

1/9 **PoliCat**

A simplistic, yet attention grabbing presentation of a cat.



VICTORINOX
Meow



Solution

The idea consists of fully focusing on a cat's look, its' hypnotizing eyes and symmetrical structure.

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

I chose a cat because it is a beautiful animal that is a blend between a domestic lifestyle and strong predator instincts. The reflexes and needs it steel has as a tamed animal make us wonder about what is stronger; the gene inheritance or the surroundings and environment it was raised in.

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What culture or region does the animal stand for?

The cat is a creature of the world and represents elegance, flexibility, agility and intelligence.

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What story does your design tell?

The story of the design is about the way a cat fixes its' eyes upon a target and switches to "predator mode". Furthermore, cats are being tortured, beaten and killed in a very rapidly growing number, making this knife not only a handy tool, but also a practical tool for raising awareness.

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What style did you choose for your design and why?

The style I chose is Poli Art, because the sharp angles resemble the looks and personality of a cat.

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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.

I'm from Romania and the motive behind this cat is the aggression towards animals in my country and the cruelty some people show. The number of cat killings and tortures is alarmingly growing and this knife would be a totem to symbolize a cat's life.

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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 third party material 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).

My name is Tomer and I'm from Romania. Designing a knife is very fun, reason for which I resembled the functionality it has with a cat's most used weapon: Claws!

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Creative's profile



Tomer Mozafi

Corbeanca Paradisul Verde, Romania

Creative's top 5 skills

Graphic Design, Illustration, Mobile Apps