

1/9 **Hachiko - always there for you**

The most loyal companion ever.



Solution

White dog waiting for his owner to return.

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Which animal(s) did you choose as a visual and why?

I just love dogs. We have some of our own, and occasionally host some others. Under influence of story about Hachiku, I have finally chosen a dog. As such a devoted companion he can represent Swiss Army Knife with no shame at all.

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What culture or region does the animal stand for?

Dogs are appearing in all cultures as people's companions, helpers, protectors... So let's say international.

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What story does your design tell?

A dog, the most faithful and devoted companion is waiting for his owner to return and take him along on adventurous journey. Inspired by Hachiku - probably the only dog with his own statue.

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What style did you choose for your design and why?

Simple flat illustration with strong visible contours, mostly black and white. The shape of illustration is completely adapted to shape of the knife. So the visibility of artwork would be as good as possible on a small object.

A special story edition has been drawn. This time I've chosen more "manga" colorful style, with watercolors and ink.

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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.

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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 material is accepted. See "Guidelines, regulations & comments" (in the brief)

No.

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To be featured on facebook as the Victorinox "Pick of the Day" please write a short statement about you (see more details in the brief).

Simple and natural.

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Creative's profile



markomavric

Creative's top 5 skills

Graphic Design, Illustration, Product Design