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Stay strong and bright even in the darkest waters



VICTORINOX  
*Koi Fish*

Solution

Bright Koi Fish swimming through dark waters represents strength, energy and ability to overcome difficulties. Design is based on my original ink and watercolor painting.

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## Koi Fish

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

I chose Koi Fish as it has a powerful and energetic life force, demonstrated by its ability to swim against currents and even travel upstream, so it symbolizes courage, ambition and success.

There are many ancient legends involving the koi fish. The oldest of the legends is the story of when Chinese philosopher Confucius was born a son in 533 B.C., King Shoko of Ro presented to him a magoy, a black carp, as a gift.

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What culture or region does the animal stand for?

Koi Fish are a common symbol in both Chinese culture and feng shui.

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What story does your design tell?

It tells a story of Koi Fish swimming upwards in dark water, contrasting with bright and colorful body of the fish. If you have courage and energy to move forward even if everything around you is lost in darkness, your success is inevitable.

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What style did you choose for your design and why?

It includes original mixed media painting, including ink and watercolor. "AL Sandra" font used in presentation file

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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 Armenia, currently living and working in Ukraine and obsessed with Eastern culture

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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 used, original painting is mine

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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).

I'm Eugenia Evoyan, 29, artist from Yerevan, Armenia, currently living and working in Kyiv, Ukraine. I made this design to support Victorinox's cause, as it's an excellent opportunity to showcase biodiversity of our beautiful planet.



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Creative's profile

Eugenia



**Eugenia Evoyan**

Kyiv, Ukraine