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## Blue Snake

Mexican desert snake



VICTORINOX

### Solution

I'm afraid of snakes and I try to fight with this fear.

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

The animal is dangerous, and need treat with respect.

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What culture or region does the animal stand for?

North of Mexico

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What story does your design tell?

The fight I have with this fear and I have the idea to fight with this fear with a knife like a metaphor.

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What style did you choose for your design and why?

Iconic design I think, because it's simple when you print small designs.

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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.

Tijuana, Mexico.

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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)

It's all 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 Adrian Orozco, graphic design student from Tijuana



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Creative's profile



**Adrian Hernández Orozco**  
Graphic Design Student  
Tijuana, Mexico