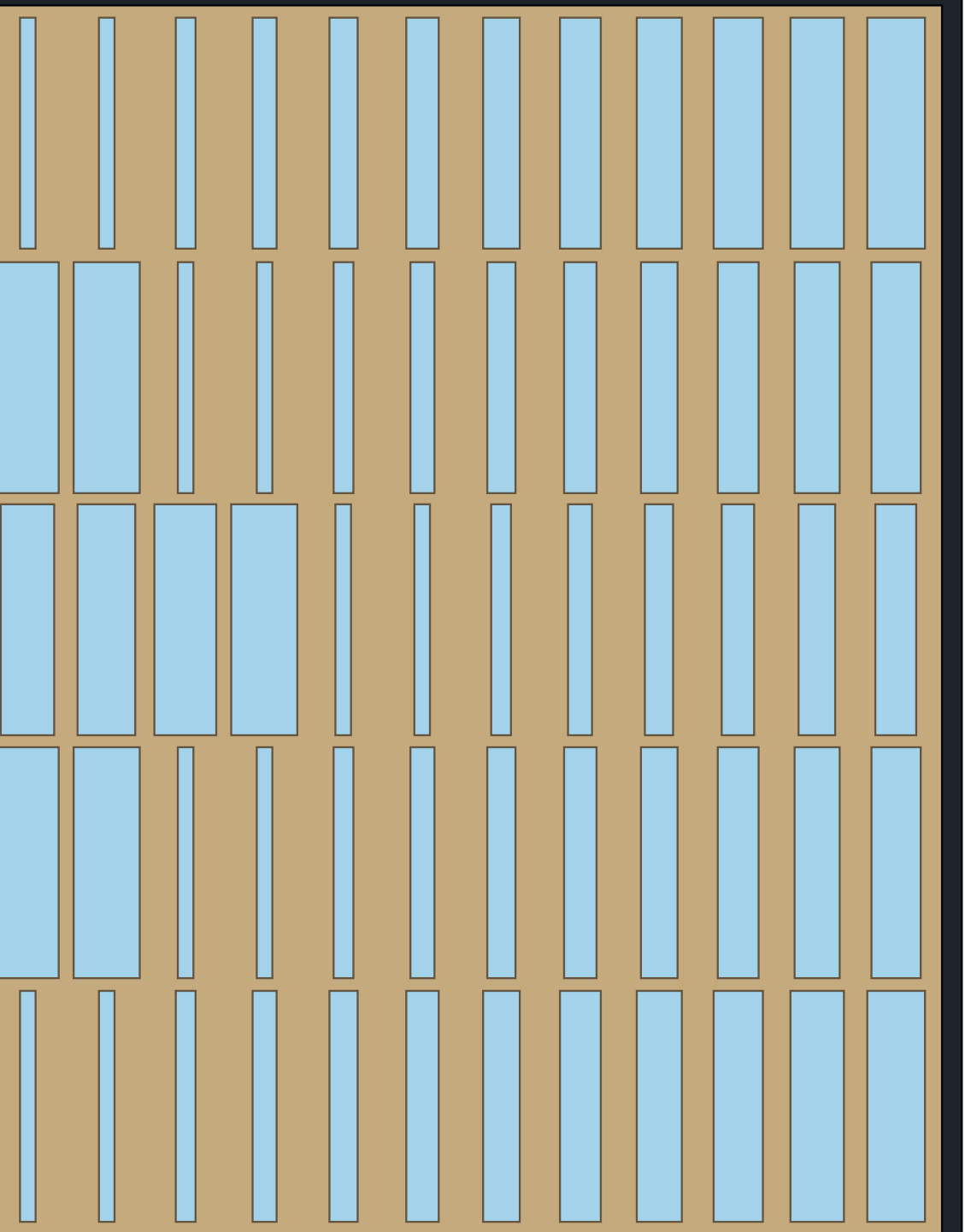
**Uztelecom**
Ish Vaqti
Du - Ax: 8:00 - 21:00
Shan - Yak: 10:00 - 20:00
☎ 1099











21000

3200



Barcha uchun
texnologiyalar

Uztelecom

Ish Vaqti:

Du - Jumi 9:00 - 21:00
Shan - Yaki 10:00 - 20:00

☎ 1099

Uztelecom





Mijozlar bo'limi
Абонентский отдел
Uztelecom

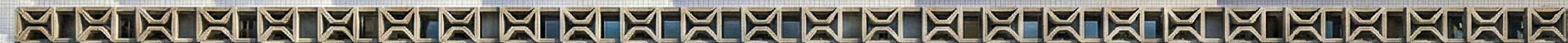




Mijozlar bo'limi
Абонентский отдел
Uztelecom

 Uztelecom

Barcha uchun texnologiyalar



 Uztelecom

