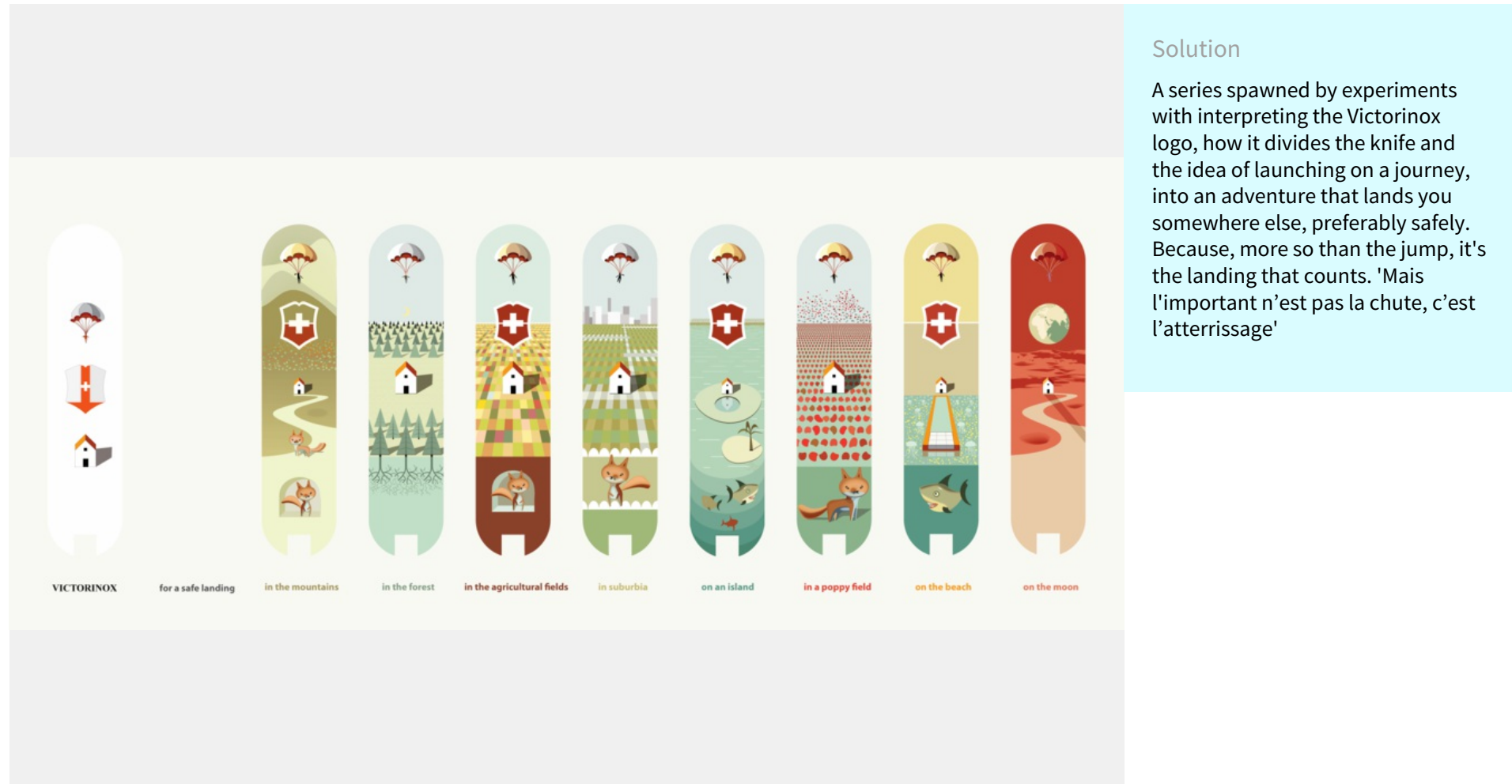


# 1/6 Safe Landing. It's not the jump , but how you land. In the polder

A series spawned by experiments with interpreting the Victorinox logo and launching on a journey



## Solution

A series spawned by experiments with interpreting the Victorinox logo, how it divides the knife and the idea of launching on a journey, into an adventure that lands you somewhere else, preferably safely. Because, more so than the jump, it's the landing that counts. 'Mais l'important n'est pas la chute, c'est l'atterrissage'

Status: 19.06.2018

2/6

## Safe Landing. It's not the jump , but how you land. In the polder

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What is the story behind your design?

The idea was to make the logo more prominent this time, to have it point somewhere, between earth, sky (and water) to a kind of home (or a vacation hut) you land in/ you arrive at , wherever that might be. Because, as the tagline of a movie goes: it's not the jump that counts, but how you land afterwards. Also, the logo divides the 'canvas' in several parts, so this was an attempt to assign roles to these parts.

3/6

## **Safe Landing. It's not the jump , but how you land. In the polder**

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Is there a connection between your design and the Victorinox brand?

Please see above

4/6

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Please make sure you have filled out your country of origin in your profile! It's important that the regional Victorinox team understands the cultural background of your design.

romania

5/6

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Have you used any third-party material? Even if you've modified or combined it, please know that in this project no stock is accepted. See "mandatory requirements" (in the Brief) for details.

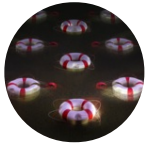
just the faded background to some of the presentation boards. none on the knife

6/6

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Creative's profile



ioana