

1/9 **RIDE THE WAVES**

Blue waves crashing in shark infested waters.

Visual Solution



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RIDE THE WAVES

Blue waves crashing in shark infested waters.

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

The shark came to mind right away as a complimentary animal to the Victorinox pocket knife.
Sharp and sleek, a little dangerous.

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What culture or region does the animal stand for?

Sharks, living in the ocean, represent no region or culture and instead belong to the whole world.

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What story does your design tell?

The repetitious movement of the lines draw your eye into the design, leading you to the bold red logo on the face of the knife. On the flip side, there is a bit of fun with the addition of a bucking black shark

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What style did you choose for your design and why?

For this design I chose to work in the style of Japanese woodblock prints from the 18th century. I love the movement created from the use of repeating lines contrasted with areas of flat color.

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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.

United States

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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 stock material was used.

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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).

Lindi Kistler is a surface designer from the South Eastern region of the United States.

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Creative's profile



dear_chickie PRO

Illustrator surface designer

Creative's top 5 skills

Graphic Design, Illustration, Textile Design