

1/9 **Lions: sun and moon (another version )**

another version of the first project with vector and minimalist graphic style: For me the lions are the symbol of the sun and moon



**Solution**

the classic red lion is the symbol of fire and the sun. But for me the white lion is the symbol of the moon

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

I chose the lion because it has always fascinated me and for me is a symbol of nobility and pride. Although it is in danger of extinction, shines like a star

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What culture or region does the animal stand for?

This animal has been used in the past in the fierce gladiator battles. It 'also a very strong Christian religious symbol, but also a pagan symbol of strength and nobility. Dante Alighieri considers it as a symbol of pride and takes on different meanings in alchemy and esoteric group. In the past, the lion also was living in Mediterranean areas

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What story does your design tell?

My design is the alternation of night and day and want to celebrate the classic red lion, symbol of the sun and fire, and the white lion which I consider noble as that classic. I see it as the symbol of the moon or the stars of the night.

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What style did you choose for your design and why?

I chose a minimalist and decorative style to represent the sun and the moon that flood and embracing the sky. I chose this style because I thought it was useful to my project

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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.

ok

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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)

the project and the designs are 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).

Hi! I am Chiara, I am 39 year, and I live in Italy, near Milan. I work here as a designer since 15 years. I created this design for Victorinox cause I think that my design is essential and meaningful to represent what are for me the lions: nobles and majestic



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Creative's profile



**chiaramalerba**  
author of novels and illustrator

Creative's top 5 skills

Graphic Design, Illustration, Photography