

1/9 **The Brave Ram**

The Brave Ram, wearing a traditional romanian pattern on the horns.



Solution

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The Brave Ram

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

I choose for my design the ram, because it's a wide-spread animal in my country, but also a very respected one. It symbolises braveness , masculinity and competitiveness.

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What culture or region does the animal stand for?

The ram is very spread on hill and mountain areas of my country.

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What story does your design tell?

The ram has a very strong character, establishing a dominance hierarchy through fighting, threats and competitiveness and symbolises braveness, energy and masculinity. The geometrical pattern on the horns represents a traditional romanian pattern.

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What style did you choose for your design and why?

The style I used for my design is traditional ink drawing.

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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

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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, I didn't used any third-party material.

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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).

Hello! My name is Ioana Zdralea, I am 30, and I live in Bucharest, Romania. I work here as an illustrator, architect and designer. I created this design for Victorinox in a traditional ink style, choosing the ram as a symbol of braveness, energy, competitiveness and masculinity.

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Creative's profile



Zdralea Ioana PRO
Graphic designer
Campina, Romania

Creative's top 5 skills

Photography, Product Design, Interior Design, Textile Design, Service Design