

1/9 **Antz everywhere!**

Ants represent hard work and collaboration. Things important to remember these days.



Antz
everywhere!

Solution

Ants represent hard work and collaboration, they live in community and work very hard in group. These things are important to keep in mind nowadays, we need to remember we are all in this together.

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

ants

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What culture or region does the animal stand for?

Mexico

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What story does your design tell?

it talks about groups of ants working together. Little animals, that work hard and can be very strong.

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What style did you choose for your design and why?

minimal and colorful, to be fresh, actual, and timeless.

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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

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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

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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 mexican, i am industrial designer, passionate about creating. I love creating everything i can: products, graphic design... even cakes and crafts. I love design, because i think it can be magical. It ´s amazing how something that was once only on your imagination, can be transformed into something real, and then became part of someone else ´s life. Be part of their memories, have a sentimental value, and becoming something special, for someone you might never know.

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Creative's profile



Fernanda López

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