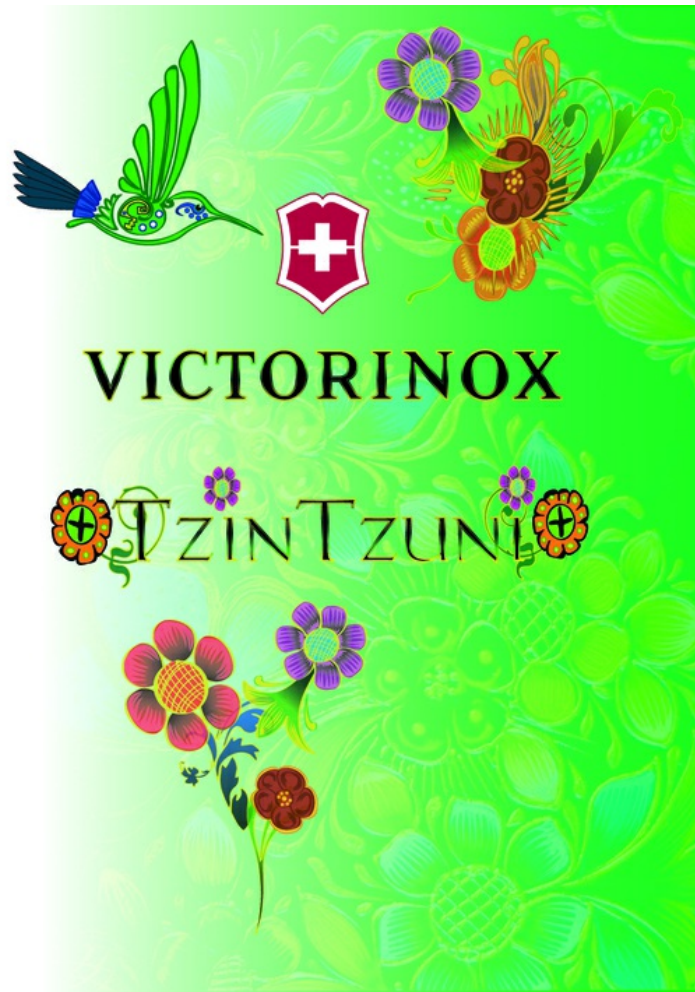


1/9 **TzinTzuni**

Southern Hummingbird is the divine messenger legacy Purepecha in Michoacan, Mexico.



Solution

The hummingbird is a bird that shares the same mystical hierarchy in some cultures of Mesoamerica; in this case this is known as "Tzintzuni" in Purepecha language, since this animal was the true messenger of the gods in the region and shares certain characteristics with the Aztecs around their cultural peculiarities. That is why a city-state was built at the time of the Purepecha empire under the name of Tzintzuntzán, "where the temple messenger god Hummingbird is" and is located in the Plateau Tarasca current state of Michoacan, Mexico.

Status: 15.06.2018

2/9

TzinTzuni

Southern Hummingbird is the divine messenger legacy Purepecha in Michoacan, Mexico.

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

It is a bird of America itself. In Mexico 57 species distributed, specifically speaking, from North America to southern Mexico known; I particularly chose the hummingbird tail painted living in the rain forests and semi state of Michoacan and share the habitat with other species of hummingbirds (hence is considered a deity by the variety of legends about the little bird). On the cultural side, the Purepecha (or tarasca) culture has the distinction of being one of the few places whose origin has

3/9

TzinTzuni

Southern Hummingbird is the divine messenger legacy Purepecha in Michoacan, Mexico.

What culture or region does the animal stand for?

The original Purepecha culture of Michoacan, Mexico.

4/9

TzinTzuni

Southern Hummingbird is the divine messenger legacy Purepecha in Michoacan, Mexico.

What story does your design tell?

The hummingbird itself is very graceful in flight as well as having a cultural profile that the ancient inhabitants of my country regarded him as a deity inspired by its beauty and habits. It is interesting as it is embodied in the indigenous crafts and chromatic vivacity.

5/9

TzinTzuni

Southern Hummingbird is the divine messenger legacy Purepecha in Michoacan, Mexico.

What style did you choose for your design and why?

I wanted to approach as close to the Purepecha art, chromatic llamatividad and perceive their particular nature and represent various objects (tableware, furniture, toys, clothing) way.

6/9 **TzinTzuni**

Southern Hummingbird is the divine messenger legacy Purepecha in Michoacan, Mexico.

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.

México.

7/9 **TzinTzuni**

Southern Hummingbird is the divine messenger legacy Purepecha in Michoacan, Mexico.

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)

I did not use third-party material. For the creation of this design I turned to the textual and visual information.

8/9

TzinTzuni

Southern Hummingbird is the divine messenger legacy Purepecha in Michoacan, Mexico.

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).

How about everyone! I'm Rob Gopar-Merino, I have 33 years and settled in the State of Mexico. I took more than 5 years practicing design and illustration for various projects, but also made some illustrations of court staff. In the same way that previous strokes for Victorinox, this design aims to show the cultural richness that exists in my country, and specifically with animals that have been part of such legends and cultural needs of each region of Mexico. Best regards to all!

9/9

TzinTzuni

Southern Hummingbird is the divine messenger legacy Purepecha in Michoacan, Mexico.

Creative's profile



Robert Gopar-Merino
Graphic Design, Illustrator
México, Mexico

Creative's top 5 skills

Graphic Design, Illustration, Photography, Textile Design