

1/6 **Happy Folks**

"Happy Folks" is a modern and fun design inspired by traditional Polish folk art "Wycinanki".



Solution

"Happy Folks" is a modern and fun design inspired by traditional folk art. The happy colors and playful design make the Victorinox knife a fun product to use. It is simply happy folk for happy folks!

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Happy Folks

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What is the story behind your design?

When I think about the connection between the following elements: my country of origin, tradition, modern design and the values of Victorinox brand, I think about Wycinanki, Polish folk art, which is an art of paper cutting images. Therefore, I decided to interpret this craft in a fresh way, as I think it would be fun to use "Happy Folks" Victorinox knife for creating some amazing Wycinanki!

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

Iconic design that is based on tradition and history presented in bright and modern way.

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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.

yes, Poland.

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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.

No, all designs are 100 % mine.

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Creative's profile



Magdalena Bardzinska-Frank PRO

Surface Pattern Designer

Düsseldorf, Germany

Creative's top 5 skills

Graphic Design, Illustration, Photography, Textile Design