

1/9 **Cascabel**

I used the víbora de cascabel, because it´s a rooted symbol of my country and my culture



Solution

To represent a fusion of two elements and make another beautiful and functional to present a part of the culture and mystique of my country

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

I decide to chose vibora de cascabel (rattlesnake) because it is one of the most characteristic animals of my country, this particular species, is associated with many traditions and stories that make it particularly interesting

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What culture or region does the animal stand for?

The animal belongs to many regions in my country, includes my home place

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What story does your design tell?

As a part of our popular beliefs, the skin of the snake is used for decorating tools (mainly knife handles) in order to make them more powerful and aesthetically beautiful.

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What style did you choose for your design and why?

I choose a simple vector style, i like the colors and geometric forms, not saturation and not complex forms. Keep it simple and clear.

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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.

Puebla, Puebla. 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'm a graphic designer based in the city of Puebla, with a taste for illustration and the artistic issues, i´m a soccer fan.

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Creative's profile



Eduardo Ibarra
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