

1/9 **Green Guajira**

Green in the desert



Solution

Teach the vivid colors of this animal in contrast to the desert sand

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

This among my favorites because he likes to sunbathe and for its vivid colors. Lives in many regions of the country in which I live, Colombia, and despite living in the desert of La Guajira and could blend in with the sand, retains its striking color.

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What culture or region does the animal stand for?

The Caribbean coast especially in the desert guajira

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What story does your design tell?

In the Guajira region of Colombia culture, lives in a Wayuu indigenous ethnic group call, they are characterized by repetitive patterns make tissue, take the skin texture of the lizard and develop as a typical fabric of this tribe. The fund has the colors of the desert sand and causes the animal is displayed with higher contrast.

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What style did you choose for your design and why?

Spheres of different colors, which are visually similar to the representative tissue of the aforementioned region and has the effect of skin lizard

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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.

Typical animal of different regions of Colombia, presented with bold colors on the Caribbean coast, especially in the region of La Guajira, one of the deserts of this country.

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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, the idea is original

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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 41 years old and live in Colombia, a beautiful country with great cultural, natural and faunal diversity. Laboro in the creative sector for 13 years and for 2 years'm independent graphic designer. Among my hobbies this yoga, cooking and reading. I chose this animal because it inhabits many regions of my country, has vivid colors and likes sunbathing. In the art of illustration quice represent the fabric of the Wayuu culture, who live in the Guajira region.

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Creative's profile



Andrea Gutiérrez Soto
Graphic Designer
Medellín, Colombia

Creative's top 5 skills

Graphic Design, Illustration