

## 1/9 Mexican Xoloitzcuintli

I created the Mexican xoloitzcuintli in a style of the Oaxacan crafts called "alebrijes"



### Solution

I am from Mexico, and decided to make an illustration of the Mexican dog xoloitzcuintli (pronounced 'Show-low-eet-squint-lee'). Since the dog was well-respected among the Aztec and other people from Mesoamerica, I thought it would be the perfect protagonist for my piece for "Animals of the World" to portray a piece of the Mexican heritage. The patterns and vibrant colors of the design are references to the Oaxacan crafts called "alebrijes." The alebrijes are wooden figures of all kinds of animals that are hand-crafted and painted.

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

I made an illustration of the Mexican dog xoloitzcuintli. The dog was well-respected among various peoples from Mesoamerica. Among others, one of the peoples that owned these type of dogs were the Aztecs, so they are a great reference of Mexico.

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What culture or region does the animal stand for?

My xoloitzcuintli stands for the Mexican culture as a whole, and it also brings attention to the Oaxacan artisans.

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What story does your design tell?

It talks about the diversity of the Mexican culture with its festive and playful look.

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What style did you choose for your design and why?

I chose to depict the dog in the style of the Oaxacan crafts called "alebrijes." The colorful patterns and wooden figures are great at conveying the diversity of the Mexican heritage. The illustration's strokes have a hand-drawn quality in reference to the fact that the alebrijes are handmade sculptures.

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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.

Mexico is my country of origin.

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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)

N/A

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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 am a graphic designer and illustrator based in California. I just graduated from CalPoly with a BFA in Art and Design with a concentration in Graphic Design. I grew up in Mexico, and moved to the United States about 6 years ago. Living in California has allowed me to get a glimpse at different cultures, which is something that keeps me forever inspired. I am always excited about new projects to immerse myself into, and I seek to keep learning and grow as a creative.



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Creative's profile



**paoramirez**

Graphic Designer and Illustrator